

# MICHAEL W. WU

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

## EDUCATION

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| <b>Michigan State University, East Lansing, USA</b><br>Ph.D. in Marketing (A.B.D.)  | August 2019 - Present |
| <b>Toronto Metropolitan University (Ryerson University), Toronto, Canada</b><br>M.A. in International Economics and Finance | 2016-2018             |
| <b>University of Toronto, Toronto, Canada</b><br>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: 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

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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.

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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| <b>Software &amp; Programming Languages</b> | Stata, R, L <sup>A</sup> T <sub>E</sub> X, SPSS, Microsoft Office<br>English (native) |
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## REFERENCES

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Dr. Germán Pupato  
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