

YUKUN HAN

Phone: +1(608) 421-2190 | Email: yhan43@ur.rochester.edu

EDUCATIONAL BACKGROUND

University of Rochester, Simon Business School

Rochester, NY, USA

PhD in Quantative Marketing (in progress)

2024 - 2029 (Expected)

University of Wisconsin-Madison

Madison, WI, USA

Master of Science in Economics

2022 - 2024

Hunan University

Changsha, Hunan, China

Bachelor of Science in Management

2018 - 2022

RESEARCH INTERESTS

Topics

- Consumer Relationship Management (CRM), Influencer Marketing, Artificial Intelligence

Methodologies

- Machine Learning, Deep Learning, Reinforcement Learning
- Econometrics, Statistical Modelling, Structural Modelling

WORKING PAPERS

“On the Role of Trailer as a Marketing Research Tool: The Economic Value of the Comments it Generates”, with Yi Liu and Jehoshua Eliashberg. 2024. **R&R at *Marketing Science***.

WORK IN PROGRESS

“Multi-Task Learning with Attention Mechanism”. Idea in construction and data in collection.

RESEARCH EXPERIENCE

“Estimation of Games under No Regret ”

Research Assistant for Lorenzo Magnolfi (Univeristy of Wisconsin-Madison, Department of Economics)

“When is Emotionality in Political Social Media Communications Not Helpful? The Moderating Role of Audience Diversity”

Research Assistant for Beth Fossen (Indiana University, Kelley School of Business)

WORK EXPERIENCE

Deloitte Consulting Co., Ltd
Strategy Consulting Intern

Guangzhou, China
May 2021 - August 2021

SKILLS

- Coding Skills: Python, STATA
- Language: English (Fluent), Mandarin (Native)