

Wenbo Wang

Curriculum Vitae

ACADEMIC EXPERIENCE

- Hong Kong University of Science and Technology (HKUST)
 - Associate Professor of Marketing (with tenure), 2018 ~ present
 - Assistant Professor of Marketing, 2012 ~ 2018

EDUCATION

- Ph.D., Marketing, Stern School of Business, New York University
- B.A., M.A., Marketing, Guanghua School of Management, Peking University

HONORS, AWARDS, AND RESEARCH GRANTS

Research

- Winner of US\$135,000 (about HK\$1.1 million) competitive research grants (as principal investigator) from funding sources in Hong Kong and USA, 2012-present
- Early Career Award, Research Grants Council of the Hong Kong government, 2014
- Best Paper Award, 4th China International Marketing Conference, 2018
- Best Paper Award, Journal of Marketing Science Conference, 2018
- George Burton Hotchkiss Award for outstanding performance in NYU Stern Ph.D. program, 2010

Teaching

- Dean's List for Excellent Teaching, HKUST, 2013, 2014, 2015, 2016, 2017, 2018, 2019
- Winner for Franklin Prize for Teaching Excellence, HKUST, 2016
- Runner-up for the Franklin Prize for Teaching Excellence, HKUST, 2014, 2015
- Prize for Ph.D. Teaching Excellence based on outstanding ratings, New York University, 2011

RESEARCH INTERESTS

- Topic: Marketing-AI Interface, Social Media, User-Generated-Content, Live Streaming, Content Marketing, P2P Finance, Sustainability
- Methodology: Unstructured Big Data, Moment-to-Moment Data, Video Data, Machine Learning, Natural/Field Experiments, Empirical Models

PUBLICATION [* Untenured junior; † PhD student at the time of creating the research work]

- [1] Qiang Zhang†, Wenbo Wang, and Yuxin Chen (2019) “In-Consumption Social Listening with Moment-to-Moment Unstructured Data: The Case of Movie Appreciation and Live Comments,” conditional accepted at *Marketing Science*
- [2] Monica Wadhwa, C. Kim*, A. Chattopadhyay, and Wenbo Wang (2019), “Unexpected Framing Effect: Impact of Framing a Product Benefit as Unexpected Product Desire,” *Journal of Consumer Research*, 46 (2), 223-245.
- [3] Song Yao*, Wenbo Wang, and Yuxin Chen (2017), “TV Channel Search and Commercial Breaks,” *Journal of Marketing Research*, 54 (5), 671-686, Lead Article (authorship in reverse alphabetical order).
- Winner of Early Career Award, the Hong Kong government RGC, 2013
- [4] Wenbo Wang, Aradhna Krishna, and Brent McFerran (2017), “Turning Off the Lights: Consumers’ Environmental Efforts Depend on Visible Efforts of Firms,” *Journal of Marketing Research*, 54 (3), 478-494.
- [5] Stephan Seiler*, Song Yao*, and Wenbo Wang (2017), “Does Online Word-of-Mouth Increase Demand? (and How?) Evidence from a Natural Experiment,” *Marketing Science*, 36(6), 838-861.
- [6] Wenbo Wang, H. T. Keh*, and Lisa Bolton* (2010), “Lay Theories of Medicine and a Healthy Lifestyle,” *Journal of Consumer Research*, 37(June), 80-97.

SELECTED WORKING PROJECT AND WORK-IN-PROGRESS

Available upon request

COURSE TAUGHT AND TEACHING EFFECTIVENESS (detailed ratings available upon request)

EMBA: Digital Marketing, Big Data, Social Media (Mean Rating: **4.8/5**)

EPD / Corporate Executive Training: Big Data, Digital Marketing, Social Media (Mean Rating: **4.8/5**)

UG: Marketing Management (Mean Rating: **95/100**)

BUSINESS CASE

“Hainan Airlines”, 2017

“Douyin”, 2018

“Pagoda”, 2018

“Bilibili”, 2019

SELECTED MEDIA EXPOSURE, CONFERENCES, PRESENTATIONS (BY MYSELF OR COAUTHORS)

“In-Consumption Social Listening with Moment-to-Moment Unstructured Data: the Case of Movie Appreciation and On-screen Live Comments” [previously “Leveraging Unstructured Big Data to Understand Consumption Process”]

- WeBank, 2019
- MIT, 2017
- 12th UT Dallas Frank M. Bass FORMS Conference, 2018
- China India Insights Conference, INSEAD, 2018
- NSF-RGC Forum, 2018
- 4th China International Marketing Conference, 2018, won best paper award
- University of Sydney, Fudan University, CUHK-SZ, 2018
- National University of Singapore, Hong Kong University, 2017
- Peking University, Sun Yat-sen University, 2017
- Marketing Dynamics Conference, 2017
- R Language and Big Data Conference, 2016

“Testing the Role of Contextual Deliberation in the Compromise Effect”

- Yale University, 2017
- Peking University, 2017
- City University of Hong Kong, 2017
- INFORMS Marketing Science Conference, 2016
- D-TEA Workshop at Paris, 2016

“Does Online Word-of-Mouth Increase Demand? (and How?) Evidence from a Natural Experiment”

- Facebook Inc., 2015
- LBS, INSEAD, CEIBS, 2017
- Duke, Minnesota, 2016
- USCD, Florida IS/OM group, Colorado, 2016
- Stanford, 2015
- UBC, Temple, 2015
- *Stanford Business Insight*. “[Your Tweets Might Be the Key to Game of Thrones’ Success](#)”, 2016
- *Kellogg Insight*: “[How Important Are Customer Tweets?](#)” March 7, 2016
- Quantitative Marketing and Economics Conference, 2016
- INFORMS Marketing Science Conference, 2015
- Berlin Applied Micro Seminar, 2015

- 9th Workshop on Economics of Advertising and Marketing, Vilnius, Lithuania, 2016
- China India Consumer Insights Conference, Yale, 2015
- Mobile Big Data Marketing Conference, Hon Kong, 2016
- Searle Conference on Internet Commerce and Innovation, Northwestern Law School, 2015
- Conference on Digital Big Data, Smart Life, Mobile Marketing Analytics, NYU, 2015
- Conference on the Economics of ICT, Mannheim, Germany, 2016
- Winter Marketing-Economics Summit, Vail, 2016
- IO Fest, Berkeley, 2015

“QR Codes Make Location Matter Even More: The Mere Exposure Effect of QR Codes”

- NTU, 2019
- INFORMS Marketing Science Conference, 2017
- Greater-China Conference on Mobile Big Data Marketing, CUHK, 2016
- Wuhan University, Tongji University, 2018

“TV Channel Search and Commercial Breaks”

- Peking University, Advertisement Division of China Central Television, 2016
- Stanford, Washington U in St. Louis, Houston, 2014
- USC, 2015
- *Kellogg Insight*: “[Hate Commercial Breaks? Here’s Why You Shouldn’t](#)”, July 1, 2016
- Marketing Dynamics Conference, 2015
- INFORMS Marketing Science Conference, 2014

“Please Turn Off the Lights: Perception of Firms’ Environmental Efforts as Green or Greed”

- TVB (Hong Kong) show “*Money Magazine*”, “[Bamboo Business](#)”, 2016.03.11.
- *The Globe and Mail*: “[Asking hotel patrons to reuse towels isn’t always best](#)”, 2016.09.23
- *CBC News*, 2016.08.30
- Association for Consumer Research Conference, Asia-Pacific Conference, 2015
- Association for Consumer Research Conference, 2014

“Shopping without Plastic Bags: An Empirical Study of Green Behavior Adoption”

- INFORMS Marketing Science Conference, 2011
- HKUST, Boston University, Washington U in St. Louis, UNC at Chapel Hill, University of Arizona, CUHK, Tsinghua University, CKGSB, University of Oregon, 2011

“Lay Theories of Medicine and a Healthy Lifestyle”

- *Science Daily*, Nov 20, 2009
- Association for Consumer Research Conference, 2008

- *Knowledge@Wharton*, "[Traditional vs. Western Medicine: Which One Is Easier for Chinese Consumers to Swallow?](#)", Oct 24, 2007

SERVICE

- To the profession
 - Ad hoc reviewer for *Management Science*, *Marketing Science*, *Journal of Consumer Research*, *Journal of Marketing Research*, *International Journal of Research in Marketing*, *Journal of Retailing*, *Journal of Interactive Marketing*
 - Organizing committee member for Marketing Dynamics Conference, 2017
 - Reviewer for European Marketing Academy Conference, 2016
- Doctoral advising
 - Dissertation committee chair/co-chair
 - Qiang Zhang, HKUST Marketing Dept, 2018, "Two Essays on Digital Consumers"
 - Zilei Zhang, HKUST Economics Dept, 2019, "Essays on Empirical IO"
 - Dissertation committee member
 - Quan Li, HKUST Computer Science and Engineering, 2018, "Interactive Visual Analytics on Representation and Dynamics of Online Game Community"
 - Bo Liu, HKUST Computer Science and Engineering, 2018, "Transferable Bandit"
 - Huan Zhao, HKUST Computer Science and Engineering, 2019, "Enhancing Recommender Systems with Rich Side Information"
- At HKUST university level
 - Invited Keynote on Digital Business for HKUST EMBA Alumni Annual Meeting, 2018
 - Invited Keynote on Big Data Marketing for China Entrepreneurs Forum, 2018
 - Invited Keynote for the inaugural ceremony for Nanjing EMBA alumni network, 2018
 - Executive committee member, HKUST Institute for Emerging Market Studies, 2017-present
 - Hosting-faculty for the "Connect with Faculty" event, 2017
- At HKUST business school level
 - Project Expert for Skolkovo EMBA @ HKUST, 2018
 - MBA Committee, 2018-present
 - Research Committee, 2017-2018
 - Sample class for Business Summer Camp, 2018
 - Sample course for prospective UG students, 2017, 2018
 - Junior faculty representative of the AACSB reaccreditation panel, 2013–2014
- At HKUST Marketing department level
 - Planning & Administration committee, 2018-present

- Faculty Search & Appointment committee, 2015-present
- Merit & Salary review committee, 2018-present

AFFILIATIONS

Beta Gamma Sigma