

Yuqing Gu

Stephen M. Ross School of Business
University of Michigan
R5421, 701 Tappan Street, Ann Arbor, MI 48109

Phone: +1 (734) 800-6095
Email: guyuqing@umich.edu
Homepage: yuqing-gu.org

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; Platform Economy; Advertising; Healthcare
Methodological: Causal Inference; AI/Machine Learning; Structural Modeling

JOB MARKET PAPER

Does Every Merger Need a Loser? Evidence from the U.S. Newspaper Industry
Draft available upon request

WORKING PAPERS

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

Presented at 2026 UT Dallas FORMS conference; 2026 London Area Marketing Assembly; the 2025 Conference on Artificial Intelligence, Machine Learning, and Business Analytics, the 4th Workshop on UK Digital Economics, the 1st Creator Economy Conference and the 45th Marketing Science Conference

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

Working through it: Timing and Margins of Reference-Dependence Labor Supply with Yesim Orhun and Juin Kuan Chong
draft available upon request

WORKS IN PROGRESS

Ownership and Moral Hazard in Dental Healthcare, with Yesim Orhun

Healthcare in the Era of AI : Evidence from Dental 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

pmanchan@umich.edu

Ying Fan

Professor of Economics

Department of Economics

University of Michigan

yingfan@umich.edu

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