

MICHAEL W. WU

+1 517-944-9480 ◊ wumicha2@msu.edu ◊ Citizenship: Canadian
632 Bogue Street, N465, East Lansing, MI, 48823
<https://sites.google.com/view/michaelwu>

EDUCATION

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

RESEARCH INTERESTS

Substantive	Live Streaming, Social and Digital Media Marketing, Data Analytics
Methodological	Applied Econometrics and Causal Inference, Applied Machine Learning, Empirical Industrial Organization (IO), Randomized Control Trials

SELECTED WORKING PAPERS

“Live Streaming Consumption and Streamer Ability to Play Mid-Roll Advertisements,” with Sung H. Ham. *Dissertation Essay 1 and Job Market Paper. Status: Submitted to the Journal of Marketing.*

“Too Gloomy or Too Funny? The Impact of Dark Humor and Slang on Social Media Virality,” with Sung H. Ham. *Dissertation Essay 2. Status: Revising manuscript and conducting data analysis.*

“A Multinational, Cross-Sectoral Examination of the Effect of Aggregate Customer Satisfaction on Unemployment,” with Forrest V. Morgeson III and Udit Sharma. *Status: Revising manuscript and conducting data analysis.*

“The Financial Impacts of Digitalization and Innovation on Movie Theatres: Evidence from the Mexican Movie Market,” with Stephany Castruita, Richard T. Gretz and Suman Basuroy. *Status: Conducting data analysis.*

“Working Title: How Does the Perception of Video Versus Photo Content Affect Social Media Responses?” with Hanyong Park. *Status: Conducting data analysis.*

CONFERENCE PRESENTATIONS

“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

Instructor: Market Analytics, Michigan State University—Average rating: 4.54/5.0 <i>Awarded the Stanley Hollander Award for Teaching Excellence.</i>	2022
Instructor: Market Analytics, Michigan State University—Average rating: 4.07/5.0	2021
Teaching Assistant: Market Analytics, Michigan State University—Average rating: 4.08/5.0	2020
Graduate Assistant: Econometrics II, Toronto Metropolitan University	2017
Graduate Assistant: Introductory Macroeconomics, Toronto Metropolitan University	2016

Note: Average ratings are an average of the five main questions related to the instructor.

PROFESSIONAL SERVICE

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

Donald A. and Shirley M. Taylor Award for Research Excellence	2023
Stanley Hollander Award for Teaching Excellence	2023
AMA-Sheth Foundation Doctoral Consortium Fellow	2023
Haring Symposium Fellow	2023
Mittelstaedt & Gentry Symposium Fellow	2022
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

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

Software & Programming Languages	Stata, R, L ^A T _E X, SPSS, Microsoft Office English (native)
---	---

REFERENCES

Dr. Sung H. Ham
Associate Professor
Department of Marketing
Michigan State University
sungham@msu.edu
+1 (517) 432-6427

Dr. Suman Basuroy
Professor
Department of Marketing
Michigan State University
basuroys@msu.edu
+1 (561) 929-0624

Dr. Forrest V. Morgeson III
Associate Professor
Department of Marketing
Michigan State University
morgeso3@msu.edu
+1 (734) 649-6818

Dr. Germán Pupato
Associate Professor
Department of Economics
Toronto Metropolitan University
gpupato@torontomu.ca
+1 (416) 979-5000, ext. 553143

Last Updated: July 2023