

Resume of Qin Yang

Basic Information



School :	School of Economics and Management
Gender:	Female
Date of Birth:	198712
Title:	Lecturer
Education:	Ph.D of Management
Tutor:	Master degree
Email:	376548330@qq.com
Interest of research:	Marketing Management, Consumer Behavior, Auction Theory

Academic Background

From 2005 to 2009, Central China Normal University, Bachelor's degree in Business Administration and Mathematics;

From 2009 to 2012, Chongqing University, Master's degree of Management;

From 2012 to 2018, Huazhong University of Science and Technology, Ph.D of Management.

Enrollment information

1. Admission Disciplines: Business Administration
2. Research Direction: Marketing Management, Consumer Behavior, Auction Theory
3. Enrollment Year: 2023-2024

Representative Articles

1. Reserve price of risk-averse search engine in keyword auctions with advertisers' endogenous investment[J]. RAIRO - Operations Research, 2021, 55: 231-245. (SCI)
2. Research on the the mechanism of keywords auctions with advertisers' competitive investment. Chinese Journal of Management Science, 2019, 27(5): 184-195. (CSSCI)
3. The Mechanism Design of Keyword Auction with User Benefits, Journal of Industrial Engineering /Engineering Management, 2012, 4(26): 146-153. (CSSCI)
4. Research on sponsored search auction based on advertisers' endogenous effort, Technology Economics, 2018, 37(11): 96-101. (Peking University Core)

