

Yanqing Gui

Leavey School of Business
Santa Clara University,
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Employment

Santa Clara University	From September 2026
Assistant Professor of Marketing	

Education

Cornell University	
Ph.D. in Marketing	2026
University of Chicago	
M.S. in Statistics	2020
University of Michigan – Ann Arbor	
B.S. in Mathematics, B.S. in Statistics, Minor in Computer Science	2018

Research Interests

Methodologies: Causal Inference, Generative AI, Probabilistic Machine Learning, Natural Language Processing
Topics: Narratives, Branding, Public Relations, Media Coverage, Consumer Activism

Working Papers

Yanqing Gui and Sachin Gupta (2025), “Understanding the Demand Effects of Narratives: Method and Application to Brand News”

- **Job Market Paper**

Yanqing Gui, Piyush Anand, and Vrinda Kadiyali (2025), “Impact of LLM Adoption on Consumer Activism: A Surrogate Index Approach”

- **Reject and Resubmit, *Journal of Marketing Research***

Yanqing Gui and Sachin Gupta (2025), “Should We Reduce the Dimension of Embedding Vectors Before Estimation?”

- **Under Review, *Journal of Marketing Research***

Yanqing Gui and Sachin Gupta (2025), “Machine-Assisted Hypothesis Iteration: A Reinforcement Fine-Tuning Framework”

- **Preparing for submission to *Marketing Science***

Works in Progress

“Understanding the Demand Effects of Brand News Across Brand Contexts: Evidence from 15,000 Articles and 147 Brands” with Sachin Gupta

“From Print to Footprint: How News About Elon Musk and Tesla Influence Store Traffic”
with Sachin Gupta

Awards & Honors

AMA-Sheth Foundation Doctoral Consortium Fellow	2025
ISMS Doctoral Consortium Fellow	2025
ISMS Doctoral Consortium Fellow	2024

Teaching Experience

Teaching Assistant *SC Johnson College of Business*

Analytics for Demand Management (MSBA)	Sachin Gupta (Spring 2024)
Data-Driven Marketing (MBA)	Sachin Gupta (Fall 2023)
Data-Driven Marketing (Undergraduate)	Sachin Gupta (Fall 2023)
Marketing Management (MBA)	Khaled Boughanmi (Fall 2022)
Marketing Management (MBA)	Khaled Boughanmi (Summer 2021)
Marketing Management (MBA)	Khaled Boughanmi (Spring 2021)

Conference and Invited Talks

News Coverage and Brand Demand

Marketing Science Conference	2025
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The Causal Effect of News Content on Demand: Generalizable Results from 147 Brands

The New Frontier of Text Analysis by ProQuest	2025
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Can LLM Adoption Promote Greater Equity? Evidence from Online Consumer Activism Petitions

Marketing Science Conference	2024
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References

Sachin Gupta (Chair)

Henrietta Johnson Louis Professor
of Management and Professor of Marketing
SC Johnson College of Business, Cornell
sachin.gupta@cornell.edu

Vrinda Kadiyali

Nicholas H. Noyes Professor of Management
and Professor of Marketing & Economics
SC Johnson College of Business, Cornell
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Ian Lundberg

Assistant Professor of Sociology
Department of Sociology, UCLA
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Omid Rafieian

Assistant Professor of Marketing
SC Johnson College of Business, Cornell
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