

# FAN YANG

**E-mail:** fan-yang@ucl.ac.uk | **Website:** fan-yang-mkt.github.io

## ACADEMIC POSITION

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**University College London, UCL School of Management**

*Lecturer (Assistant Professor) of Marketing & Analytics*

2025.06 - Present

London, UK

**NEOMA Business School**

*Assistant Professor of Marketing*

2022.08 - 2025.06

Reims, France

## EDUCATION

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**University of British Columbia, Sauder School of Business**

*Ph.D. in Marketing*

2022

Vancouver, Canada

**Hong Kong University of Science and Technology**

*MPhil in Industrial Engineering and Logistics Management*

2015

Hong Kong

**Sun Yat-Sen University**

*B.S. in Mathematics and Applied Mathematics*

2013

Guangzhou, China

## RESEARCH INTERESTS

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**Substantive:** Marketing Analytics, Causal Inference, Digital Marketing, Two-sided Markets.

**Methodology:** Statistical Models, Bayesian and Econometrics, Machine Learning, Structural Modeling.

## WORKING PAPERS

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**Fan Yang**, Yi Qian and Hui Xie, “Addressing Endogeneity Using a Two-stage Copula Generated Regressor Approach”.

- forthcoming at *Journal of Marketing Research*, NBER Working Paper No. 29708

<https://journals.sagepub.com/doi/10.1177/00222437241296453>

**Fan Yang**, Xixi Hu, Yi Qian and Hui Xie, “Overcoming Endogeneity and Sparse Data Bias in Consumer-level Random-Coefficient Discrete Choice Models Using Copulas”

- Manuscript in preparation for submission at top marketing Journals.

**Fan Yang**, “Vertical Product Differentiation in Two-Sided Markets: Evidence from a Ride-hailing Platform”

## WORK IN PROGRESS

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“Combining Gaussian copula-based endogeneity correction with instrumental variables: A hybrid approach.” with Rouven Haschka (Stage: simulation)

“Instrument-free Causal Machine Learning.” with Yi Qian and Hui Xie. (Stage: data application)

“Effect of Freight Subsidies on High Value and Expensive-to-ship Products: Evidence from an Online Shopping Platform” (Stage: writing)

## CONFERENCE PRESENTATIONS

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“Overcoming Endogeneity and Sparse Data Bias in Consumer-level Random-Coefficient Discrete Choice Models Using Copulas”

- presented at EMAC conference 2025, Madrid, Spain
- presented at INFORMS Marketing Science Conference 2024, Sydney, Australia
- presented at Marketing Dynamics Conference 2024, Santorini Island, Greece

“Addressing Endogeneity Using a Two-stage Copula Generated Regressor Approach”

- presented at INFORMS Marketing Science Conference 2023, Miami, FL, USA
- presented at EMAC Annual Conference 2023, Odense, Denmark

“Vertical Product Differentiation in Two-Sided Markets: Evidence from a Ride-hailing Platform”

- presented at UBC-UW Annual Marketing Conference 2021, Virtual Conference
- presented at INFORMS Marketing Science Conference 2020, Virtual Conference

“Effect of Freight Subsidies on High Value and Expensive-to-ship Products: Evidence from an Online Shopping Platform”

- Presented at INFORMS Marketing Science Conference 2018, Philadelphia, PA, USA

## PROFESSIONAL ACTIVITIES

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### Referee

*Journal of Econometrics*

### Dissertation Supervision

 - NEOMA Business School

supervise a group of 15 MSc students for dissertation

2022/2023/2024

## TEACHING EXPERIENCE

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### Instructor

, NEOMA Business School

- Consumer Intelligence (master), Course Evaluation: **3.6** / 4

2022/2023/2024

- Marketing Management (undergraduate), Course Evaluation: **3.3** / 4

2022/2023/2024

### Instructor

, University of British Columbia

- Introduction to Marketing (undergraduate), Course Evaluation: **4.2** / 5

2019

## HONORS & AWARDS

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Dean Earle D MacPhee Memorial Fellowship

2016-2021

Sauder School of Business Graduate Award

2016-2021

Winter C K Choi Fellowship in Business Administration

2016

Full Postgraduate Studentship Award, HKUST

2013-2015

Honorable Mention, American Mathematical Contest in Modeling

2012

## PROGRAMMING SKILLS

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Language: R, Matlab, Mathematica, Julia, Python, C, C++, SQL, MySQL

Data Analytics Tool: Tableau, BigQuery, Google Cloud

## INDUSTRY EXPERIENCE

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Data Scientist Intern at BuildDirect, Vancouver, Canada

Jun-Sep, 2017