

MICHAEL W. WU

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EDUCATION

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| 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

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| 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: 2nd Round Revise and Resubmit at 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.*

“Working Title: The Impact of Digital Vices on Consumable Vices,” with Sung H. Ham. *Status: Conducting data analysis.*

“When Does Environmental Unsustainability Matter? Exploring the Moderating Relationship Between Unsustainability and Innovation on Firm Performance,” with Brandon Z. Holle and G. Tomas M. Hult. *Status: Under review at the Journal of Business Research.*

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

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| Instructor: Market Analytics, Michigan State University—Average rating: 4.69/5.0 | 2023 |
| Instructor: Market Analytics, Michigan State University—Average rating: 4.54/5.0 | 2022 |
| <i>Awarded the Stanley Hollander Award for Teaching Excellence.</i> | |
| 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 any questions related to the instructor.

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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| 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^AT_EX, SPSS, Microsoft Office
English (native)

REFERENCES

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