李泽群

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清华大学经济管理学院 市场营销系

教育背景

清华大学，北京，中国   2018 - 至今
经济管理学院，管理学博士研究生，导师：梁屹天（主持基金委优秀青年项目）
部分主修课程：营销模型 I、营销模型 II、高级微观经济学 I、高级微观经济学 II、高级计量经济学 I、高级计量经济学 II、高级机器学习、面板计量经济学

清华大学，北京，中国   2014 - 2018
自动化系，工学学士，
部分主修课程：模式识别、数字图像处理、数据结构、线性代数、微积分、随机过程、运筹学

研究领域

研究兴趣：数字市场、平台经济、用户生成内容
研究方法：因果推断、机器学习

发表论文

互联网 App 品牌定位演化及沟通策略——网易有道案例研究, 与于春玲, 张硕, 鲍晨波合作. 营销科学学报, 2022, (02), 102-118.

中国制造业企业如何成功实施品牌战略——北新建材案例研究, 与于春玲, 张硕合作, 营销科学学报, 2019, (01), 122-141.

A Social Network Model Based on the Community Evolutions, with Z. Liu, Y. Chai and Y. Liu. *2018 IEEE 15th International Conference on e-Business Engineering (ICEBE)*, 2018, 228-233.

工作论文

The Impact of Recommender System on Market Diversity: Evidence from the Live-streaming Market, with Yitian (Sky) Liang and Yong Tan, In preparation of submission to *Information Systems Research*

How does Preventing Minors from Online Gaming Affect Their Alternative Oline Entertainment: Evidence from the Live-streaming Market, with Yitian (Sky) Liang, In preparation of submission to *Marketing Science*

The Resilience of Digital Empowerment: An Empirical Analysis of Village-based Virtual Community in Rural China, with Yitian (Sky) Liang and Yong Tan, In preparation of submission to *Information Systems Research*

进展中工作

How do Updates Affect Donation? Evidence from Online Charitable Fundraising, with Yitian (Sky) Liang and Baihui Cai

The Impact of Address Information Disclosure on Users' Speech Behaviors: An Empirical Analysis on the Movie Review Platform, with Yitian (Sky) Liang.

社会工作与实习经历

共青团清华大学委员会	**文体部副部长**	2018.6-2019.6

参与清华大学跨年晚会、第 21 届 CUBA 比赛东北赛区等文体赛事的组织工作

共青团清华大学委员会	**组织部副部长**	2019.6-2020.6

负责学生社会工作概论课、学生社会工作概论课（提高班）的组织工作、参与共青团清华大学第二十五次代表大会、庆祝新中国成立 70 周年活动的组织工作

中国高校市场营销学博士生联合会	**理事**	2020.8 至今

参与为国内市场营销学博士生收集、整理与分享学术、就业等方面信息；参与《2023 年市场营销学博士生就业白皮书》的撰写。

字节跳动	**数据科学实习生-商业变现**	2023.10 至今

基于字节跳动系平台（如抖音、火山等）的海量商业行为数据开展科研项目（包括广告治理效果估计与广告转化效果估计）；参与公司业务中的商业变现与数据分析工作。

教学经历

营销分析（本科），助教
营销分析（硕士），助教
营销模型 I（博士），助教
高级定价策略（MBA），助教
高级商务分析（MBA），助教
营销管理（MBA），助教
学生社会工作概论课，支持课程设计工作
学生社会工作概论课（提高班），支持课程设计工作

博士至今部分奖项与荣誉

2022 清华大学研究生综合一等奖学金
2020 清华大学格林伯格奖学金
2019 清华大学优秀学生干部（标兵）
2019 首都大学、中职院校"先锋杯"优秀基层团干部
2018 清华大学优秀学生干部

技能

语言：中文（母语）、英文（流利）
计算机：Python、STATA、SAS、R、SQL、MATLAB、LATEX

部分论文摘要

中国制造业企业如何成功实施品牌战略——北新建材案例研究

B2B 企业如何有效实施品牌战略?这个问题在理论和实践上都是未解的。本研究选取中国制造企业建立世界级工业标杆品牌的典型案例——北新建材,以其 2004—2017 年的管理实践为研究对象,对中国制造业企业通过实施品牌战略实现转型升级进行了系统研究。研究解答了三个问题:(1)驱使企业实施品牌战略的关键动因;(2)企业成功实施品牌战略的核心决策;(3)如何通过关键资源和核心能力匹配品牌战略的实施。研究发现:(1)"关键动因→品牌战略←资源、能力匹配"的品牌战略管理逻辑使 B2B 企业成功实施品牌战略并达到目标绩效;(2)高层管理者的能力和志向决定品牌战略在公司战略中的地位及实施过程和结果,是品牌战略的关键动因;(3)品牌战略的核心决策包括品牌定位(品牌愿景和品牌目标)、品牌文化、目标市场和品牌组合策略;(4)品牌战略需要匹配关键资源和培养核心能力。

互联网 App 品牌定位演化及沟通策略——网易有道案例研究

根据目标顾客的变化调整品牌定位对于企业的可持续发展至关重要。工具类互联网产品(互联网 App)的发展呈现明显的阶段性,从提供免费工具(以获取流量)到成为平台,工具类互联网产品的内涵发生了清晰的变化。探究互联网 App 的成长阶段和各阶段的品牌定位策略,可以帮助我们理解互联网 App 品牌的定位的演化特点,为企业主动调整该类产品的品牌定位,实现产品的可持续发展提供启发。同时,探究诞生并发展于社交媒体情境的互联网 App 品牌如何运用沟通策略建立品牌定位,为提升企业运用社交媒体的效率提供有益参考。本文以网易有道为研究对象,对其在 2007—2020 年期间的品牌管理实践进行案例研究。研究发现:(1)企业应视产品的不同发展阶段主动调整互联网 App 品牌定位:初创期、发展期和延展期分别适合采用功能型、象征型和情感型定位,对应地针对核心顾客、外围顾客和广泛顾客建立符合品牌阶段目标的品牌形象,实现"工具—内容/社区—平台"的发展路径。(2)社交媒体情境下的沟通策略应充分服务于品牌阶段目标,据此规划各阶段的沟通目标选择沟通媒介和评估沟通效果。企业尤其需要熟悉并善于利用自有媒体和免费媒体,营造高效低成本的全场景沉浸式沟通环境,实现品牌定位目标。这些研究发现对互联网 App 通过主动调整品牌定位实现长期发展,及提升社交媒体沟通效率有借鉴意义。

The Impact of Recommender System on Market Diversity: Evidence from the Live-streaming Market

Recommender systems are widely used across various digital industries. While previous studies have demonstrated that recommender systems can lead to significant effects on the sales diversity, there is limited research on how they affect the supply diversity. In this paper, we investigate this issue by analyzing the supply data of 97,426 streamers obtained from a prominent Chinese game live-streaming platform during the temporary suspension and resumption of its recommender system in response to an external policy shock. We find that the presence of recommender systems increases the diversity of live-streaming frequency, i.e., the supply diversity. Through meta-analysis conducted across subcategories (i.e., various kinds of games), we provide preliminary evidence that subcategories with a more concentrated original supply structure are more likely to have a diverse supply structure due to the presence of recommender systems. Additionally, our findings suggest that the presence of recommender systems results in higher revenue for streamers with lower popularity, thereby incentivizing them to conduct live-streaming sessions more frequently. These findings shed light on the mechanism through which recommender systems affect the supply diversity.

How does Preventing Minors from Online Gaming Affect Alternative Online Entertainment: Evidence from the Live-streaming Market

As public concern about minors' addiction to online gaming grows, many countries have implemented preventive policies to restrict minors' access to online gaming. While these measures have effectively reduced minors' direct engagement in online gaming, there is scarce research on the impact of such prevention on minors' activities in alternative online entertainment (e.g., watching game live-streaming) and the consequential impact on these markets. On the one hand, the prevention may lead to a decrease in the demand of alternative market thorough fundamentally decreasing minors' interest in online gaming. On the other hand, however, the prevention may also cause an increase in the demand of alternative market which suggests minors compensate by increasing game-related activities. In this paper, we explore this issue through investigating the impact of preventing minors from online gaming on the consumption of the live-streaming market in China. We find that the prevention policy on online gaming has a negative impact on the number of active viewers at the aggregate level, suggesting that the prevention policy does reduce minors' interest in online gaming. Although the policy insignificantly affects the streamers' supply frequencies overall, the streamer size negatively moderates such impact. That is, the prevention has a more positive impact on the supply frequencies of smaller streamers than larger ones. Furthermore, the policy positively affects the number of active viewers per session whereas the streamer size positively moderates the effect. We also explore how the prevention affects other consumption metrics including tips and follow-ups.

The Resilience of Digital Empowerment: An Empirical Analysis of Village-based Virtual Community in Rural China

With digital transformation being regarded as a vital path to rural revitalization by countries around the world, the performance of digital-empowered villages has received huge attention. In all scenarios, whether digital-empowered villages will exhibit an effective resilience to a serious emergency is still up in the air yet critical. On the one hand, given that villagers' limited access to information, digital technology could play a pivotal role in effective information dissemination and further help contain the virus. On the other hand, however, it may be challenging for rural residents to autonomously exhibit an effective digital resilience due to their low digital literacy. In this paper, we study this issue through investigating the impact of the COVID-19 pandemic on the posting activities of digital villages in rural China. Our findings confirm that the pandemic outbreak leads to a discontinuous invariant surge in the pandemic related post creations and a discontinuous invariant drop in the pandemic unrelated post creations. Meanwhile, the variant pandemic severity also elicits a dynamic reaction of villages with a positive impact on the pandemic related post creations and a negative impact on the pandemic unrelated post creations. Furthermore, we explore several patterns of the reaction in posts topics, posts sentiments, the development level of the village and the poster's identity.