BICHENG YANG

Department of Management and Marketing   Phone: (+852) 3400 2120
Faculty of Business, The Hong Kong Polytechnic University   Email: bicheng.yang@polyu.edu.hk
Hung Hom, Kowloon, Hong Kong   Personal Page: yangbicheng.com

EMPLOYMENT

Assistant Professor of Marketing, July 2022-present
> Faculty of Business, The Hong Kong Polytechnic University

Assistant Professor of Marketing, July 2017-June 2022
> Sauder Business School, The University of British Columbia

EDUCATION

Ph.D., Marketing, 2017
> Olin Business School, Washington University, St. Louis, MO, USA

M.A., Economics, 2011
> Duke University, Durham, NC, USA

B.S., Mathematics and Applied Mathematics, B.A., Finance, 2009
> Nankai University, Tianjin, CHINA

RESEARCH INTERESTS

Substantive: Incentives, Salesforce Management, Advertising, Pricing
Methodological: Choice Models, Dynamic Structural Models, Applied Game Theory

PUBLICATIONS AND ACCEPTED PAPERS

Yang, Bicheng, Tat Y. Chan and Raphael Thomadsen, "A Salesforce-driven Model of Consumer Choice", *Marketing Science,* 38(5), 871–887.

Jiang, Baojun and Bicheng Yang, "Quality and Pricing Decisions in a Market with Consumer Information Sharing", *Management Science* 65(1):272-285.

PAPERS UNDER REVIEW

Yang, Bicheng, Tat Chan, Hideo Owan and Tsuyoshi Tsuru, "Incentives from Compensation and Career Movements on Work Performance: Evidence from a Reform of Personnel Policies" (Revise&Resubmit at Management Science)

Yang, Bicheng and Seethu Seetharaman, "Pre-launch Advertising for Movies: An Econometric Analysis of Demand and Supply" (under review at International Journal of Research in Marketing)

WORK IN PROGRESS

"Can Movie Consumption Affect Subsequent Retail Purchases?" (with Yi Qian), Drafting Paper.

"Effectiveness of Mobile Push Notifications" (with Zhuping Liu), Drafting Paper.

Bicheng Yang

"A Model of Financial Advisor Teaming" (with Tat Chan and Justin Krieger), Data Analysis in Progress

TEACHING EXPERIENCE

University of British Columbia
       Marketing Research (Undergraduate), 2018-2021

Washington University in St. Louis
       Basic Statistics using SPSS (Masters), Fall 2015-2016

CONFERENCE PRESENTATIONS AND INVITED TALKS

Wharton Customer Analytics, Webinar, April, 2020
UBC-UW Annual Marketing Conference, UBC, May 2019
Work, Pensions and Labour Economics Study Group (Sheffield, UK), July 2018
University of Tokyo, Hitotsubashi University, November 2017
University of Toronto (Rotman), University of British Columbia (Sauder), University of Minnesota (Carlson), University of Colorado at Boulder (Leeds), University of Delaware (Lerner), Cornell University (Johnson), University of Rochester (Simon), Hong Kong Polytechnic University, September-November 2016
Marketing Science Conference, Johns Hopkins University, June 2015

AWARDS AND GRANTS

SSHRC Insight Development Grant, Principal Investigator, 2019-2021
SSHRC Insight Grant, Principal Investigator, 2019-2023
AMA-Sheth Foundation Consortium Student Fellow, 2016
Moog Scholar Award, Washington University, 2016
Doctoral Fellowship, Washington University, 2011–2016
Merit-based Partial Fellowship, Duke University, 2009–2011
Excellent Student Scholarship, Nankai University, 2005–2009