

# Yihao Yuan

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EMPLOYMENT	<b>University of California, Los Angeles</b> Assistant Professor2025–
EDUCATION	<b>University of Pennsylvania, The Wharton School</b> Ph.D. in Marketing2019–2025 <ul style="list-style-type: none"><li>• <b>Thesis Title:</b> Essays on Vertical Contracting</li><li>• <b>Committee:</b> Aviv Nevo (chair), Juan Camilo Castillo, Eric Bradlow, Zhenling Jiang</li></ul> <b>University of Pennsylvania, School of Social Policy and Practice</b> M.S. in Social Policy2015–2016 <b>Fudan University, School of Economics</b> B.A. in Economics (Risk Management and Insurance)2011–2015
WORKING PAPERS	<b>Exclusive Contracts in the Video Streaming Market</b> (Job Market Paper) <i>Revise &amp; Resubmit at Econometrica</i> <b>Distortion and Expansion Effects of Trade Allowances on Product Assortments</b>
WORK IN PROGRESS	<b>The Effect of Ad-Supported Plans on Content Offerings of Streaming Platforms</b> (with Sylvia Hristakeva, Julie Holland Mortimer, and Ashwin Nair) <b>Pharmacy Purchasing Alliances in the Generic Drug Market</b> (with Catherine Ishitani) <b>Free Entry and Inefficiency in Two-Sided Markets</b> (with Chiara Farronato, Jack Fisher, and Feng Zhu)
PRESENTATIONS	UC Berkeley Haas*, NBER IO Spring*, Next Generation of Antitrust Scholars*, Digital Competition and Tech Regulation*2026 BSE Summer Forum (IO), Marketing Science (Dissertation Award Session), NBER Summer Institute (Digitization), QME, FTC Microeconomics Conference2025 IIOC (Rising Star), EC’24, Online Research Seminar on Digital Businesses, Netflix2024 Marketing Science2022
TEACHING	Statistics for Data Analytics, UCLA2025–
RELEVANT POSITIONS	Contractor, Netflix2025–2026 Research Summer Intern, Microsoft Research2022
HONORS AND AWARDS	ISMS Doctoral Dissertation Award Finalists2025 Mack Institute Research Grant2020, 2022-2024 Baker Retailing Center Research Grant (joint with Catherine Ishitani)2024 Analytics at Wharton Research Grant (joint with Aviv Nevo)2022

\* = scheduled

Last updated: December 2025