

# YANWEN WANG

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Sauder School of Business  
University of British Columbia  
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## Employment

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Assistant Professor of Marketing, July 2017 – present  
Sauder School of Business, University British Columbia,

Canada Research Chair in Marketing Analytics, June 2019 - present

Assistant Professor of Marketing, August 2014 – Aug 2017  
Leeds School of Business, University of Colorado Boulder

## Education

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Ph.D., Marketing, 2014, Goizueta Business School, Emory University, Atlanta, GA, USA  
M.Phil. Marketing, 2008, University of New South Wales, Sydney, Australia  
Bachelor of Management, 2006, School of Management, Fudan University, Shanghai, China

## Research Interests

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### Empirical Modeling in Marketing

- Substantive Interests: Public Policy, Public Health, Consumer Finance, Technology, CRM
- Methodologies: Choice Models, State Space Models, Bayesian Statistics, Experiments
- Industries: Tobacco, 401(k), Ride Sharing, Politics, Education, Hospitality, Sports

### Selective Publications (\* indicates equal authorship in alphabetical order)

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1. Hagen, Linda, Kosuke Uetake, Nathan Yang, Bryan Bollinger, Allison Chaney, Daria Dzyabura, Jordan Etkin, Avi Goldfarb, Liu Liu, K. Sudhir, **Yanwen Wang**, James Wright, and Ying Zhu, How Can Machine Learning Aid Behavioral Marketing Research? *Marketing Letters (Choice Symposium Special Issue)*. Accepted.
2. Lewis, Michael\*, **Yanwen Wang\***, and Chunhua Wu\*. 2019. Season Ticket Buyer Value and Secondary Market Options. *Marketing Science*, 38(6):913-1084.
3. **Wang, Yanwen\***, Chunhua Wu\*, and Ting Zhu. 2019. Mobile Hailing Technology Value and Taxi Driving Behaviors. *Marketing Science*, 38(5):733-912.
4. **Wang, Yanwen**, Michael Lewis, and David Schweidel. 2018. A Border Strategy Analysis of Ad Source and Message Tone in Senatorial Campaigns. *Marketing Science*, 37(3): 1-23 (**Lead Article**)
5. **Wang, Yanwen**, Michael Lewis, Cynthia Cryder, and Jim Sprigg. 2016. Enduring Effects of Goal Achievement and Failure within Customer Loyalty Programs: A Large-Scale Field Experiment. *Marketing Science*, 35(4): 565-575.
6. **Wang, Yanwen**, Michael Lewis, and Vishal Singh. 2016. The Unintended Consequences of Counter-Marketing Strategies: How Particular Anti-Smoking Measures May Shift Consumers to More Dangerous Cigarettes. *Marketing Science*, 35(1): 55-72.

7. Michael Lewis, **Yanwen Wang**, and Carla J. Berg. 2014. Tobacco control environment in the United States and individual consumer characteristics in relation to continued smoking: Differential responses among menthol smokers? *Preventive Medicine*, 65, 47-61.

### **Working Papers**

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1. **Wang, Yanwen**, Michael Lewis, and Vishal Singh. Does Brand Strength Moderate the Effectiveness of Counter-Marketing Techniques? The Case of Cigarettes. *Journal of Marketing Special Issue*. Invited for a 3<sup>rd</sup> round revision.
2. **Wang, Yanwen\***, Muxin Zhai\*, and John Lynch. Generous to a Fault: The Effect of Generosity of Employers Retirement Plan Contributions on Leakage from Cashing Out at Job Separation. *Marketing Science*. Invited for a 2<sup>nd</sup> round revision.
3. Kim, Suh Yeon, Michael Lewis, and **Yanwen Wang**. Physical Store Openings and Product Purchase and Return Behaviors: A Quasi-Experimental Approach Using the Causal Forest Method. Ready for submission.

### **Selective Ongoing Projects**

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1. **Wang, Yanwen**, Muxin Zhai, and John Lynch. When Default Rates Cross the Matching Thresholds of 401(k) Plans. Analysis in progress.
2. **Wang, Yanwen\***, Chunhua Wu\*, and Fan Yang\*. Vertical Product Differentiation in Two-Sided Markets: An Empirical Analysis of Mobile Hailing Platforms. Analysis in progress.
3. Yang, Fan\*, Chunhua Wu\*, and **Yanwen Wang\***. The Effectiveness of Educational Learning Apps in K-12. Analysis in progress.
4. Wang, Zining, **Yanwen Wang**. Is It About Me or You? How to Motivate Online Content Producers. Analysis in progress.

### **Awards, Honors, Grants**

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- Canadian Research Chair in Marketing Analytics
- MSI Young Scholar 2019
- SSHRC Development Grant, 2018, principal investigator
- SSHRC Insight Grant, 2018, principal investigator
- Hampton Research Grant, 2017
- SSHRC Development Grant, 2015, collaborator
- SSHRC Insight Grant, 2015, collaborator
- Sterling Rice Group Faculty Research Grants, 2014, 2015
- Goizueta Fellowship Award, Emory University, 2013
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2011
- Sheth Foundation Fellowship Award, Emory University, 2010
- Academic Scholarship, School of Management, Fudan University, 2003-2006
- Academic Scholarship, Electronic Engineering, Fudan University, 2002-2003

### **Professional Services**

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- Editorial Board: *Marketing Science*, 2017-present
- Editorial Board: *Journal of Marketing*, 2019-present
- Ad-hoc Review: *Management Science*, 2018, 2019
- Ad-hoc Review: *Journal of Marketing Research*, 2019

- Ad-hoc Review: Information Systems Research, 2019
- UBC Marketing Faculty Recruitment Committee 2017, 2018
- UBC Seminar Speaker Series Coordinator, 2018, 2019
- CU Boulder Faculty Recruitment Committee 2015, 2016
- CU Boulder Marketing Distinguished Speaker Series Coordinator 2015, 2016
- Boulder Summer Conference Committee on Consumer Financial Decision Making, 2016, 2017

### **Teaching Experience**

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- Customer Relationship Management (Master of Business Analysis)
  - University of British Columbia, 2018-2020
- Customer Analytics (MBA and MSBA)
  - University of Colorado Boulder, 2017
- Marketing Research (IMBA and BBA)
  - University of British Columbia, 2017 - 2020
  - University of Colorado Boulder, 2014 - 2016

### **Invited Seminar Presentations**

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1. University of Texas at Austin, McCombs School of Business, April 2020 (scheduled)
2. Emory University, Goizueta School of Business, April 2020 (scheduled)
3. University of Chicago, Booth School of Business, Feb 2020
4. University of Pennsylvania, Wharton School of Business, Feb 2020
5. Cornell University, Dyson School of Applied Economics and Management, Apr 2019
6. University of Michigan, Ross School of Business, Nov 2018
7. University of Rochester, Simon School of Business, Feb 2018
8. Fudan University, School of Management, July 2016
9. University of British Columbia, Sauder School of Business, Sep 2016
10. Yale University, School of Management, Nov. 2013
11. Duke University, Fuqua School of Business, Nov. 2013
12. Georgia Institute of Technology, Scheller College of Business, Nov. 2013
13. University of Notre Dame, Mendoza College of Business, Oct. 2013
14. University of British Columbia, Sauder School of Business, Oct. 2013
15. Arizona State University, W.P. Carey School of Business, Oct. 2013
16. University of Delaware, Department of Business Administration, Oct. 2013
17. University of Maryland, College Park, Robert H. Smith School of Business, Oct. 2013
18. University of Colorado Boulder, Leeds School of Business, Sep. 2013
19. Drexel University, LeBow College of Business, Sep. 2013
20. University of South Carolina, Darla Moore School of Business, Sep. 2013
21. Southern Methodist University, Cox School of Business, Sep. 2013
22. Fordham University, Gabelli School of Business, Sep 2013
23. University of Arizona, Eller College of Management, Sep. 2013
24. Coca-Cola, Atlanta, July, 2013

### **Conference Presentations, Discussant**

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1. INFORMS Virtual Marketing Science Conference. June 2020. Duke.
2. Consumer Financial Protection Board. Academic Research Colloquium for Financial Planning and Related Disciplines. Feb. 2020. DC. USA.
3. 2019 Frontier Empirical Marketing Conference. Now. 2019. Miami. FL. USA.
4. 2019 MIT China India Insights Conference. Sep 2019. Boston. MA. USA.
5. 11<sup>th</sup> Triennial Invitational Choice Symposium. June 2019. Chesapeake. MD.
6. Boulder Consumer Financial Decision-Making Conference. May 2019. Boulder, CO

7. Empirical and Theoretical Symposium: Canadian Marketing Strategy Symposium. May 2019. Discussant. Vancouver
8. MSI – Young Scholar, Jan 2019. Utah, USA
9. INFORMS Marketing Science Conference. June 2018. Philadelphia, PA
10. UBC-UW Symposium. June 2018. Seattle, WA
11. Empirical and Theoretical Symposium: Canadian Marketing Strategy Symposium. May 2018. Toronto, Canada
12. Data, Dollars, and Votes: The Intersection of Marketing and Politics. May 2018. DC
13. Boulder Consumer Financial Decision-Making Conference. May 2018. Discussant. Boulder, CO
14. Winter AMA. Feb 2018. A Border Strategy of Ad Source and Message Tone in Senatorial Campaigns. New Orleans. LA
15. INFORMS Marketing Science Conference. June 2017. How Defined Contribution's Matching Threshold and Ratio Affect Employees Early Leakage Decisions. LA, CA
16. Marketing Science Conference on Health. Nov 2016. Discussant. St. Louis, MO
17. CEIBS Marketing Conference. June 2016. Discussant. Shanghai, China
18. INFORMS Marketing Science Conference. June 2016. Mobile Hailing Technology Adoption, Digital Inequality and Worker Productivity: A Case of the Taxi Industry. Shanghai, China.
19. Tenth Annual UT Dallas Frank M. Bass FORMS. Feb 2016. Season Ticket Value and the Secondary Market: An Empirical Analysis of Customer Retention. Dallas, Texas.
20. NYU Conference on Digital Big Data, Smart Life, & Mobile Marketing Analytics. Oct 2015. Mobile Hailing Technology Adoption, Digital Inequality and Worker Productivity: A Case of the Taxi Industry. NYC, NY
21. INFORMS Marketing Science Conference. June 2014. Tobacco Control Environment and Individual Consumer Characteristics in Relation to Continued Smoking: Differential Responses among Menthol Smokers? Atlanta, GA
22. AMA's Annual Advanced Research Techniques Forum. June 2013. Loyalty Program Incentives and Consumer Response: A Large-Scale Field Experiment. Chicago, IL.
23. INFORMS Marketing Science Conference. June 2012. The Unintended Consequences of Counter-Marketing Strategies: An Empirical Investigation of the Tobacco Industry. Boston, MA.