

# MICHAEL W. WU

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<https://sites.google.com/view/michaelwu>

## EDUCATION

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**Michigan State University, East Lansing, USA**

August 2019 - Present

Ph.D. in Marketing (A.B.D.)

**Toronto Metropolitan University (Ryerson University), Toronto, Canada**

2016-2018

M.A. in International Economics and Finance

**University of Toronto, Toronto, Canada**

2011-2016

Honors B.Sc. in Economics and Ecology & Evolutionary Biology

## RESEARCH INTERESTS

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<b>Substantive</b>	Live Streaming, 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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“To Ad or Not to Ad: Can the Ability to Display Mid-Roll Advertisements in the Live Streaming Space Increase Viewership?” (2023) with Sung H. Ham.

“Too Gloomy or Too Funny? The Impact of Dark Humor and Slang on Social Media Virality,” (2023) with Sung H. Ham.

“A Multinational, Cross-Sectoral Examination of the Effect of Aggregate Customer Satisfaction on Unemployment,” (2023) with Forrest V. Morgeson III.

“Working Title: The Impact of Digitization in the Movie Exhibition Industry: Evidence from the Mexican Movie Market,” (2023) with Stephany Castruita, Richard T. Gretz and Suman Basuroy.

“Working Title: How Does the Perception of Video Versus Photo Content Affect Social Media Responses?” (2023) with Hanyong Park.

## CONFERENCE PRESENTATIONS

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“To Ad or Not to Ad: Can the Ability to Display Mid-Roll Advertisements in the Live Streaming Space Increase Viewership?,” (2023) with Michael W. Wu\* and Sung H. Ham. The 53rd Annual Haring Symposium, Bloomington, IN, USA.

“The Impact of Live Streaming Mid-Roll Advertisements,” (2023) with Michael W. Wu\* and Sung H. Ham. 2023 AMA Winter Academic Conference, Nashville, TN, USA.

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

“Product Portfolio Characteristics and Firm Performance: The Moderating Role of Internationalization,” (2021) with Xiaoxu Wu, Michael W. Wu\*, Ahmet H. Kirca and Udit Sharma. 2021 AMA Winter Academic Conference, Online.

Note: The presenter is denoted by an asterisk.

## 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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AMA-Sheth Foundation Doctoral Consortium Fellow	2023
Haring Symposium Fellow	2023
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, L <sup>A</sup> T <sub>E</sub> X, SPSS, Microsoft Office English (native)
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