

# SIYI (RUTH) YU

(+1) 17655432714 ◇ yui344@purdue.edu

YONG 401, West Lafayette, IN, 47907

## PROFESSIONAL EXPERIENCE

**Mitch Daniels School of Business, Purdue University**

*Clinical Assistant Professor*

2025 -

West Lafayette, IN

## EDUCATION

**Peking University**

Ph.D. in Management Science (Enterprise Management - Marketing Concentration)

July 2025

*Dissertation Title: Institutional Forces and Healthcare Decisions: Evidence from the U.S. Healthcare Market*

B.A. in Financial Economics

July 2020

**Purdue University**

Mitchell E. Daniels, Jr. School of Business, Visiting PhD Student & Scholar

August 2023 - July 2024

## RESEARCH AND TEACHING INTERESTS

**Topics**

Healthcare marketing, Advertising Analysis, Consumer Behavior Analysis

**Methodology**

Causal inference, Structural models, Empirical Industrial Organization

## TEACHING EXPERIENCE

*Experience as Instructor*

**Marketing Management (Undergrad level)**

Fall 2023

*Sole Instructor*

Purdue University, WL, IN

- Contents: Principles of Marketing; Segmentation, Targeting, and Positioning (STP); The Marketing Mix (4P); Case studies
- Responsibilities: Developing and delivering lectures for 68 students; grading assignments; accommodating for student needs
- Instructor evaluation: 4.57/5.0; student feedbacks [here](#)

*Experience as Teaching Assistant*

**Quantitative Marketing Models (Undergrad level)**

Spring 2023

*Graduate TA*

Beijing, China

- Contents: Bass diffusion model; Customer churning model; Customer lifetime value model; Classification and clustering models for customer segmentation
- Responsibilities: Designing and delivering Python and R training sessions for 50 students; grading student assignments; organizing TA sessions

**Marketing Models Seminar I (Graduate level)**

Spring 2022

*Graduate TA*

Beijing, China

- Contents: Graduate-level quantitative methods for reduced-form causal identification, covering potential outcome framework, difference-in-differences model; instrumental variables; non-linear choice models; synthetic control method; regression discontinuity design; staggered DID models; non-parametric methods, etc.
- Responsibilities: Designing problem sets and coding sessions on causal inference for 25 students; grading assignments.

**Healthcare Industry Focus Week (MBA level)**

Spring 2021

*Graduate TA*

Beijing, China

- Contents: Cost-benefit analysis on health insurance design; pharmaceutical new product development; healthcare investment; innovative healthcare payment models
- Responsibilities: Leading field trips and managing class attendance for 50 students

**Topics on Chinese Economy (Undergrad & Grad level)**

Spring, Fall 2020

*Undergrad TA**Beijing, China*

- Contents: Political economy in China; Demographic trends and labor participation; Macroeconomic trends and financial institutions in China
- Responsibilities: Grading assignments, organizing TA sessions for 200 students

**PEDAGOGICAL TRAINING**

---

**Fundamentals of Case Teaching**

June 2024

*Online Training Program**Harvard Business School, Online*

- Completed the 2-week online course "Fundamentals of Case Teaching" certified by Harvard Business School
- Managed how to manage the discussion, orchestrate the flow, plan the case experience, and evaluate student performance in a case-oriented teaching environment.

**Graduate Teaching Assistant Training**

2020

*Offline TA training**Peking University, Beijing, China*

- Completed standard teaching assistant training provided by Guanghua School of Management, Peking University
- Completed training with online teaching tools, including Microsoft Teams, Blackboard, and Canvas.

**SERVICE AND OUTREACH**

---

**Discipline**

Invited reviewer for American Marketing Association (AMA) Summer session

2024

**Department**

Frequent contributor of Quantitative Reading Group

Co-Founder &amp; Organizer of "Mostly Effortless Quantitative Marketing" PhD group @ GSM, PKU

**Social**

Author of whitepaper series bridging the gap between AIML and medical applications, reports available below

[Generative AI in Healthcare Series](#)

2023 Summer

[Leveraging Artificial Intelligence and Machine Learning to Drive Success in Healthcare](#)

2023 Spring

[AIML Empowers Healthcare in China: an Algorithm-Driven Approach](#)

2022 Fall

## WORKING PAPERS

### Impeding Drug Newcomers? Investigating the Impact of Integrated Delivery Networks on Physician New Drug Adoption

*Siyi Yu\**, Hongju Liu, Qiang Liu, and Yong Cai

- This study investigates whether and how integrating physicians into healthcare delivery networks affects their new drug adoption behaviors. By combining physician affiliation data, manufacturer's promotion data, and prescription data from a new drug launch, we employed proportional hazard and logit choice models with depreciating advertising stock. Our analysis reveals that independent physicians adopt new drugs significantly faster than their IDN-affiliated counterparts. This disparity is driven by different peer adoption rates, organizational controls, and response to promotional efforts.
- Manuscript ready for submission, targeting Marketing Science

### Gone with the *Wade*: How Abortion Bans Affect Contraceptive Choices

*Siyi Yu\**, Qiang Liu, Hongju Liu, and Yong Cai

- This study investigates the effect of overturning *Roe v. Wade* on people's contraceptive decisions in the United States. Our results reveal a 7.5% increase in long-term contraceptive procedures in states with total abortion bans, driven by substitution from short-term procedures rather than market expansion. We also examine potential income and race disparity with choice probability model. Individual level analysis suggests that lower-income households switched more to long-term contraceptive procedures than higher-income households, suggesting a catch-up effect among income groups. However, we find that African Americans have significantly lagged behind in adopting the long-term contraceptive procedures compared with white people. These results offer valuable policy insights to provide better reproductive healthcare in post-Roe United States.
- Manuscript ready for submission

(\* denotes first author)

## AWARDS AND HONORS

Merit Graduate Student of Guanghua School of Management	2025
ISMS Doctoral Consortium Fellow	2024
Distinguished Research Award, Guanghua School of Management	2023-2024
Huatai Securities Technology Scholarship, PKU (1600 USD)	2023-2024
Credamo Scholarship, Guanghua School of Management (3500 USD, Top 4%)	2023-2024
MaxWealthFund Fellowship, Guanghua School of Management (1500 USD, Top 4%)	2022-2023
Distinguished Teaching Assistant	2022-2023
Merit Graduate Student of Guanghua School of Management (Top 5%)	2022-2023
Distinguished Research Award, Guanghua School of Management	2021-2022
Graduate with honor of Guanghua School of Management (Top 5%)	2020
Wusi Scholarship for Academic Excellence	2018 - 2019
Ge Xiaosong Scholarship and Award for Social Service	2018 - 2019

## CONFERENCE PRESENTATIONS

2024 ISMS Marketing Science Conference	June 2024
2023 American Marketing Association (AMA) Summer Session	August 2023

## TECHNICAL STRENGTHS

Softwares & Programming language	Python, Stata, SQL, Matlab, R
Languages	English (proficient), Mandarin (native), Japanese (basic)
Tools	L <sup>A</sup> T <sub>E</sub> X, Hadoop, Git, JIRA, Notion
Hobbies	Kendo (3rd Kyu), Piano (RCM Level 10 Equivalent), History, Hiking

Last updated: July 22, 2025