Siyi (Ruth) Yu

Contact Information

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Academic Appointments

Mitch Daniels School of Business, Purdue University
Clinical Assistant Professor of Management — Sep 2025 – Present

Education

Peking University, Beijing, China
Ph.D. in Marketing — July 2025
B.A. in Economics — July 2020
Mitch Daniels School of Business, Purdue University
Visiting Ph.D. Student — Aug 2023 – July 2024

Research Interests

Topics: Healthcare marketing; Public policy; Large language models
Methodology: Causal inference; Discrete choice models; Machine learning

Publications

Weng, W., Yang, Z., & **Yu, S.** (2026). Price versus service satisfaction: The role of direct and indirect leasing in the B2B sector. *Journal of Business Research*, 215, 116312. https://doi.org/10.1016/j.jbusres.2026.116312

Liu, Q., **Yu, S.**, Wen, S., & Cai, Y. (2026). "Pharmaceutical Pricing", in *Handbook of Pricing Research in Marketing* (forthcoming), edited by Rao, Vithala and Sudhir, K.

Working Papers

The Birth Control Service Mix Post-*Dobbs*: How Abortion Bans Reshape Americans' Choices of Contraceptive Procedures
Siyi Yu, Qiang Liu, Hongju Liu, and Yong Cai
Status: under review at M&SOM.

Impeding Drug Newcomers? Investigating the Impact of Integrated Delivery Networks on Physician New Drug Adoption
Siyi Yu, Hongju Liu, Qiang Liu, and Yong Cai
Status: manuscript ready for submission.

Selected Work in Progress

Demand Displacement in the GLP-1 Market: Descriptive Evidence and Within-Patient Analysis
With Sungjin Kim, Sungsik Park, Qiang Liu, and Yong Cai

Artificial Intelligence in Marketing Research: an Umbrella Review
With Qiang Liu, Lizi Xiang, and Yaxuan Ran

Professional Experience

Advanced Analytics Team, IQVIA
Data Scientist Intern; Lead author of AI in Healthcare series — 2022 - 2025
- Generative AI in Healthcare Series
- Leveraging AI & ML to Drive Success in Healthcare
- AI & ML Empowers Healthcare in China: an Algorithm-Driven Approach

Teaching Experience

As Instructor (Purdue University)

MKTG 425 Marketing Research (capacity: 55) — Fall & Spring 2026

MKTG 324 Marketing Management (capacity: 55) — Fall & Spring 2026

- Instructor rating 4.57/5.0; multiple sections across ∼190 students

Presentations and Invited Talks

Guanghua School of Management, Peking University (Online)	June 2026
ISMS Marketing Science Conference	June 2024
American Marketing Association (AMA) Summer Session	Aug 2023
China-Japan Friendship Hospital	June 2023

Service

Leadership & Committee service

Chair of AI in Marketing Curriculum Committee	Spring 2026 - Present
Department liaison for Daniels Insights Blog	Spring 2026 - Present

Mentoring & Student development

Faculty mentor, Data Science Capstone Project	Fall 2026
Faculty judge, Quantitative Methods Project Showcase	Spring 2026

Professional service

Ad-hoc Reviewer — AMA Summer Session	2024

Academic Honors

Merit Graduate Student, Guanghua School of Management	2025
ISMS Doctoral Consortium Fellow	2024
Distinguished Research Award, Guanghua School of Management	2024
Huatai Securities Technology Scholarship, PKU ($1,600)	2024
Credamo Scholarship, Guanghua (Top 4%, $3,500)	2024
MaxWealthFund Fellowship, Guanghua (Top 4%, $1,500)	2023
Distinguished Teaching Assistant	2023
Merit Graduate Student, Guanghua (Top 5%)	2023
Distinguished Research Award, Guanghua School of Management	2022
Graduate with Honor, Guanghua (Top 5%)	2020
Wusi Scholarship for Academic Excellence	2019
Ge Xiaosong Scholarship and Award for Social Service	2019

Research & Teaching Grants

Purdue CoPILOT Teaching Grant ($5,000)	Fall 2026
Purdue IMPACT Teaching Grant ($10,000)	Fall 2026
Google Cloud Research Credits ($5,000)	Fall 2025

Society Membership

Faculty Affiliate, Purdue Institute for Physical AI	Fall 2026 - Present
Faculty Affiliate, Purdue Policy Research Institute	Fall 2026 - Present
INFORMS Society for Marketing Science	Fall 2025 - Present
Marketing Science Institute	Fall 2025 - Present

Skills & Personal

Programming: Python, Stata, SQL, MATLAB, R

Tools: LaTeX, Hadoop, Git, JIRA, Notion

Languages: English (proficient), Mandarin (native), Japanese (basic)

Interests: Kendo, piano, history

Last updated: October 12, 2026