YANG LI 李洋

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Contact Information

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Academic Positions

Cheung Kong Graduate School of Business, Beijing, China

Associate Professor of Marketing (tenured), 2020 – Present
Associate Professor of Marketing (untenured), 2016 – 2020
Assistant Professor of Marketing, 2012 – 2016

Department of Systems Engineering, Chinese University of Hong Kong

Visiting Professor, 2016

Administrative Positions

Cheung Kong Graduate School of Business, Beijing, China

Associate Dean for MBA, 2025 – Present
Academic Director for EMBA, 2022 – 2024
Academic Director for Executive Education, 2021 – Present

Education Background

Columbia University, New York, NY

Ph.D., Marketing, 2012
Co-advisors: Oded Netzer and Brett Gordon

M.Phil., Marketing, 2012
M.S., Biomedical Engineering, 2007

Peking University, Beijing, China

B.S., Electronics Science, 2005

Research Interests

Statistical Machine Learning, Bayesian Nonparametrics, Scalable Optimization, Online Recommender, Text Mining, Choice Modeling

Publications

"Modeling Categorized Consumer Collections with Interlocked Hypergraph Neural Networks," Khaled Boughanmi, Asim Ansari, and Yang Li, *Journal of Marketing Research*, 2025, 62(6), 1101-1124

"How Pop Mart Won Young Customers in a Fragmented Attention Economy," Yang Li, *Harvard Business Review*, July 2025

"When Language Matters," Grant Packard, Yang Li, and Jonah Berger, *Journal of Consumer Research*, 2024, 51(3), 634-653

"How to Structure Customer Service Calls to Boost Satisfaction and Sales," Jonah Berger, Yang Li, and Grant Packard, *Harvard Business Review*, July 2024

"Modeling Dynamic Heterogeneity using Gaussian Processes," Ryan Dew, Asim Ansari and Yang Li, *Journal of Marketing Research*, 2020, 57(1), 55-77
— Finalist, 2021 Paul E. Green Best Paper Award

"Probabilistic Topic Model for Hybrid Recommender Systems: A Stochastic Variational Bayesian Approach," Asim Ansari, Yang Li and Jonathan Z. Zhang, *Marketing Science*, 2018, 37(6), 987-1008

"Big Data Analytics," in *Handbook of Marketing Analytics: Methods and Applications in Marketing Management, Public Policy, and Litigation Support*, Eds. Natalie Mizik and Dominique M. Hanssens, Edward Elgar Publishing, 2018

"An Empirical Study of National vs. Local Pricing by Chain Stores under Competition," Yang Li, Brett Gordon and Oded Netzer, *Marketing Science*, 2018, 37(5), 812-837

"A Bayesian Semiparametric Approach for Endogeneity and Heterogeneity in Choice Models," Yang Li and Asim Ansari, *Management Science*, 2014, 60(5), 1161-1179

"Does Price Elasticity Vary with Economic Growth? A Cross-Category Analysis," Brett Gordon, Avi Goldfarb and Yang Li, *Journal of Marketing Research*, 2013, 50(1), 4-23
— Lead Article

Working Papers

"Ethical Thompson Sampling for Marketing Resource Allocation," Bob Rombach, Yang Li and Gui Liberali, *under review*, 2026

"Say You or Say Me: How Pronoun Use Influences the Helpfulness of Customer Reviews," Yue Lu and Yang Li, 2026

"When Bayesian Nonparametrics Meets Graph Neural Networks: An Indian Buffet Process Approach to Hypergraph Learning," Yang Li, 2026

"Customer Information Value," Yang Li and Jonathan Z. Zhang, 2026

"Dynamic Triggering Effects for Online Contents: A Bayesian Nonparametric Approach," Yang Li, Jinnan Huang and Jiapeng Liu, 2024

Publications in Engineering

"Design of a Digital Optical Tomography System for Dynamic Breast Imaging," Yang Li, Andres M. Bur, Christopher J. Fong, Molly L. Flexman, Rabah A. Abdi, Randall L. Barbour, and Andreas H. Hielscher, *Biomedical Optics*, Optical Society of America, 2008

"The Design and Characterization of A Digital Optical Breast Cancer Imaging System," Molly L. Flexman, Yang Li, Andres M. Bur, Christopher J. Fong, James M. Masciotti, Rabah A. Abdi, Randall L. Barbour, and Andreas H. Hielscher, *30th Annual International Conference of the IEEE Engineering in Medicine and Biology Society*, 2008, 3735-3738

"Dynamic Optical Tomographic Imager with Optimized Digital Lock-In Filtering," Joseph M. Lasker, James M. Masciotti, Yang Li, Christopher J. Fong, and Andreas H. Hielscher, *Diffuse Optical Imaging of Tissue*, 6629, Proceedings of SPIE-OSA Biomedical Optics, 2007

Patents

"Systems and Methods for Dynamic Imaging of Tissue using Digital Optical Tomography," US

Patent No. 9,037,216B2 (issued May 19, 2015) November 2026

Editorial Board	Marketing Science
Ad-Hoc Reviewer	Marketing Science Journal of Marketing Research Management Science Journal of the American Statistical Association Operations Research Quantitative Marketing and Economics Production and Operations Management Journal of Business & Economic Statistics Oxford Bulletin of Economics and Statistics Journal of Consumer Psychology
Invited Presentations	Xi'an Jiaotong University (Oct 2025) Marketing Science Conference, DC (Jun 2025) London Business School, Dubai (Feb 2025) Marketing Science Conference, Sydney (Jun 2024) Hong Kong Polytechnic University (Mar 2024) Marketing Science Conference, Miami (Jun 2023) Peking University (May 2023) City University of Hong Kong (Mar 2023) University of Hong Kong (Mar 2023) HEC Paris (Feb 2023) Erasmus University (Feb 2023) Marketing Science Conference, Online (Jun 2022) Indian School of Business, Online (Apr 2022) 19th ZEW Conference, University of Mannheim (Jun 2021) Hong Kong University of Technology and Science, Online (Jun 2021) Artificial Intelligence In Management Conference, USC Marshall (May 2021) City University of Hong Kong, Online (Mar 2021) Nanyang Technological University, Online (Mar 2021) University of British Columbia, Online (Oct 2020) Xi'an Jiaotong University, Online (Jul 2020) Marketing Science Conference, Online (Jun 2020) University of Michigan, Online (Feb 2020) Tongji University (Jan 2020) Renmin University (Oct 2019) CMAU Annual Conference (Jul 2019) CMIC Annual Conference (Jul 2019) McGill University (May 2019) CMU Conference on Digital Marketing and Machine Learning, Pittsburgh (Dec 2018) Winter AMA Conference, New Orleans (Feb 2018) Peking University, China (Apr 2017) FORMS Conference, University of Texas Dallas (Mar 2017) University of Colorado, Boulder (Dec 2016) Big Data Marketing Analytics, University of Chicago (Sep 2016) Marketing Science Conference, Shanghai (Jun 2016) IDC, Israel (Nov 2015)

Ben-Gurion University (Nov 2015)
McGill University (Aug 2015)
AMA ART Forum, San Diego (Jun 2015)
University of Mannheim (Jun 2015)
University of Wisconsin, Madison (May 2015)
University of Texas, Dallas (Feb 2015)
Big Data Marketing Analytics, University of Chicago (Oct 2014)
Marketing Science Conference, Atlanta (Jun 2014)
Fudan University, Shanghai (May 2014)
London Business School (Feb 2014)
Chinese University of Hong Kong (Jan 2014)
Shanghai University of Finance and Economics (Nov 2013)
Annual Conference of China Marketing Science (Aug 2012)
INFORMS International Conference (Jun 2012)
Marketing Science Conference, Boston (Jun 2012)
London Business School (May 2012)
University of Zurich (May 2012)
Tsinghua University, China (Nov 2011)
Saint Petersburg State University (Oct 2011)
Wharton School, University of Pennsylvania (Oct 2011)
Cheung Kong Graduate School of Business, New York (Oct 2011)
University of Pittsburgh (Oct 2011)
Peking University, China (Sep 2011)
Singapore Management University (Sep 2011)
Erasmus University Rotterdam (Sep 2011)
Columbia University (Sep 2011)
Marketing Science Conference, Cologne (Jun 2010)

Teaching Experiences

EMBA, CKGSB, 2016–present
Marketing Management (Core)

DBA, CKGSB, 2020–present
DTC Branding Gen-Z Marketing

Executive Education, CKGSB, 2013–present
Marketing Management Internet Marketing Social Strategies

MBA, CKGSB, 2012–present
Marketing Management (Core) Marketing Research Statistics for Managers (Core)

Case Development

"Beyond Star Ratings: H World Group's Reinvention of Classic Western Hotel Brands," Yang Li and Xiaolong Wang, 2026

"Dreame Technology: Technology Anchoring, Organizational Reprogramming, and Global Co-Creation," Yang Li and Xiaolong Wang, 2026

"From B2B to Broader Recognition: Qualcomm's Brand-Building Journey," Yang Li and Xiaolong Wang, 2025

"A National Treasure Reinvented: Pien Tze Huang's Cross-Industry Exploration," Yang Li and

Xiaolong Wang, 2025 November 2026

"Navigating Cycles: Business Transformation and Marketing Reinvention in a B2B Channel Distributor," Yang Li and Xiaolong Wang, 2025

"Thinking Big in Small Markets: Jack Sewing Machine's Path to Global Expansion," Yang Li and Xiaolong Wang, 2025

"Emotional Value as a Growth Engine: The Brand Breakthrough of Hope Water," Yang Li and Xiaolong Wang, 2024

"Exploring How Langjiu Builds Brand Momentum," Yang Li and Xiaolong Wang, 2023

"How to Use Tiktok for Branding? Freda's Marketing Options on Tiktok," Yang Li and Xiaolong Wang, 2022

"Coarse vs. Meticulous, Fuzzy vs. Transparent – Digital Upgrade of Chinese Brands Going Overseas beyond 'Walled Garden'," Yang Li and Xiaolong Wang, 2022

"How to Create A New Ready-to-Eat Category? The Source of Entrepreneurship and The Secret Growth of XiaoXianDun," Yang Li and Xiaolong Wang, 2021

"China Brands Group: Commercialization of an IP Branding Platform," Yang Li and Yunhai Zhu, 2018

"Haier: Customer-Driven Digital Transformation," Yang Li and Di Deng, 2016

Programming Skills C, C++, Python, PyTorch, Pyro, Stan, Matlab, R, Mathematica, SAS, SQL, Stata, Assembly