Stanford



Yuyan Wang

Assistant Professor of Marketing at the Graduate School of Business

Bio

BIO

Yuyan Wang is an assistant professor of marketing and Kevin J. O'Donohue Family Faculty Scholar for 2024–2025 at Stanford Graduate School of Business. With over six years of industry experience at Google DeepMind and Uber as a machine learning researcher, she has designed algorithms for understanding and improving the long-term values of recommender systems, many of which have been deployed globally in multiple products at Google and Uber Eats. Her background is in statistics, with a PhD from the Department of Operations Research & Financial Engineering (ORFE) at Princeton University and a BSc from the Special Class for the Gifted Young at the University of Science of Technology of China. She has received the Steven Shugan Best Junior Faculty Paper Award at the AI in Management Conference (AIM) in 2025, and the Best Paper Award at the Conference on Information Systems and Technology (CIST) in 2022.

At Stanford GSB, Wang created and taught Understanding AI Technologies for Business Problems, the school's first technical MBA course on AI.

ACADEMIC APPOINTMENTS

- Assistant Professor, Marketing
- Member, Bio-X
- Member, Wu Tsai Neurosciences Institute

PROFESSIONAL EDUCATION

- B.Sc., University of Science and Technology of China , Special Class for the Gifted Young (2012)
- PhD, Princeton University , Department of Operations Research & Financial Engineering (2016)

LINKS

- https://sites.google.com/stanford.edu/yuyan-wang: https://sites.google.com/stanford.edu/yuyan-wang

Teaching

COURSES

2026-27

- Understanding AI Technology for Business Problems: MKTG 321 (Win)

2025-26

- Understanding AI Technology for Business Problems: MKTG 321 (Win)

2024-25

- Understanding AI Technology for Business Problems: MKTG 321 (Win)

STANFORD ADVISEES

Doctoral Dissertation Reader (AC)

Christy Kang

Publications

PUBLICATIONS

- **Not All Impressions Are Created Equal: Psychology-Informed Retention Optimization for Short-Form Video Recommendation**
  Wang, Y., Zhong, J., Cui, Y., Guo, Z., Wei, C., Wang, Y., Wang, Z., ACM
  ASSOC COMPUTING MACHINERY.2025: 1022-1025
- **Beyond Item Dissimilarities: Diversifying by Intent in Recommender Systems**
  Wang, Y., Banerjee, C., Chucri, S., Soldo, F., Badam, S., Chi, E. H., Chen, M., ACM
  ASSOC COMPUTING MACHINERY.2025: 2672-2681
- **Recommending for a Multi-Sided Marketplace: A Multi-Objective Hierarchical Approach** *MARKETING SCIENCE*
  Wang, Y., Tao, L., Zhang, X.
  2024