

ARIEL (NINGYIN) XU

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ACADEMIC APPOINTMENTS

CUNEF Universidad, Madrid, Spain 2026 – present
Assistant Professor of Marketing (tenure-track)

EDUCATION

University of Chicago – Booth School of Business, Chicago, IL 2020 – 2026

Ph.D. in Quantitative Marketing

Research Interests: Differential Pricing, Behavioral Economics, Platform Economy,
Data Regulation, Privacy, Applications of LLM, Statistical Decision Theory

Methodologies: AI/ML, field experimentation, structural econometrics, Bayesian modeling

Committee: Jean-Pierre Dubé (co-chair), Sanjog Misra (co-chair),
Brad Shapiro, Avner Strulov-Shlain

University of Chicago, Chicago, IL 2016 – 2018

M.A. in Computational Social Sciences – Economics

Nankai University, Tianjin, China 2012 – 2016

Bachelor of Economics (Honors); Bachelor of Management; minor in Law

PUBLICATIONS

Dubé & Xu (2026). “Large Language Models and Creative Content Design: A Case Study of Email Marketing at Wine Access.” *Quantitative Marketing and Economics*, 24(1).

Media Coverage: WBEZ (Chicago public radio), *Say More with Mary Dixon and Patrick Smith*, “How is artificial intelligence affecting Chicago workers?” (August 12, 2026).

Ding & Xu (2018). “The Impact of Parental Migration for Work on the Health and Education of Children Left Behind.” *Population Research*, 42(1), 76.

WORKING PAPERS

“Reference-Dependent Pricing” (dissertation)

“Data Commercialization and Personalized Pricing,” with Dubé, J. P., & Misra, S.

WORKS IN PROGRESS

“Inflation and Differential Effect on Consumers,” with Goli, A., and Chintagunta, P.

TEACHING EXPERIENCE

Pricing Strategies (<i>MBA, EMBA</i>) – Teaching Assistant (Latest Evaluation: 4.96/5.00)	2021 – 2024
Marketing and Monetization (<i>Law School</i>) – Teaching Assistant	2024
Business Statistics (<i>MBA</i>) – Teaching Assistant	2023
Selling and Sales Management (<i>MBA</i>) – Teaching Assistant	2021
Data-Driven Marketing (<i>MBA</i>) – Teaching Assistant	2019
Computing Cluster/Programming Tutorial (<i>PhD</i>)	2023 – 2024
Conjoint Design Tutorial (<i>Marketing PhD</i>)	2023
R Shiny Tutorial (<i>MBA</i>)	2022

PRESENTATIONS* AND CONFERENCE PARTICIPATIONS

Joint Statistical Meetings (JSM) 2026*	2026
BSE Summer Forum Workshop on Quantitative Marketing	2026
Kellogg-Booth Student Symposium*	2026
MSI Forum*: When AI Disrupts – Invited	2026
AMA Winter Conference*	2026
ISMS Marketing Science Conference*	2025
ISMS Marketing Science Conference (Remote) – Moderator	2022
Dynamic Structural Econometrics Summer School and Conference	2022, 2024
Behavioral Industrial Organization & Marketing Symposium	2023, 2024
Bass FORMS Conference	2024
Optimization-Conscious Econometrics Summer School	2023
NBER Economics of Privacy Tutorial	2022
Quantitative Marketing and Economics Conference	2022
UChicago Applied Econ Incubator: Machine Learning Across Disciplines	2022
Summer Institute in Competitive Strategy	2022

FELLOWSHIPS AND AWARDS

ASA Marketing Doctoral Dissertation Research Award – Finalist	2026
Sanford J. Grossman Fellowship in Honor of Arnold Zellner	2025 – 2026
MSI 2025 Alden G. Clayton Dissertation Proposal Competition – Winner	2025
AMA-Sheth Foundation Doctoral Consortium Fellow	2025
ISMS Marketing Science Doctoral Consortium Fellow	2025
Katherine Dusak Miller PhD Fellowship	2022
UChicago Booth School of Business Fellowship	2020 – 2025
University of Chicago Merit-Based Scholarship	2017 – 2018

PROFESSIONAL EXPERIENCE

Research Professional – Chicago Booth	2018 – 2020
• Worked under Professor Günter Hitsch on: “TV Advertising Effectiveness and Profitability: Generalizable Results from 288 Brands.” Econometrica 89.4 (2021): 1855-1879.	
Market Research Intern – Ipsos	2016

SKILLS

Programming & Tools: R, Julia, Python, Stata, $\text{\LaTeX}$

Languages: Mandarin Chinese (native), English (proficient), Spanish (B1)