

Yi-Wen (Penny) Chen

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Marketing Division
Columbia Business School
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Education

Columbia Business School, New York, NY, USA
Ph.D., Marketing, 2021–2027 (expected).
M.Phil., 2024.

National Taiwan University, Taipei, Taiwan
M.A., Economics, 2019.

National Taiwan University, Taipei, Taiwan
LL.B., Law, Minor in Political Science (International Relation Track), 2016.

Research Interests

Substantive: Targeting and Personalization, Influencer and Creator Economy

Methodology: Machine Learning, Causal Inference, Optimization, Game Theory

Working Papers

1. **Targeting with Operational Constraints.**
Yi-Wen Chen, George Gui, and Eva Ascarza.
Job Market Paper.
2. **Policy-Aware Sampling: Prioritizing Consequential Customers for Optimized Targeting Policies.**
Yi-Wen Chen, Eva Ascarza, and Oded Netzer.
Conditionally Accepted at *Journal of Marketing Research.*
3. **Dual Monetization on Creator Platforms: The Interplay Between Advertising Revenue and Brand Sponsorship.**
Yi-Wen Chen and Kinshuk Jerath.

Selected Work in Progress

1. **Adaptive Targeting in a Customer Changing Environment.**
Hengxu Lin, Yi-Wen Chen, and Oded Netzer.

Honors and Awards

Government Scholarships for Study Abroad (GSSA), Ministry of Education, Taiwan, 2025–2027.

ISMS Marketing Science Doctoral Consortium Fellow, 2025.

Luxury Education Foundation Awards, Columbia Business School, 2024.

Deming Center Doctoral Fellowship, Columbia Business School, 2024.

Columbia Business School Doctoral Fellowship, 2021–2026.

Dean's List, National Taiwan University, Fall 2012, Fall 2013.

Conference Presentations

2026: ISMS Marketing Science Conference.

2025: Conference on Artificial Intelligence, Machine Learning, and Business Analytics; Platform Doctoral Symposium; ISMS Marketing Science Conference; University of Houston Doctoral Symposium.

2024: Conference on Digital Experimentation (CODE@MIT).

Teaching Experience

Columbia Business School — Teaching Assistant

Analytical Models (PhD)	Spring 2025
Empirical Models (PhD)	Spring 2025
Marketing Analytics	Fall 2024, Fall 2025
Digital Marketing	Fall 2022
Statistical Modeling and Decision Making	Fall 2022
Pricing Strategy	Spring 2022, Spring 2023

National Taiwan University — Teaching Assistant

Applied Statistics	Fall 2016–Spring 2018
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Industry Experience

Sinopac Securities Asia, Data Scientist, 2019–2020.

PhD Coursework

Marketing, Columbia Business School

Empirical Models	Oded Netzer
Mathematical Models in Marketing	Rajeev Kohli
Analytical Models	Kinshuk Jerath
Consumer Behavior I	Michel Pham & Bernd Schmitt
Consumer Behavior II	Eric Johnson
Marketing, Decisions, and Methods	Don Lehmann
Bayesian Computation and Modeling	Asim Ansari
Applied Multivariate Statistics	Kamel Jedidi

Economics, Columbia University

Introduction to Econometrics I	Joss Montiel Olea & Sok Lee
Introduction to Econometrics II	Serena Ng & Bernard Salanie
Econometrics IV	Sok Lee
Economic Analysis I, II	Geoffrey Heal
Industrial Organization I	Gautam Gowrisankaran
Industrial Organization II	Pietro Tebaldi

Economics, National Taiwan University

Econometric Theory	Yi-Ting Chen
Microeconomic Theory	Hendrick Rommeswinkel & Po-Han Fong
Macroeconomic Theory	Yi-Chan Tsai & Pei-Ju Liao
Applied Microeconomics I, II	Ming-Jen Lin

Statistics and Computer Science, Columbia University

Applied Causality	David Blei
Foundation of Graphical Models (Probabilistic Machine Learning)	David Blei

Skills

Programming: Python, R, Mathematica, SQL, STATA, Stan

Languages: Mandarin (Native), English (Fluent)

References

Oded Netzer (Co-advisor)
Arthur J. Samberg Professor of Business
Columbia University
onetzer@gsb.columbia.edu

Eva Ascarza
Professor of Business Administration
Harvard University
eascarza@hbs.edu

George Gui (Co-advisor)
Assistant Professor of Marketing
Columbia University
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Kinshuk Jerath
Arthur F. Burns Professor of Free and
Competitive Enterprise
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