

Yuqing Gu

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EDUCATION	Ross School of Business, University of Michigan Ph.D. Candidate in Business and Economics	2021-now
	Renmin University of China B.A. in Economics, with distinction	2016-2020
ACADEMIC EXPERIENCE	School of Business, National University of Singapore Research Assistant	2020-2021
WORKING PAPER	Consumers Semi-intertemporally Make Intertemporal Decisions: Insights from the Payday Effects , with Chao Ma and Juin Kuan Chong	
WORK IN PROGRESS	Schedules, Effort, and Income: Revisiting Taxi Drivers' Labor Supply Decisions , with Yesim Orhun and Juin Kuan Chong The Impact of Live Streaming on Demand in Online Healthcare Context , with Puneet Manchanda, Xu Zhang and Yi Zhang	
HONORS AND AWARDS	Ross Early PhD Candidacy Award, University of Michigan Ross School of Business Fellowship, University of Michigan Outstanding Graduate Award, Renmin University of China First-class Scholarship, Renmin University of China National Scholarship, Ministry of Education of China Outstanding Student, Renmin University of China	2023 2021 2020 2017, 2019 2018 2017
RESEARCH GRANT	Rackham Travel Grant, University of Michigan President's Challenge for Graduate Support Survey Award, University of Michigan Ross Travel Grant, University of Michigan Undergraduate Research Grant, Renmin University of China	2025 2024 2021, 2025 2017
SEMINAR TALKS	2025 ISMS Marketing Science Conference, special issue on platforms (scheduled) BE Brown Bag Seminar, University of Michigan Labor Lunch, University of Michigan IO Lunch, University of Michigan AIML 2021 Conference	2025 2021, 2022, 2025 2024 2022 2021
TEACHING	Instructor BE300 Applied Microeconomics, Ross BBA core, teaching evaluation 4.9/5.0 Teaching Assistant MKT601 Strategic Marketing Planning, Ross MBA BE557 Applied Microeconomics, Ross Master of Management	2023 2024 2021
COURSES	PhD Coursework Microeconomic Theory I, II, III, IV Advanced Microeconomic Theory I II Microeconomic Theory I, II Econometric Analysis I, II Advanced Econometric Analysis I Industrial Organization I, II Quantitative Mkt Seminar I, II, III, IV	University of Michigan, PhD core University of Michigan, PhD core University of Michigan, PhD core University of Michigan, PhD core University of Michigan, PhD core University of Michigan, PhD core University of Michigan, Doctoral Seminar

COMPUTER SKILLS Tensorflow, Pytorch, Stata, Python, R, Matlab, Julia

REFERENCE

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ABSTRACT

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

Analyzing the transaction data of a retail chain selling storable products and targeting uppermiddle-class customers, we find that, besides making larger expenditures on a payday, even on a non-payday, customers make larger expenditures as long as it is their first trip to the retail chain since a payday. Thereafter, the per-trip expenditures decrease over trips within the monthly paycheck cycle until an upward jump on the first trip since the next payday. This pattern suggests that consumers without facing monthly liquidity constraints may self-impose a monthly mental budget. Their daily expenditure decisions follow a rule of thumb trying not to overspend beyond the mental budget. They renew the mental budget on paydays and the salience of paydays also causes overshoots in expenditures.

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

Earlier work has produced mixed evidence regarding income targeting behavior of taxi drivers. Using a novel dataset that allows us to detect regularity in schedules and resting decisions of taxi drivers, we extend earlier findings in several ways. First, we show that the evidence regarding income targeting is substantially impacted by accounting for the heterogeneity in shift schedules as well as shift rigidity. Second, we provide novel evidence showing that the sensitivity to reaching the income target increases after reaching the typical end of that day's work schedule – a pattern that has been hypothesized but untested. Third, we show evidence that drivers' resting decisions respond to earnings. Together, these results affirm a substantial role of income targeting in both the intensive and the extensive margins of labor supply, and shed new light onto the nature of income targeting.

The Impact of Live Streaming on Demand in Online Healthcare Context, with Puneet Manchanda, Xu Zhang and Yi Zhang

Live streaming in telemedicine is a novel phenomenon that has emerged alongside the rise of e-commerce live streaming. Through this practice, physicians conduct real-time consultations and broadcast them on social media platforms free of charge. Live streaming allows physicians to expand their reach, connect with a broader audience, and showcase their service quality and style to potential patients. However, it also raises concerns that live streaming may lead to superficial consultations, or that free live streaming may cannibalize demand for paid services, resulting in revenue losses for physicians. This study examines how physicians' live streaming activities influence demand for their paid services, pricing decisions, and the quality of care they provide. Using data from a major Chinese online healthcare platform and employing the Generalized Synthetic Control method, we find that live streaming significantly increases both patient demand and service prices, while also impacting service quality. Furthermore, we explore how these effects vary based on the physicians' live streaming style and professional attributes, shedding light on the mechanisms driving these outcomes.