

YAN XU
Management and Marketing Department
The Hong Kong Polytechnic University
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Academic Positions

2017– Assistant Professor in Marketing, The Hong Kong Polytechnic University

Education

2013-2017 Ph.D. in Marketing, Tilburg University

2011-2013 Research Master in Economics, Tilburg University

2007-2011 Bachelor in Physics, Shanghai Jiao Tong University

Research Interests

Digital marketing; Decision making under uncertainty and time constraint

Platform/two-sided market; Crowdfunding market; Online education market; Grocery market

Quantitative marketing; Empirical industrial organization; Big data analytics

Working Paper

“The Relationship between Customer Value and the Timing of Adoption in a New Experience Goods Category” (with Bart Bronnenberg and Tobias Klein)

“Consumer Time Budgets and The Nature of Grocery” (with Bart Bronnenberg and Tobias Klein, R&R at *Journal of Marketing Research*)

“Asymmetric Information and Entrepreneurial Disincentives in Crowdfunding Markets” (with Jian Ni)

Conference and Seminar Presentations

“Asymmetric Information and Entrepreneurial Disincentives in Crowdfunding Markets”

2019: HK PolyU MIS Research Seminar, Marketing Dynamics Conference by University of Maryland, Marketing Science Conference by ISMS and NYU.

“The Relationship between Customer Value and the Timing of Adoption in a New Experience Goods Category”

2017: HKUST (pro seminar), DIW Berlin, Erasmus University (Econometrics), Erasmus University (Marketing), Toulouse Business School, The Hong Kong Polytechnic University, TU/e.
2016: Tilburg University Structural Econometrics Lunch Seminar, Marketing Science Conference by ISMS and Fudan University, Tilburg Marketing Department Summer Camp.

“Consumer Time Budgets and The Nature of Grocery”

2018: Marketing Science Conference by ISMS and Temple University, 2016: Tilburg University Structural Econometrics Lunch Seminar. 2015: Tilburg Marketing Department Summer Camp.

Grants and Awards

“Time Constraints and Purchasing Behavior”, awarded by HK Polytechnic University, 2017-2020 (Principal Investigator)

“Asymmetric Information and Entrepreneurial Disincentives in Crowdfunding Markets”, awarded by HK Polytechnic University, 2018-2020 (Principal Investigator)

“Dynamic Pricing and Competition in Sharing-economy Markets”, awarded by HK Polytechnic University, 2019-2021 (Principal Investigator)

National Physics Olympiad Competition, first class prize, 2007

Teaching

Instructor, Marketing Strategy, The Hong Kong Polytechnic University, 2018-2019

Teaching Assistant, Empirical Industrial Organization 1 (PhD level), Tilburg University, 2016-2017

Supervisor, Marketing master theses in Marketing Analytics (5 students per year), Tilburg University, 2016-2017

Supervisor, Marketing bachelor theses (12 students per year), Tilburg University, 2014-2016

Teaching Assistant, Market Assessment (master level), Tilburg University, 2014-2015

Teaching Interests

Data Analytics, Digital Marketing, Marketing Analytics, Pricing, Marketing Strategy, Marketing Research

Other Activities

Marketing Science Conference Session Co-Chair (scheduled), 2019

Organizer of the Structural Econometrics Group lunch seminars, 2014-2016

Research assistant at Shanghai Jiao Tong University Smith Experimental Economics Research Center, 2010

Computer language and software

Matlab, Stata, C++

References

Available upon request