

Siyi (Ruth) Yu

Contact Information	KRAN 401 Mitch Daniels School of Business Purdue University West Lafayette, IN 47907	Email: yu1344@purdue.edu
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 B.A. in Economics Mitch Daniels School of Business, Purdue University Visiting Ph.D. Student	July 2025 July 2020 Aug 2023 – July 2024
Research Interests	<i>Topics:</i> Healthcare marketing; Public policy; Large language models <i>Methodology:</i> 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. <i>Journal of Business Research</i> , 215, 116312. https://doi.org/10.1016/j.jbusres.2026.116312 Liu, Q., Yu, S. , Wen, S., & Cai, Y. (2026). "Pharmaceutical Pricing", in <i>Handbook of Pricing Research in Marketing</i> (forthcoming), edited by Rao, Vithala and Sudhir, K.	
Working Papers	The Birth Control Service Mix Post- <i>Dobbs</i> : How Abortion Bans Reshape Americans' Choices of Contraceptive Procedures Siyi Yu , Qiang Liu, Hongju Liu, and Yong Cai <i>Status:</i> 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 <i>Status:</i> 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 - Generative AI in Healthcare Series - Leveraging AI & ML to Drive Success in Healthcare - AI & ML Empowers Healthcare in China: an Algorithm-Driven Approach 2022 - 2025	

Teaching Experience	<i>As Instructor</i> (Purdue University)	
	Marketing Research (Undergraduate elective)	Fall & Spring 2026
	Marketing Management (Undergraduate core)	Fall & Spring 2026
	- Instructor rating 4.57/5.0; multiple sections across ~190 students	
	<i>As Teaching Assistant</i> (Peking University)	
	Quantitative Marketing Models (Undergraduate)	Spring 2023
	Marketing Models Seminar I (Graduate)	Spring 2022
	Healthcare Industry Focus Week (MBA)	Spring 2021
	Topics on the Chinese Economy (UG & Grad)	Spring/Fall 2020
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	<i>Leadership & Committee service</i>	
	Chair of DSB AI in Marketing Committee	Spring 2026 - Present
	Department liaison for Daniels Insights Blog	Spring 2026 - Present
	<i>Mentoring & Student development</i>	
	Faculty mentor, Data Science Capstone Project	Fall 2026
	Faculty judge, Quantitative Methods Project Showcase	Spring 2026
	<i>Professional service</i>	
	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	2023–2024
	Huatai Securities Technology Scholarship, PKU (\$1,600)	2023–2024
	Credamo Scholarship, Guanghua (Top 4%, \$3,500)	2023–2024
	MaxWealthFund Fellowship, Guanghua (Top 4%, \$1,500)	2022–2023
	Distinguished Teaching Assistant	2022–2023
	Merit Graduate Student, Guanghua (Top 5%)	2022–2023
	Distinguished Research Award, Guanghua School of Management	2021–2022
	Graduate with Honor, Guanghua (Top 5%)	2020
	Wusi Scholarship for Academic Excellence	2018–2019
	Ge Xiaosong Scholarship and Award for Social Service	2018–2019
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	INFORMS Society for Marketing Science	Fall 2025 - Present
	Marketing Science Institute	Fall 2025 - Present
Skills & Personal	<i>Programming:</i> Python, Stata, SQL, MATLAB, R	
	<i>Tools:</i> L ^A T _E X, Hadoop, Git, JIRA, Notion	
	<i>Languages:</i> English (proficient), Mandarin (native), Japanese (basic)	
	<i>Interests:</i> Kendo, piano, history	