

# YONGDONG LIU

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## EDUCATION

Ph.D., Agricultural and Resource Economics, University of California, Berkeley, 2015  
M.A., Statistics, University of California, Berkeley, 2011  
M.S., Economics, Chinese Academy of Sciences, China, 2009  
B.A., Economics & B.S., Statistics, Peking University, China, 2006

## EMPLOYMENT

UCL School of Management, University College London  
Assistant Professor, August 2015 - Present

## FIELDS OF CONCENTRATION

Quantitative Marketing, Empirical Industrial Organization  
Digital Markets, Economics of Innovation

## WORKING PAPERS

“Spillover Effects and Freemium Strategy in Mobile App Market” (with Yiting Deng and Anja Lambrecht, R&R, *Marketing Science*)  
“Giving Up the Grand Bargain: Open Disclosure of Innovations and Reabsorption of Follow-on Innovations” (with Yiting Deng, Ajay Bhaskarabhatla, Submitted)  
“Mobile App Platform Choice: An Application of Strategic Games on Big Data”  
“Welfare Analysis for Large Markets Using Price of Anarchy Bounds” (with Denis Nekipelov and Minjung Park)

## WORK IN PROGRESS

“Promotion and Online Reviews” (with Anja Lambrecht and Yiting Deng)  
“High Dimensional Entry Games” (with Victor Chernozhukov, Denis Nekipelov and Vasilis Syrgkanis)  
“Platform Expansion and Recommendation System” (with Benedict Dellaert)  
“Estimate Mobile App Sales: An Interval Approach” (with Yiting Deng)  
“When Does the Innovation Happen? The Case of Mobile Applications in iTunes App Store”  
“Copycats and Product Vertical Differentiation in Mobile App Markets”

## PRESENTATIONS

Mobile App Platform Choice: An Application of Strategic Games on Big Data

- ISMS Marketing Science Conference, Shanghai, 2016
- 2016 Greater-China Conference on Mobile Big Data Marketing, Hong Kong, 2016
- NYU 2015 Conference on Digital Big Data, Smart Life, Mobile Marketing Analytics, New York, 2015
- Leeds School of Business, University of Colorado, Boulder, 2016
- Mendoza College of Business, University of Notre Dame, 2015
- School of Economics and Political Science, University of St. Gallen, 2015
- Department of Economics, University of British Columbia, 2015
- Department of Management Science and Innovation, University College London, 2014
- Guanghua School of Management, Peking University, 2014

Timely versus Quality Innovation: The Case of Mobile Applications on iTunes and Google Play (with Denis Nekipelov and Minjung Park)

- Economics of Digitalization Conference, NBER, 2014, presented by Denis Nekipelov
- Marketing Science Conference, 2014

Knowledge Retrieval and the Benefits of Innovation Disclosures: Evidence from IBM (with Yiting Deng, Ajay Bhaskarabhatla, submitted)

- Tsinghua-Berkeley workshop on IPR and Innovation Policy, Tsinghua University, 2013

## **TEACHING EXPERIENCE**

University College London

- Marketing Science, MBA core, Instructor, Fall 2017
- Mathematical Foundations of Business Analytics, Master of Business Analytics, Instructor, Fall 2018, Fall 2017, Fall 2016

University of California, Berkeley

- Statistics, Department of Statistics, Teaching Assistant, Fall 2014
- Probability, Department of Statistics, Reader, Fall 2014
- Macroeconomic Analysis, Department of Economics, Teaching Assistant, Summer 2011

## **AWARDS AND GRANTS**

Chinese Government Award for Outstanding Students Abroad(2013)  
 IBER Mini Grant, UC Berkeley(2012)  
 Graduate Division Summer Grant, UC Berkeley(2012)  
 Liu Graduate Research Fellowship, UC Berkeley(2011)  
 Chancellor’s Scholarship, Chinese Academy of Sciences(2009)  
 Shin Research Excellence Award, International Insurance Society (2008)  
 Outstanding Research Award, Samsung Economic Research Institute(2006)  
 Sinosure Scholarship, Peking University(2006)  
 National Scholarship, Peking University(2004, 2005)  
 Citibank Scholarship, Peking University(2004)

## **PROFESSIONAL SERVICE**

Ad-hoc Reviewer, *European Economic Review*, *Operation Research*