

# MICHAEL W. WU

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## EDUCATION

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<b>Michigan State University, East Lansing, USA</b> Ph.D. in Marketing (A.B.D.)	August 2019 - Present
<b>Toronto Metropolitan University (Ryerson 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>	Live Streaming, Social and Digital Media Marketing, Data Analytics
<b>Methodological</b>	Applied Econometrics and Causal Inference, Applied Machine Learning, Empirical Industrial Organization (IO), Randomized Control Trials

## SELECTED WORKING PAPERS

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“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

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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—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

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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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### **Software & Programming Languages**

Stata, R, L<sup>A</sup>T<sub>E</sub>X, SPSS, Microsoft Office  
English (native)

## REFERENCES

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