

Jan, 2023

Hengyu Kuang

Columbia Business School,
Kravis 940-13
New York, NY, 10027

hkuang26@gsb.columbia.edu

Education

Columbia University, Graduate School of Business
Ph.D. in the Marketing division

New York, NY
2021 - Present

University of California, Berkeley
B.A. in Economics

Berkeley, CA
2017

City College of San Francisco

San Francisco, CA
2014

Research in Progress

“Managing Multiple Causes of Churn” with Eva Ascarza, Oded Netzer, and Jake An.

“Reinforcement Learning from Online Consumer Interactions” with Rajeev Kohli and Hengxu Lin

Work Experience

Columbia Business School
Teaching Assistant

New York, NY

- Systematic Creativity in Business (MBA), Jacob Goldenberg

Summer 2022

Harvard Business School
Research Associate

Boston, MA

- for Eva Ascarza (Marketing)
- for Ayelet Israeli (Marketing)
- for Trung Nguyen (Accounting)

Sep 2018 – June 2021

Sep 2018 – June 2021

Sep 2018 – June 2020

Coursework

- Business Economics
 - *Economic Analysis*, Geoffrey Heal, Fall 2021
- Economics
 - *Introduction To Econometrics I*, Sokbae (Simon) Lee & José Luis Montiel Olea, Fall 2021
 - *Introduction To Econometrics II*, Bernard Salanie & Serena Ng, Spring 2022
 - *Econometrics III*, Serena Ng, Fall 2022
 - *Econometrics IV*, Sokbae (Simon) Lee, Spring 2023
 - *Macroeconomic Analysis I*, Xavier Sala-I-Martin & Jennifer La'O, Fall 2021
 - *Macroeconomic Analysis II*, Hassan Afrouzi Khosroshahi & Stephanie Schmitt-Grohe, Spring 2022
 - *Industrial Organization I*, Gautam Gowrisankaran, Fall 2022
 - *Industrial Organization II*, Pietro Tebaldi, Spring 2023
- Marketing
 - *Applied Multivariate Statistics*, Kamel Jedidi, Fall 2021
 - *Bayesian Modeling*, Asim Ansari, Fall 2021
 - *Consumer Behavior: Behavioral Economics, Judgment and Decision-Making*, Eric Johnson, Spring 2022
 - *Consumer Behavior: Perspectives on Consumer Behavior*, Michel Tuan Pham and Bernd Schmitt, Fall 2022
 - *Empirical Models*, Oded Netzer, Spring 2022
 - *Mathematical Models in Marketing*, Rajeev Kohli, Spring 2022
- Statistics
 - *Foundations of Graphical Models*, David Blei, Fall 2022