

# YANWEN WANG

August 2015

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## Employment

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Assistant Professor of Marketing, August 2014 - Present  
Leeds School of Business, University of Colorado Boulder, CO, USA

## Education

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Ph.D., Marketing, 2014  
Goizueta Business School, Emory University, Atlanta, GA, USA

M.Phil. Marketing, 2008  
Australian School of Business, 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: Counter-Marketing, Public Health, Public Policy, Technology
- Methodologies: Dynamic Programming, State Space Models, Bayesian Statistics
- Industries: Tobacco, Food, Sports, Taxi Industry, Politics

## Publication

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1. **Wang, Yanwen**, Michael Lewis, Cynthia Cryder, and Jim Sprigg, “Enduring Effects of Goal Achievement and Failure within Customer Loyalty Programs: A Large-Scale Field Experiment,” *Marketing Science*, forthcoming
2. **Wang, Yanwen**, Michael Lewis, and Vishal Singh, “The Unintended Consequences of Counter-Marketing Strategies: How Particular Anti-Smoking Measures May Shift Consumers to More Dangerous Cigarettes,” *Marketing Science*, forthcoming
3. 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

## Under Review

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1. **Wang, Yanwen**, Michael Lewis, and David Schweidel, “The Value and Management of Candidates’ Social Media Communities: An Empirical Analysis of Congressional Elections in 2010 and 2012”, resubmission invited at *the Journal of Marketing Research*
2. **Wang, Yanwen**, Michael Lewis, and Vishal Singh, “Does Brand Strength Moderate the Effectiveness of Counter-Marketing Techniques? The Case of Cigarettes”, revise and revision at *Management Science*

3. Lewis, Michael, **Yanwen Wang**, and Chunhua Wu, “Season Ticket Value and the Secondary Market”, under review at *the Journal of Marketing Research*

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### Work in Progress

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1. Wu, Chunhua, **Yanwen Wang**, and Ting Zhu, “Mobile Hailing Technology Adoption, Digital Inequality and Worker Productivity: A Case of the Taxi Industry”, drafting the paper

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### Awards and Honors

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- SSHRC Insight Development Grant, 2015, with Chunhua Wu
- SSHRC Insight Grant, 2015, with Chunhua Wu and Ting Zhu
- Sterling Rice Group Faculty Research Grants, 2014
- Goizueta Fellowship Award, Emory University, 2013
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2011
- Columbia-Duke-UCLA Workshop Fellow, Duke University, 2010
- Sheth Foundation Fellowship Award, Emory University, 2010
- Academic Scholarship, School of Management, Fudan University, 2003-2006
- Academic Scholarship, Electronic Engineering, Fudan University, 2002-2003

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### Teaching Experience

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- Marketing Research (BBA)
  - University of Colorado Boulder, Fall 2014, Fall 2015
- Teaching Associate (MBA and BBA).
  - Marketing Intelligence, Emory University, Evaluation: 4.3/5.0
  - Marketing Analytics Consulting, Emory University
  - Marketing Management, Emory University
  - New Product and New Service Development, University of New South Wales

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### Invited Seminar Presentations

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1. Coca-Cola, Atlanta, July, 2013
2. University of Arizona, Eller College of Management, Sep. 2013
3. Southern Methodist University, Cox School of Business, Sep. 2013
4. University of South Carolina, Darla Moore School of Business, Sep. 2013
5. University of Colorado Boulder, Leeds School of Business, Sep. 2013
6. University of Maryland, College Park, Robert H. Smith School of Business, Oct. 2013
7. University of Delaware, Department of Business Administration, Oct. 2013
8. Arizona State University, W.P. Carey School of Business, Oct. 2013
9. University of British Columbia, Sauder School of Business, Oct. 2013
10. University of Notre Dame, Mendoza College of Business, Oct. 2013
11. Georgia Institute of Technology, Scheller College of Business, Nov. 2013
12. Duke University, Fuqua School of Business, Nov. 2013
13. Yale University, School of Management, Nov. 2013

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### Conference Presentations

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- Wang, Yanwen (with Michael Lewis and Carla Berg). 2014. Tobacco Control Environment and Individual Consumer Characteristics in Relation to Continued Smoking: Differential Responses among Menthol Smokers? *Marketing Science Conference*, Atlanta, GA.

- Wang, Yanwen (with Michael Lewis and Jim Sprigg). 2013. Loyalty Program Incentives and Consumer Response: A Large Scale Field Experiment. *AMA's Annual Advanced Research Techniques Forum*, Chicago, IL.
- Wang, Yanwen (with Michael Lewis and Vishal Singh). 2012. The Unintended Consequences of Counter-Marketing Strategies: an Empirical Investigation of the Tobacco Industry. *Marketing Science Conference*, Boston, MA.

### **Industry Experience**

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- Business Analyst Internship. 2006-2007
  - Boston Consulting Group, Shanghai, China
- Customer Support Specialist. 2005
  - General Electronics, Shanghai, China

### **Professional Affiliations**

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- INFORMS Society on Marketing Science (ISMS)
- American Marketing Association (AMA)