

Yuhan He

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Education

Simon Business School, University of Rochester Ph.D., Quantitative Marketing	Rochester, NY 2023 -
School of Management, Fudan University Ph.D. Program, Marketing	Shanghai, China 2020 - 2023
Shanghai Jiao Tong University B.S., Chemistry	Shanghai, China 2016 - 2020

Work in Progress

- "Direct-to-Consumer Advertising and Medication Demand Allocation: Evidence from GLP-1 Drugs", with Kristina Brecko and Julia Levine

Conference Presentations

- "Direct-to-Consumer Advertising and Medication Demand Allocation: Evidence from GLP-1 Drugs", 2025 Marketing Science Conference

Honors and Rewards

- Doctoral Fellowship, Simon Business School, University of Rochester 2023 - present
- Graduate Scholarship, School of Management, Fudan University 2021 & 2022
- Undergraduate Scholarship, Shanghai Jiao Tong University 2017 & 2019
- Samsung Scholarship, Shanghai Jiao Tong University 2018

Research Experience

- Research Assistant to Prof. Cheng Zhang, Fudan University 2022
- Research Assistant to the Doctor of Business Administration program, Fudan University 2021 - 2023

Teaching Experience

- Simon Business School, University of Rochester
 - Teaching Assistant
 - * CIS433 Deep Learning (2025 Spring)
 - * MKT440 Pricing Analytics (2025 Spring)
- School of Management, Fudan University

- Teaching Assistant
 - * Data-driven Marketing Analytics (2023 Spring)
 - * Marketing Engineering (2022 Fall, 2021 Fall)
 - * Social Media Analysis (2020 Fall)

Personal

Programming: R, Julia, Python, Stata, MATLAB, SQL

Languages: Mandarin (Native), English (Proficient)