YIXIANG XU

Department of Marketing, University of California, Berkeley
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EDUCATION

University of California, Berkeley
PhD in Marketing — September 2019 - Present

University of Iowa
PhD in Marketing — September 2016 - July 2019
Passed the PhD Comprehensive Exam — August 2018

Chinese University of Hong Kong
M.Phil. in Economics — September 2014 - July 2016

Fudan University
B.A. in Economics — Sepetember 2010 - June 2014

RESEARCH INTEREST

Substantive: Consumer digitization, Computational social psychology

Methodological: Unstructured data analysis, Natural language processing, Applied econometrics

WORKING PAPERS

Yixiang Xu and Sanvesh Srivastava. Multivariate Distributed Bayesian Inference for Linear Mixed-Effects Models. *Revise and resubmit at the Journal of Computational and Graphical Statistics.*

Yixiang Xu, Andrea W. Luangrath and Tong Wang. Nonverbal Cues in Text: An Algorithm for Automatic Coding of Textual Paralanguage. *Reject and resubmit at Journal of Marketing Research.*

Andrea W. Luangrath, Joann Peck, Yixiang Xu and William Hedgcock. The Vicarious Haptic Effect in Online Retail and Virtual Reality. *Rejected at Journal of Marketing.*

WORK IN PROGRESS

William Hedgcock, Dian Wang, Haipeng Chen and Yixiang Xu. Predicting Food Consumption with Facial Expression Data - a Field Study. *Finalizing Manuscript.*

Andrea W. Luangrath, Joann Peck, Victor A Barger, Yixiang Xu and Abby Haynes. Nonverbal Mimicry of Textual Paralanguage. *Presented at 2019 Association of Consumer Research Conference (ACR), Atlanta, GA.*

GRADUATE COURSEWORK AT UNIVERSITY OF CALIFORNIA, BERKELEY

Marketing

Econometrics — Michael Jansson, Bryan Graham

Applied Econometrics — Michael Anderson

Computer Science

Experimental Design for Machine Learning on Multimedia Data	Gerald Friedland

GRADUATE COURSEWORK AT UNIVERSITY OF IOWA

Marketing

Seminar in Consumer Behavior-PhD I	Dhananjay Nayakankuppam
Seminar in Consumer Behavior-PhD II	William Hedgcock and Jing Wang
Seminar in Marketing Models - PhD I	Gary Russell
Seminar in Marketing Models - PhD II	Gary Russell

Statistics

Probability and Stochastic Processes I	R.P. Russo
Computer Intensive Statistics	Luke Tierney
Design of Experiments	Timothy Ansley
Statistical Learning	Sanvesh Srivastava
Optimization Techniques	David Stewart
Deep Learning for Engineering Applications	Stephen Baek

GRADUATE COURSEWORK AT CUHK

Economics

Microeconomics Theory	WONG Kam Chau
Empirical Industrial Organization	Chun-Yu Ho
Econometric Theory and Applications	Na Young Lee