

YUKUN HAN

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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

- Influencer Marketing, Live-streaming

Methodologies

- Reduced Form, Machine Learning, Structural Model

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.

RESEARCH EXPERIENCE

“Estimation of Games under No Regret ”

Research Assistant for Lorenzo Magnolfi

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

Research Assistant for Beth Fossen

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)