

Xixi Hu

2035 Main Mall, Vancouver, BC, Canada, V6T 2E5 | xixi.hu@sauder.ubc.ca | updated July 2026

RESEARCH INTERESTS

Substantive: health care marketing, innovation

Methodological: non-parametric and semi-parametric methods, causal inference

EDUCATION

PhD Candidate in Business Administration

University of British Columbia

Vancouver, British Columbia, Canada

Expected Completion: 2026

Gap Period: 2022–2024

(personal reasons)

M.Sc. in Statistics

2018

UNIVERSITY OF BRITISH COLUMBIA

Vancouver, British Columbia, Canada

- Thesis: Statistical and machine learning classification methods for credit ratings

B.Sc. in Mathematics (with distinction)

2016

UNIVERSITY OF WATERLOO

Waterloo, Ontario, Canada

WORKING PAPERS

1. **Xixi Hu**, Yi Qian, and Hui Xie. Correcting Endogeneity via Instrument-Free Two-Stage Nonparametric Copula Control Functions

- American Statistical Association Marketing Doctoral Dissertation Research Award Finalist 2026

- Under review. Paper available at <https://www.nber.org/papers/w33607>

2. **Xixi Hu**, and Yi Qian. Do Health Outbreaks Fuel Innovation?

- Manuscript completed. Preparing for submission.

3. Fan Yang, **Xixi Hu**, Yi Qian and Hui Xie. Overcoming Endogeneity and Sparse Data Bias in Consumer-level Random-Coefficient Discrete Choice Models Using Copulas.

- Manuscript close to completion.

4. **Xixi Hu**, Yi Qian, Yufei Zheng, Dongmun Ha and Hui Xie. Impact of Physician Preference on Medication Compliance: A Population-Based Panel Study.

- Winner of 2024 Dhillon Centre "Business for Social Good" Research Grant

- Manuscript completed

PUBLICATIONS

1. Boyi Hu, **Xixi Hu**, Hua Liu, Jinhong You and Jiguo Cao (2022). "Simultaneous Functional Quantile Regression". Accepted by *Statistica Sinica**. <https://doi.org/10.5705/ss.202021.0248>

* top field journal.

SCHOLARSHIPS & AWARDS

AMA-Sheth Foundation Doctoral Consortium Fellow	2022(Nominated) 2025
ISMS Doctoral Consortium Fellow	2025
President's Academic Excellence Initiative PhD Award	2018 - 2025
PRIMA Institute Risk Management Challenge Winner(\$10K prize, team of 3)	2016
Rene Descartes Scholarship	2011-2015
President's Scholarship	2011

CONTRIBUTED TALKS & PRESENTATIONS

Correcting Endogeneity via Instrument-Free Two-Stage Nonparametric Copula Control Functions

- 2026 Joint Statistical Meeting 06/2026
- 2025 UBC–UWashington Annual Marketing Conference 05/2025
- 2025 Marketing Science 06/2025

Do Health Outbreaks Fuel Innovation?

- 2025 AMA Winter Academic Conference (virtual) 02/2025
- 2024 Marketing Science 06/2024
- 2021 UBC–UWashington Annual Marketing Conference (virtual) 05/2021

Overcoming Endogeneity and Sparse Data Bias in Consumer-level Random-Coefficient Discrete Choice Models Using Copulas.

- EMAC** 05/2025
- Marketing Dynamics Conference** 06/2024

Impact of Physician Preference on Medication Compliance: A Population-Based Panel Study

- 2025 Dhillon Centre's annual showcase 04/2025

CONFERENCES

- The Empirical and Theoretical Symposium for Canadian Marketing Strategy 2019, 2024
- NBER Summer Institute 07/2025

TEACHING EXPERIENCE

Sole Instructor, University of British Columbia 2021

- Marketing Management; Class size: 48; Format: Zoom
- Evaluation: 4.4/5 (Department average: 4.1)

Teaching Assistant, University of British Columbia

- MBA: Market Research, Creativity, Pricing Analytics, Data Driven Marketing

** denotes presentations given by co-authors.

- Undergraduate: Designing Functional Programs (at *University of Waterloo*), Elementary Statistics for Applications, Data Visualization and Business Analytics, Marketing Research

PROFESSIONAL SERVICE

University-level Student Volunteer

University of British Columbia

- Co-chair of the UBC Sauder Women Scholars Program 2024-2025
- Co-president of the Ph.D. Student Society at Sauder School of Business 2019-2020
- Manager & Statistical Consultant, Short-Term Consulting Service 2017-2018

University of Waterloo

- VP Finance Mathematics Society 2012-2013

Ad-hoc Conference Volunteer

- The Empirical and Theoretical (ET) Symposium for Canadian Marketing Strategy 2019
- Joint Statistical Meetings (JSM) 2018

Ad-hoc Review: Journal of Marketing Research

Conference Session Chair: ISMS Marketing Science Conference, 2025

- Passed Actuarial Exam P, FM and MFE

Other Interests

Solid intermediate skier (one season), beginner in paddleboarding and kayaking. Recreational cyclist and runner. When I'm not outdoors, I also enjoy baking bread and pastries.

References

Yi Qian (Co-Advisor)

Professor of Marketing
Sauder School of Business
University of British Columbia
yi.qian@sauder.ubc.ca
(604)-827-5154

Hui Xie (Co-Advisor)

Professor, Maureen and Milan Ilich/ Merck Chair in
Statistics for Arthritis and Musculoskeletal Diseases
Health Sciences
Simon Fraser University
xiehuix@sfu.ca
(778)-782-3290

Charles Weinberg

Professor of Marketing Emeritus
Sauder School of Business
University of British Columbia
charles.weinberg@sauder.ubc.ca
(604)-822-8327