

Ivan Li

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<http://ivan-li.com>

EDUCATION

Stanford University Graduate School of Business

Ph.D., Marketing (Quantitative)

Stanford, CA

2019 – 2024 (Expected)

University of Pennsylvania

The Wharton School

B. Sc., Economics; Concentration: Statistics (*Summa Cum Laude*)

Philadelphia, PA

2015 - 2019

College of Arts and Sciences

B.A., Mathematics and Economics (*Summa Cum Laude*)

References

Wesley Hartmann

The John G. McCoy-Banc One Corporation
Professor of Marketing
Stanford Graduate School of Business
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Lanier Benkard

The Gregor G. Peterson
Professor of Economics
Stanford Graduate School of Business
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Navdeep Sahni

Associate Professor of Marketing
Stanford Graduate School of Business
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Yewon Kim

Assistant Professor of Marketing
Stanford Graduate School of Business
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Research Interests

Influencer Marketing, Industrial Organization

Invited Presentations

2023: California Ph.D. Student Conference

2022: ISMS Marketing Science Conference, Twitch

Teaching Experience

Course Assistant, Mktg 240 (MBA Core Marketing), Stanford GSB

Stanford, CA

Winter 2022 – Dr. Yewon Kim

Teaching Assistant, Math 240 (Linear Algebra and Differential Equations), UPenn

Philadelphia, PA

Spring 2019 – Dr. Peter McGrath (Rating: 3.63/4, 45 responses) – Teaching award

Fall 2018 – Dr. Davi Maximo Alexandrino Nogueira (Rating: 3.89/4, 77 responses) – Teaching award

Spring 2018 – Dr. Ching-Li Chai (Rating: 3.95/4, 43 responses) – Highest TA rating ever for this course – Teaching award

Teaching Assistant, Math 114 (Multivariable Calculus), UPenn

Philadelphia, PA

Fall 2017 – Dr. James Haglund (Rating: 3.9/4, 72 responses) – Highest TA rating ever for this course – Teaching award

Spring 2017 – Dr. Márton Háblicsek (Rating: 3.78/4, 70 responses) – Teaching award

Fall 2016 – Dr. Per Alexandersson (Rating: 3.56/4, 65 responses)

Work Experience

Penn Wharton Budget Model

Philadelphia, PA

Research Assistant to Kent Smelters and Felix Reichling

2016 – 2019

Capital One Auto Finance

Plano, TX

Business Analyst Intern

Summer 2017

Job Market Paper

Sponsorships in Livestreaming: Monetization and Disclosure Behavior of Influencers on Twitch

Financial transactions are frequently involved in placing products in front of consumers. The party receiving such payments is often legally required to disclose them to consumers, but enforcement can be lax. In some of these settings, theory predicts that disclosure can be costly and disruptive, yet voluntarily disclosure is chosen on occasion. I study why influencers disclose sponsorships and the impacts of disclosure regulation on Twitch.tv, the largest online video game livestreaming platform. Here, influencers can vary the degree (or prominence) of disclosure while still satisfying requirements. Revealed preferences for disclosure let me identify disclosure effects and mechanisms. Using a stylized example motivated by Spence (1978), I demonstrate that disclosure is a tool that influencers use to toggle mechanisms of advertising such as signaling. When nondisclosure happens, influencers forgo advertising mechanisms because benefits from these mechanisms do not outweigh the incurred reputation costs. My descriptive evidence supports predictions generated from a separating equilibrium where influencers disclose “high” type sponsors and pool “low” type sponsors with organic content. I address shortcomings of the stylized example by building on its findings with a dynamic model of influencer sponsored content and disclosure choice. Enforcing strict disclosure would lead to a 16.5% decrease in sponsored content streams and a 0.67% increase in platform viewership even though the incidence of the “no stream” outside option increases. Influencers are unwilling to disclose low-type sponsorships and substitute away from these opportunities to organic content. If consumers prefer organic content over sponsored content, then a prominent disclosure policy improves consumers' platform experience.

Works in Progress

Intermediaries in Influencer Markets: The Value of Brand Agencies
Dynamic Games with Unobserved Actions

Personal

Citizenship: Canada, United States
Legal name: Yilun Li