

# Yuqing Gu

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## EDUCATION

**Stephen M. Ross School of Business, University of Michigan, Ann Arbor, MI**

Ph.D. Candidate in Business Economics 2027 (Expected)

**Renmin University of China**

B.A. in Economics, with Distinction 2016–2020

## RESEARCH INTERESTS

**Substantive:** Industrial Organization; Platforms; Media; Healthcare; Advertising

**Methodological:** Causal Inference; AI/Machine Learning; Structural Modeling; Experiment

## WORKING PAPERS

“When Professionals Become Influencers: The Impact of Live Streaming on Service Demand”  
with Xu Zhang, Yi Zhang, and Puneet Manchanda

“Consumers Semi-Intertemporally Make Intertemporal Decisions: Insights from the Payday Effects”  
with Chao Ma and Juin Kuan Chong

“Schedules, Effort, and Income: Revisiting Taxi Drivers’ Labor Supply Decisions”  
with Yesim Orhun and Juin Kuan Chong

## WORKS IN PROGRESS

“Ownership Consolidation in Two-sided Platforms: Evidence from Newspaper Industry”

## **AWARDS AND HONORS**

ISMS Doctoral Consortium Fellow, 2026  
Women in Economics Mentoring Workshop Fellow, American Economic Association, 2025  
Rackham Travel Grant, University of Michigan, 2025  
President's Challenge for Graduate Support Survey Award, University of Michigan, 2024  
Ross Early PhD Candidacy Award, University of Michigan, 2023  
Ross School of Business Fellowship, University of Michigan, 2021  
Outstanding Graduate Award, Renmin University of China, 2020  
National Scholarship, Ministry of Education of China, 2018  
First-Class Scholarship, Renmin University of China, 2017, 2019

## **CONFERENCE PRESENTATIONS**

INFORMS Society for Marketing Science (ISMS) Conference, 2025  
Conference on AI, Machine Learning, and Business Analytics, 2021, 2025  
Business Economics Brown Bag Seminar, University of Michigan, 2021, 2022, 2025  
Industrial Organization Lunch, University of Michigan, 2022, 2025  
Labor Lunch, University of Michigan, 2024

## **TEACHING**

### **Instructor**

BE300 Applied Microeconomics (Ross BBA Core), 2023  
– Teaching evaluation: 4.9/5.0

### **Teaching Assistant**

MKT896 Special Topics in Quantitative Marketing (Ph.D.), 2025  
MKT601 Strategic Marketing Planning (MBA), 2024  
BE557 Applied Microeconomics (Master of Management), 2021

## **RESEARCH EXPERIENCE**

Research Assistant, National University of Singapore, 2020-2021

## **STUDENT MENTORSHIP**

Jessey Zhao — M.A. Applied Economics  
Shirley Ai — Master of Business Administration

## **SERVICE**

Member, Ross PhD Research Committee, University of Michigan, 2023–2025

## **TECHNICAL SKILLS**

Python; R; Stata; Julia; MATLAB; PyTorch; TensorFlow

## **REFERENCES**

### **Yesim Orhun**

Professor of Marketing  
Stephen M. Ross School of Business  
aorhun@umich.edu

### **Jagadeesh Sivadasan**

Buzz and Judy Newton Professor of  
Business Administration  
Stephen M. Ross School of Business  
jagadees@umich.edu

### **Puneet Manchanda**

Isadore and Leon Winkelman Professor  
of Marketing  
Stephen M. Ross School of Business  
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### **Ying Fan**

Professor of Economics  
Department of Economics  
University of Michigan  
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