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

- Digital Advertising, Charitable Giving

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: Structural Econometrics for AI"

Research Assistant for Lorenzo Magnolfi

"Emotionality in Political Social Media Communications: TheModerating Role of Audience Diversity"

Research Assistant for Beth Fossen

WORK EXPERIENCE

Deloitte Consulting Co., Ltd   *Guangzhou, China*
Strategy Consulting Intern   *May 2021 – August 2021*

SKILLS

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