

Will Wei Wu

Leeds School of Business, University of Colorado Boulder

Email: wei.wu-4@colorado.edu

Education

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

Technology and Consumer Behavior, Consumer Financial Decision Making

Publications

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*.

Selected Working Papers

Wu, Will Wei and Rodrigo Dias (2026). Tariffs and Consumer Behavior. Submitted to *Journal of Consumer Research*.

Invited Talks

The European Marketing Academy Pricing Special Interest Group (January 2026)

University of Technology Sydney (August 2025)

Royal Melbourne Institute of Technology (July 2025)

Conference Presentations

(asterisk denotes presenter)

* **Wu, Will Wei** and Joe Gladstone (2026). Closing the Financial Literacy Gap Through Financial Technology. *Society for Consumer Psychology: San Diego, CA*. Special Session.

* **Wu, Will Wei** and Rodrigo Dias (2026). On Consumers' Reactions to Tariffs. *Society of Personality and Social Psychology: Chicago, IL*. Poster.

- * Wu, Will Wei and Rodrigo Dias (2026). On Consumers' Reactions to Tariffs. *Society of Personality and Social Psychology (Judgment and Decision Making Preconference): Chicago, IL*. Poster.
- * Wu, Will Wei and Rodrigo Dias (2025). On Consumers' Reactions to Tariffs. *Society for Judgment and Decision Making Annual Meeting: Denver, CO*. Poster.
- * 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.

Recognition

Sheth Student Travel Award (2025)
 Nominee, PhD Program Outstanding Doctoral Research (2025)
 University Fellowship (2024, 2025)
 Gerald Hart Doctoral Research Fellowship (2024)

Media Interviews and Mentions

Leeds School of Business (December 2025): [Faces of Leeds](#)
 CU Boulder Today (March 2025): [Live, laugh, lotus: Why group texting during 'The White Lotus' feels so good](#)
 MedicalResearch.com (March 2025): ["Second Screening" When Watching TV Can Enhance Social Connections](#)

Service

Conference Reviewer
 Society for Consumer Psychology Annual Conference

Conference Volunteer

Society for Consumer Psychology Annual Conference

Internal Service

Organizer of the Weekly PhD Student Lab Meeting

Teaching Experience

Instructor Experience:

Digital Marketing Tools (MKTG 2700; University of Colorado Boulder)
Spring 2026 (1 section)

Teaching Assistant Experience

Digital Marketing (MBAX 6350; University of Colorado Boulder)
Spring 2025 (1 section), TA for Nithya Shankar
Digital Marketing (MKTG 3700; University of Colorado Boulder)
Spring 2025 (1 section), TA for Nithya Shankar
Digital Marketing (MKTG 3700; University of Colorado Boulder)
Spring Fall 2024 (2 sections), TA for Kevin McMahon

Professional Affiliations

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

Professional Experience

Mount Sinai Health System (2021 – 2022)
FedEx (2021)
American Red Cross (2020)
Flywire (2019 – 2020)