

Department of Marketing  
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Fields	<b>Substantive:</b> Digital Platforms, Private Label Strategy, Influencer Marketing <b>Method:</b> Applied Machine Learning, Causal Inference, Heterogeneous Treatment Effect	
Education	Ph.D., Quantitative Marketing, University of Arizona (expected) 2026 Dissertation: <i>How Platform Private Labels Affect Consumer, Seller, and Marketplace</i> Committee: Yong Liu (Co-chair), Xinying Hao (Co-chair), Zach Nolan, Bobby Zhou Minor: Management Information System M.Sc., Marketing Analytics, University of Maryland 2020 B.A., Economics, University of International Business and Economics 2018	
Job Market Paper	<b>“The Competitive and Perceptual Consequence of Platform Brand Entry”</b> <b>Award and Grant:</b> <ul style="list-style-type: none"> <li>• 2024 ISMS Early-stage Dissertation Research Award</li> <li>• 2023 Eller College of Management Small Research Grant</li> </ul>	
Working Papers	<b>“From Person to Brand: Tailoring Content Strategy to Influencer Audience Size”</b> <b>Award:</b> <ul style="list-style-type: none"> <li>• Best Paper Award, 2024 Singapore Rising Scholar Conference</li> </ul>	
Work in Progress	<b>“Strategic Differentiation and Optimal Product Design Under Algorithmic Muting”</b> Data analysis in progress  <b>“How does Platform Brand Entry Affect Cross-Platform Keyword Market”</b> Data analysis in progress	
Fellowship & Awards	ISMS Doctoral Early-Stage Dissertation Research Award 2025 Best Paper Award, Singapore Rising Scholar Conference 2024 Platform Strategy Symposium Doctoral Fellow 2024 INFORMS Society for Marketing Science Doctoral Fellow 2023, 2024 Eller College Small Research Grant 2024 University of Houston 40th Annual Symposium Doctoral Fellow 2023 Mittelstaedt & Gentry Symposium Doctoral Fellow 2022	
Industry Experience	<b>Deloitte Consulting</b> Intern, Dept. of Advanced Quantitative Analysis 2018 <b>Nielsen</b> Intern, Telecom & Technology Vertical 2017 <b>GE Healthcare</b> Intern, Marketing Department 2017	

Teaching	University of Arizona	
	Instructor:	
	Digital Marketing, Teacher Evaluation: 4.6/5.0	Fall 2023
	Teaching Assistant:	
	Marketing of Innovation (Executive MBA), Yong Liu	Spring 2025
	Use-centered Design (Professional MBA), Yong Liu	Spring 2022,2024,2025
	Marketing Research for Managers (MBA, MSMA), Martin Reimann	Spring 2025
	Marketing Analytics (Undergraduate), Xinying Hao	Spring 2021-2024
	University of Maryland	
	Teaching Assistant:	
Conference Presentations	Advanced Marketing Analytics (MSMA), Michel Wedel	Fall 2019
	Data Analysis (MBA), P.K. Kannan	Spring 2019
	2025 INFORMS Marketing Science Conference, Washington D.C	
	2025 AMA Winter Academic Conference, Phoenix, AZ	
	2024 Platform Strategy Symposium, Boston, MA	
	2024 INFORMS Marketing Science Conference, Sydney, Australia	
	University of Houston 40th Annual Doctoral Symposium, Houston, TX	
	2023 INFORMS Marketing Science Conference, Miami, FL	
	Mittelstaedt & Gentry Doctoral Symposium, Lincoln, NE	
Service	Ad-hoc Reviewer for Pacific Asia Conference on Information Systems 2023, APACR 2024	
Languages	Python, R, Stata, Matlab	
	English (fluent); Mandarin (native); Japanese (N2)	
References	Yong Liu	
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Job Market  
Paper

**“The Competitive and Perceptual Consequence of Platform Brand Entry”**

**Abstract:** This paper examines the competitive and perceptual consequences of Amazon’s private label (PL) product entry. Using a novel search-based market definition and a rich panel of Amazon data, we estimate the market-level treatment effect via staggered Synthetic Difference-in-Differences and explore heterogeneity using Double Machine Learning. we find that Amazon PL entry leads to a significant decrease in average market prices, alongside increases in review volume and ratings. However, these changes do not translate into improved consumer value perceptions. Aspect-based sentiment analysis reveals that, post-entry, reviews shift focus from product quality to value, with both perceived quality and value becoming less favorable overall. The heterogeneous treatment analysis uncover distinct patterns: first-party products show signs of internal price compression, while many third-party sellers raise prices following PL entry—suggesting reduced competitive pressure or niche differentiation. Our findings carry key implications for regulators, platform strategists, and third-party sellers. For regulators, the study highlights anti-competitive risks that go beyond pricing. For platforms, it challenges assumptions about universal consumer benefit. And for sellers, it provides guidance on vulnerability and strategic repositioning in platform-dominated markets.

Working  
Papers:

**“From Person to Brand: Tailoring Content Strategy to Influencer Audience Size”**

**Abstract:** The rise of influencers underscores the growing importance of personal branding in the digital landscape. This study explores how influencers with different follower size can strategically select posting topics and craft messages to enhance their audience engagement. Using BERTopic modeling to analyze topic selection, generative AI for feature annotation to assess message appeal across 16,600 YouTube posts from 63 influencers, and two controlled experiments, we suggest that influencers face the challenge of balancing human-like relatability with brand-like credibility to maximize their appeal. Small influencers, often perceived as more human than brand-like, can boost perceived credibility by consistently aligning content with their domain expertise and employing cognitive appeals. Conversely, large influencers, typically seen as brand-like entities, benefit from humanizing their image by sharing relatable personal stories and adopting affective language. These findings provide actionable insights for influencers, agencies, and brands to optimize content strategies across the influencer growth stage.

Work in  
Progress

**“Strategic Differentiation and Optimal Product Design Under Algorithmic Muting”**

**Abstract:** This project studies how third-party sellers adjust pricing and inventory in response to algorithmic muting on Amazon. Using Buy Box win probability as the outcome, we examine how strategic responses vary by product differentiation and APL presence. The findings highlight invisible competition and platform-driven constraints on seller visibility and design choices.

**“How does Platform Brand Entry Affect Cross-Platform Keyword Market”**

**Abstract:** This project investigates how Amazon Private Label entry alters consumer search and purchase behavior across competing retailers. Leveraging keyword-level data on search volume, clicks, and transactions across major e-commerce platforms, the study explores spillover effects in attention and demand beyond Amazon. The findings inform how platform branding strategies reshape cross-platform competition.