

Wenyi (Candice) HUANG

wenyih@umich.edu

Education

University of Michigan, Ann Arbor, United States	Jun 2023 - Current
Visting Ph.D. Student in Marketing	
Tsinghua University, China	Sep 2021 - Current
Ph.D. Candidate in Marketing	
National University of Singapore, Singapore	Aug 2020 - Aug 2021
M.S. in Marketing Analytics & Insights (with Distinction, GPA: 4.44/5)	
Washington University in St.Louis, United States	Dec 2018 - Jun 2019
B.S. in Business Administration (GPA: 3.68/4)	
University of Macau, Macau	Aug 2016 - Jun 2020
B.S. in Business Economics (GPA: 3.71/4); Honours College (GPA: 3.82/4)	

Research Interests

- **Topic:** Social Media, Social Network, Influencer Marketing, User-generated Content, Online Charity
- **Methods:** Machine Learning, Natural Language Processing, Econometrics

Working Papers and Work in Process

- **Wenyi (Candice) Huang**, Justin T. Huang, Yiwei Li. “Thank You for Sponsoring: Influencers’ Choice of Disclosure Strategy”. (*manuscript available, targeting submission for Journal of Marketing*)
 - Invited to present at the Marketing and the Creator Economy Conference, Columbia University, Nov. 2023
- **Wenyi (Candice) Huang**, Fiona Yang, Jiaxin Pei, Justin T. Huang. “The Art of Language: How Do Linguistic Intimacy and Content Informativeness Drive Social Media Engagement”. (*manuscript available, targeting submission for Internation Journal of Research in Marketing*)
- **Wenyi (Candice) Huang**, Jinglong Zhang, Abhishek Rishabh. “Optimal Presentation Strategy for Donations”. (*empirical analysis*)

Teaching Experience

• Tsinghua SEM 2022 Block Seminar (Graduate), Speaker	Fall, 2022
• Tsinghua Schwarzman College Comparative Economics (Graduate), TA	Fall, 2022
• Tsinghua Schwarzman College Capstone Presentation (Graduate), TA	Fall, 2022
• Tsinghua Finland-Lab Program (MBA), TA	Fall, 2021 – Spring 2022
• Tsinghua-INSEAD program (EMBA), TA	Fall, 2021 – Spring 2022
• Tsinghua SEM Principle of Economics (Undergraduate), Discussion Forum Instructor	Fall, 2021 – Spring 2022

Selective Graduate Coursework**Marketing PhD Seminars**

• Research Methods in Marketing	Wenjing Liu, Yacheng Sun
• Advanced Research in Marketing Strategy	Zuohao Hu
• Judgement and Decision Making	Liang Huang
• Marketing Models I	Yitian (Sky) Liang

Economics

- Microeconomics I Xingye Wu
- Microeconomics II Sanxi Li
- Econometrics I Liangjun Su
- Econometrics II Yingjie Feng
- Panel Data Econometrics Liangjun Su
- Advanced Topic in Academic Economics Junjie Zhou

Data-analytics

- Machine Learning Jie Tang, Jun Zhu
- Big Data in Marketing Qizhang Liu
- Python Programming for Business Analytics Peng Xiong
- Marketing Analytics Ashok Charan
- Marketing Analysis and Decision Making Lawrence Jin
- Digital Marketing Vishal Narayan

Visting Experience

-
- Portuguese Language and Culture, University of Lisbon Jul – Aug 2019
 - International Trade and Finance, University of British Columbia Jul – Aug 2018
 - Entrepreneurship and Business Communication, University of Cambridge Jul 2017
 - Macroeconomics and Microeconomics, Univeristy of Oxford Jun 2017

Industry Experience

-
- Product Manager Intern (CDG-FIT-Virtual Bank Team), Tencent, China Apr – Aug 2021
 - Digital Marketing Intern, Assembly Works, Singapore Nov 2020 - Apr 2021

Honours and Awards

-
- Tsinghua SEM High-Level Academic Employment Potential Scholarship
 - ICBC Macau Academic Prize
 - HSBC Scholarship
 - University of Macau Dean Honour Lists

Leadership

-
- Senior Vice President, Honours College Alumni Association, University of Macau Aug 2020 – Current
 - President, Marketing Analytics and Insights Alumni Association, NUS Aug 2021 – Current
 - Vice President, Honours College Student Association, University of Macau Aug 2018 – Dec 2019
 - Vice President, Residential College Student Association, University of Macau Aug 2018 – Dec 2019

Others

-
- Computer Skills: Python, R, SQL, SPSS, Tableau, Survey Tools
 - Language: Madarian and Cantonese (Native), English (Proficient; IELTS: 7.5), Portugese (Elementary)
 - Citizenship: Macau