

YANWEN WANG

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Employment

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

Education

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

Empirical Modeling in Marketing

- Substantive Interests: Counter-Marketing, Public Health, Technology, Retirement Savings
- Methodologies: Dynamic Programming, State Space Models, Bayesian Statistics
- Industries: Tobacco, Sports, Taxi Industry, Politics, Retirement Plans

Publications

1. **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
 - Media: [Is Your Promotion Killing Your Most Faithful Customers?](#)
2. **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
 - Featured in [ISMS press release](#)
 - Featured in the [Global Source for Science News](#)
 - Media: Higher Cigarette Taxes May End Up Doing More Harm Than Good ([Deccan Chronicle](#))
 - Media: Why Higher Taxes on Cigarettes Doesn't Help Smokers ([dna](#))
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

1. **Wang, Yanwen**, Michael Lewis, and Vishal Singh, “Does Brand Strength Moderate the Effectiveness of Counter-Marketing Techniques? The Case of Cigarettes”, revising for 2nd round at *Management Science*
2. Lewis, Michael, **Yanwen Wang**, and Chunhua Wu, “Season Ticket Value and the Secondary Market: An Empirical Analysis of Customer Retention”, revising for 2nd round at *Marketing Science*
3. **Wang, Yanwen**, Michael Lewis, and David Schweidel, “A Natural Experiment Based Analysis of Message Tone and Ad Source in Senatorial Campaigns”, revising for 2nd round at *Marketing Science*
4. Wu, Chunhua, **Yanwen Wang**, and Ting Zhu, “Mobile Hailing Technology Adoption, Digital Inequality and Worker Productivity: A Case of the Taxi Industry”, under review

Awards and Honors

- 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, 2015
- 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

Teaching Experience

- Customer Analytics (MBA and MSBA)
 - University of Colorado Boulder, Spring 2017 (scheduled)
- Marketing Research (BBA)
 - University of Colorado Boulder, Fall 2014, Fall 2015, Fall 2016 (scheduled)
- 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

Invited Seminar Presentations

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

13. Coca-Cola, Atlanta, July, 2013

Conference Presentations

- CEIBS Marketing Conference. 2016. Discussant, Shanghai, China
- Wang, Yanwen (with Chunhua Wu and Ting Zhu). 2016 scheduled. Mobile Hailing Technology Adoption, Digital Inequality and Worker Productivity: A Case of the Taxi Industry, *Marketing Science Conference 2016, Shanghai, China*
- Wang, Yanwen (with Mike Lewis and Chunhua Wu). 2016 scheduled. Season Ticket Value and the Secondary Market: An Empirical Analysis of Customer Retention, *Tenth Annual UT Dallas Frank M. Bass FORMS, Dallas, Texas*
- Wang, Yanwen (with Chunhua Wu and Ting Zhu). 2015. Mobile Hailing Technology Adoption, Digital Inequality and Worker Productivity: A Case of the Taxi Industry, *NYU 2015 Conference on Digital Big Data, Smart Life, & Mobile Marketing Analytics, NYC.*
- 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

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

Service & Professional Affiliations

- CU Boulder Marketing Distinguished Speaker Series Coordinator 2015, 2016
- CU Boulder Faculty Recruitment Committee 2015, 2016
- Boulder Summer Conference Committee on Consumer Financial Decision Making, 2016
- INFORMS Society on Marketing Science (ISMS)
- American Marketing Association (AMA)