# MICHAEL W. WU

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

## EDUCATION

**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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| **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: Revising manuscript.*

"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 |
| *Awarded the Stanley Hollander Award for Teaching Excellence.* | |
| 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.

Wu, Michael W. and Brandon Z. Holle, "How Do You Feel? Marketing to the Stigmatized," Journal of Marketing Research Scholarly Insights, November 17, 2021.

## SKILLS

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| **Software & Programming** | Stata, R, LaTeX, SPSS, Microsoft Office |
| **Languages** | English (native) |

## REFERENCES

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Last Updated: October 2023