

## Will Wei Wu

University of Colorado Boulder – Leeds School of Business

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### Education

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University of Colorado Boulder – Boulder, Colorado

PhD, Marketing (expected graduation: May 2028)

New York University – New York, New York

BS, *cum laude*, Media, Culture, and Communication (2021)

### Research Interests

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Technology and Consumer Behavior, Consumer Financial Decision Making

### Teaching Interests

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Digital Marketing, Social Media Marketing, Consumer Behaviors, Principles of Marketing

### Publications

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**Wu, Will Wei**, Emily R. Powell, and Alixandra Barasch (2025). How Second Screens Shape Consumer Experiences: The Role of Social Connection on Repeat Viewing. *Psychology & Marketing*.

### Conference Presentations (asterisk denotes presenter)

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- \* Wu, Will Wei and Joe Gladstone (2025). Closing the Financial Literacy Gap Through Financial Technology. *Boulder Summer Conference on Consumer Financial Decision Making: Boulder, CO*. Poster.
- \* Wu, Will Wei and Alixandra Barasch (2025). How Beginnings Shape Subsequent Behaviors in Consumption Experiences. *Society for Consumer Psychology: Las Vegas, NV*. Poster.
- \* Wu, Will Wei and Alixandra Barasch (2025). How Beginnings Shape Subsequent Behaviors in Consumption Experiences. *Society of Personality and Social Psychology (Psychology of Media & Technology Preconference): Denver, CO*. Poster.
- \* Wu, Will Wei and Alixandra Barasch (2024). The Effect of Post-Experience Editing on Retrospective Evaluation. *Asia-Pacific Association for Consumer Research: Bali, Indonesia*. Working Paper Flash Talk.

### Teaching Experience

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### *Teaching Assistant Experience:*

Digital Marketing (MBAX 6350 & MKTG 3700; University of Colorado Boulder)  
Fall 2024 and Spring 2025 (5 sections), TA for Kevin McMahon and Nithya Shankar

## **Recognition**

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Nominee, PhD Program Outstanding Doctoral Research (2025)  
University Fellowship (2024, 2025)  
Gerald Hart Doctoral Research Fellowship (2024)

## **Affiliations**

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Association for Consumer Research  
Center for Research on Consumer Financial Decision Making (CU Boulder)  
Society for Consumer Psychology  
Society for Personality and Social Psychology

## **Research Skills** (not exhaustive)

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R programming  
SPSS  
Qualtrics

## **Media Interviews and Mentions**

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CU Boulder Today ([link to article](#))  
MedicalResearch.com ([link to article](#))

## **Doctoral Coursework**

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Consumer and Managerial Decision Research in Marketing (Peter McGraw)  
Design and Analysis of Experiments in Business (Nicholas Reinholtz)  
General Statistics and Data Analysis (Josh Correll, Naomi Friedman)  
Issues and Methods in Cognitive Science (Roland Benoit, Theodora Chaspari)  
Marketing Strategy (John Lynch)  
Psychological Approaches to Research in Marketing (Joe Gladstone)  
Quantitative Marketing Seminar (Scott Shriver)  
Social Psychology Proseminar: Judgment and Decision Making (Leaf van Boven)  
Structural Equation Modeling (Naomi Friedman)  
Text Mining (Ami Gates)

## **Professional Experience**

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Mount Sinai Health System (2021 – 2022)  
FedEx (2021)

American Red Cross (2020)  
Flywire (2019 – 2020)