

Yulin Hao

Peking University HSBC Business School
Office 629, University Town, Nanshan District Shenzhen
PR China 518055

Email: yulin.hao@phbs.pku.edu.cn
Homepage: yulinhao.net

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Employment

Peking University HSBC Business School, China

- Assistant Professor 2026 – Present

Education

Simon Business School, University of Rochester, USA

2020 – 2026 (expected)

- Ph.D. in Quantitative Marketing
- Committee: Yufeng Huang (Co-Chair), Mitchell J. Lovett (Co-Chair), Hana Choi, Ronald Goettler

Sciences Po (Paris Institute of Political Studies), France

2018 – 2020

- Research Master in Economics

Sichuan University, China

2014 – 2018

- B.A. in Economics
- Exchange program at National Sun Yat-sen University, Taiwan

Research Interests

Substantive: Quantitative Marketing, Digital Platforms, Creator Economy, Peer networks, Emerging Market
Methodological: Structural Model, Machine Learning, Causal Inference

Working papers

1. "[Time Cost Illusions: the Purchase–Usage Gap in Online Education](#)", with Jingcun Cao, Zengxiang Chen and Yufeng Huang
 - Job market Paper; Submitted
2. "[Demand or Distance? Measuring Inter-Store Relatedness from Shopper Trajectories](#)", with Dai Yao
 - Resubmitted to **Marketing Science**
3. "[Informal Ties and Sales Agent Turnover: Evidence from Randomized Dormitory Assignment](#)", with Hongye Sun, Mitchell Lovett and Kun Peng
 - Reject and Resubmit at **Journal of Marketing Research**
4. "[Content Creator Multihoming and Attention Spillovers Across Platforms](#)", with Xinzhi Rao, Jingyan Dai and Liangfei Qiu
 - Submitted
5. "[Shaping the Influencers: The Role of Multi-Channel Networks](#)", with Xiaojie Li

Work-in-Progress

6. "Competing Through Presence: Platform Participation and Product Competition in Bangladesh's Intercity Bus Industry," with Yan Luo, Catherine Tucker and Yifei Wang
7. "The Boundary of Platform Power: Evidence from a Field Experiment," with Yan Luo, Catherine Tucker and Yifei Wang
8. "Influencer Collaborations (tentative title)," with Guang Zeng and Liuyi Ye

Teaching

Marketing Management, PHBS	Fall 2024
Machine Learning, PHBS	Fall 2026
Core Statistics Using python (Master), Lab Instructor for Hana Choi	Fall 2024
• Rating: 4.71	
Core Statistics Using R (Master), Lab Instructor for Hana Choi	Fall 2021-2023
• Rating: 4.28/4.96/4.83	
Prescriptive Analytics with Python (Master), Teaching Assistant for Elizabeth Mohr	Spring 2023
Marketing Research (MBA), Teaching Assistant for Andrew Ainslie	Fall 2021

Presentations

- 2025: Marketing Science Conference; University of Delaware, Peking Guanghua, Peking HSBC, Shanghai Jiao Tong, Shanghai University of Finance and Economics, Tongji SEM
- 2024: Marketing Science Conference

Selected Honors and Awards

AMA-Sheth Foundation Doctoral Consortium Fellow	2025
ISMS Doctoral Consortium Fellow	2024
Doctoral Fellowship, <i>University of Rochester</i>	2020 – 2025
The Best Master Thesis, <i>Sciences Po</i>	2020
Emile Boutmy Scholarship (First class), <i>Sciences Po</i>	2018-2020
National Scholarship of China, <i>Ministry of Education of China</i>	2015

Skills

Software: Python, R, Stata, SQL, $\text{\LaTeX}$

Language: English (Proficient), Chinese (Native)