

# MICHAEL W. WU

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632 Bogue Street, N465, East Lansing, MI, 48823

## EDUCATION

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<b>Michigan State University, East Lansing, USA</b> Ph.D. in Marketing	August 2019 - Present
<b>Ryerson University (Toronto Metropolitan University), Toronto, Canada</b> M.A. in International Economics and Finance	2016-2018
<b>University of Toronto, Toronto, Canada</b> Honors B.Sc. in Economics and Ecology & Evolutionary Biology	2011-2016

## RESEARCH INTERESTS

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<b>Substantive</b>	Digital and Social Media Marketing, Marketing Strategy, Relationships Marketing
<b>Methodological</b>	Applied Econometrics, Applied Machine Learning, Empirical IO, Causal Inference, Randomized Control Trials

## SELECTED WORKING PAPERS

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Wu, Michael W. and Sung H. Ham (2022), "To Ad or Not to Ad: Do Mid-Roll Advertisements in the Live Streaming Space Increase Viewership?" Submitted.

"Generic Title: Digital Marketing," (2022) Tentative Target: Journal of Marketing. With Michael W. Wu and Hanyong Park

"A Multinational, Cross-Sectoral Examination of the Effect of Aggregate Customer Satisfaction on Unemployment," (2022) Tentative Target: Journal of Marketing. With Forrest V. Morgeson III and Michael W. Wu

## CONFERENCE PRESENTATIONS

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"A Multinational, Cross-Sectoral Examination of the Effect of Aggregate Customer Satisfaction on Unemployment," (2022) Mittelstaedt & Gentry Doctoral Symposium, Lincoln, NE, USA. With Forrest V. Morgeson III and Michael W. Wu (Presenter).

"Product Portfolio Characteristics and Firm Performance: The Moderating Role of Internationalization," (2021) AMA 2021 Winter Academic Conference, Online. With Xiaoxu Wu, Michael W. Wu (Presenter), Ahmet H. Kirca and Udit Sharma.

## TEACHING EXPERIENCE

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Instructor: Market Analytics, Michigan State University (4.5/5)	2022
Instructor: Market Analytics, Michigan State University	2021
Teaching Assistant: Market Analytics, Michigan State University	2020
Graduate Assistant: Econometrics II, Ryerson University	2017
Graduate Assistant: Introductory Macroeconomics, Ryerson University	2016

Note: Scores are based on the following comment: "The overall quality of the instructor was excellent."

## PROFESSIONAL SERVICE

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AMA 2023 Winter Conference Reviewer	2022
AMA Global Marketing SIG Conference Reviewer	2022
Academy of International Business (AIB) Conference Reviewer	2021
Decision Sciences Institute Conference Reviewer (51st)	2020
AMA Global Marketing SIG Conference Reviewer	2019

## HONORS AND SCHOLARSHIPS

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Michigan State University Graduate School Fellowship	2019-Present
MSU Colleges' Online Learning Academy (COLA) Fellowship	2021
Ryerson Graduate Fellowship (RGF)	2016

## MEDIA MENTIONS AND POPULAR PRESS

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Holle, Brandon Z. and Michael W. Wu, "Changing the Taste Palette: How the Minimum Wage Affects Consumer Nutrition," Journal of Marketing Research Scholarly Insights, July 13, 2022. [\[Link\]](#)

Wu, Michael W. and Brandon Z. Holle, "How Do You Feel? Marketing to the Stigmatized," Journal of Marketing Research Scholarly Insights, November 17, 2021. [\[Link\]](#)

## SKILLS

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<b>Software &amp; Programming Languages</b>	Stata, R, $\text{\LaTeX}$ , SPSS, Microsoft Office English (native)
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