

# ZINING WANG

April 2023

Sauder School of Business  
University of British Columbia  
Vancouver, BC V6T 1Z2

Email: zining.wang@sauder.ubc.ca  
Tel: +1 236-869-1123

EDUCATION	Sauder School of Business, University of British Columbia	
	Ph.D. in Marketing	Expected 2024
	Rotterdam School of Management, Erasmus University	
	M.Phil. in Marketing, Cum Laude	2018
	International Business School, Beijing Foreign Studies University	
	Bachelor of Economics	2016
RESEARCH INTERESTS	<i>Substantive:</i> Digital Marketing, Advertising, Cause Marketing <i>Methodological:</i> Deep Learning, Machine Learning, Multimodal Data, Automated Video Analysis, Econometrics, Bayesian Methods	
WORKING PAPERS	<ul style="list-style-type: none"><li>• <b>Zining Wang</b>, Yanwen Wang, Shuai Yang, and Hongju Liu. A Deep Dive into Live-Streaming Sales Pitch. (<i>Job Market Paper</i>)</li><li>• Yanwen Wang, Shuai Yang, Hongju Liu, and <b>Zining Wang</b>. Sales Impacts of Live Streaming. (Invited for Resubmission to <i>Marketing Science</i>)</li><li>• <b>Zining Wang</b> and Yanwen Wang. Toward a Thriving Two-Sided Ecosystem: The Ripple Effect of User Feedback on Content Creation. (Finalist in <i>The Inaugural 2020 RMP Data-Driven Research Challenge</i>)</li></ul>	
PRESENTATIONS	2022 ISMS Marketing Science Conference 2022 UBC/UW Conference 2021 ISMS Marketing Science Conference 2021 INFORMS Revenue Management and Pricing Section Conference	
AWARDS & HONORS	AMA-Sheth Foundation Doctoral Consortium Fellow	2023 (scheduled)
	Paul Chwelos Memorial Graduate Scholarship (Teaching Award)	2022
	ISMS Doctoral Consortium Fellow	2021-2022
	Finalist, The Inaugural 2020 RMP Data-Driven Research Challenge	2021
	University of British Columbia Fellowship	2018-2023
	Tuition Fee Waiver & Subsistence Allowances, Erasmus University	2016-2018
	Distinguished Graduate Award, Beijing Foreign Studies University	2016
	Academic Scholarship, Beijing Foreign Studies University	2015
TEACHING EXPERIENCE	Instructor, University of British Columbia	
	COMM 296, Introduction to Marketing, <i>Teaching Evaluation: 4.6/5</i>	2021
	Teaching Assistant, University of British Columbia	2018-Present
	<ul style="list-style-type: none"><li>• International/Full-Time Master of Business Administration (MBA) Marketing Research, Business Intelligence for Management</li><li>• Master of Business Analytics (MBAN) Customer Analytics, Pricing Analytics, Data Driven Marketing</li><li>• Bachelor of Commerce (BCom) Marketing Research</li></ul>	

**PROFESSIONAL Ad-hoc Reviewer**  
**SERVICES**

- Pacific Asia Conference on Information Systems (PACIS) 2023
- Conference on Information Systems and Technology (CIST) 2022

**ABSTRACTS**

- **“A Deep Dive into Live-Streaming Sales Pitch”** (*Job Market Paper*)

This research aims to unravel the mystique of selling in live commerce. While the effectiveness of sales efforts is of vital importance for companies, sales practices are often treated as a “black box” and are avoided in strategic discussions. To address this challenge, we leverage a unique live-streaming dataset to characterize and investigate the sales impact of three selling strategies, with sales pitches focused on product, promotion, and customer relationship management (CRM), respectively. Through developing an automated, deep-learning-based framework, we extract granular textual, visual, and vocal features from 3,069 live product showcases broadcasted by 111 live-streamers on a leading online marketplace in China in 2020. Our findings indicate that product-focused sales pitches have a significant impact on live-streaming sales, such that on average, a 10% increase in the ratio of product-related content to CRM-related content triggers a 10.1% increase in live-streaming sales. This sales lift related to product-focused sales pitches, however, wanes as the follower size of live-streamers decreases, and can even be negative for micro live-streamers. Conditional on discount depth, live-streamers are unlikely to achieve higher live-streaming sales by giving more priority to promotion-focused sales pitches. Our work documents the effectiveness of selling strategies in the digital era.

- **“Sales Impacts of Live Streaming”**

*Invited for Resubmission to Marketing Science*

This research investigates the sales impacts of live-streaming videos. We estimate live-streaming elasticities for 304 apparel brands by merging the brands’ product-level national sales with a complete record of product-level live-streaming activities from a leading online marketplace in China. Our empirical analysis suggests that live-streaming videos on e-commerce platforms have a positive sales impact on 64% of brands. Specifically, a 100% increase in the median brand’s live-streaming events will increase the sales of its promoted product by 16.8%. Meanwhile, live-streaming activity has no sales impact on 19% of brands, and a negative sales impact on the remaining 17% of brands. Brand strength moderates the live-streaming effects. Strong brands are found to have the most responsive live-streaming elasticity. The effectiveness of live-streaming videos also varies across host types, with the live-streaming videos hosted by brands being the most effective, followed by star influencers, micro influencers, and the platform. The estimated live-streaming elasticities are robust given alternative model specifications and measures. The documented live-streaming elasticities support the emergence of live-streaming videos as a viable new form of communication channel for sales.

- **“Toward a Thriving Two-Sided Ecosystem: The Ripple Effect of User Feedback on Content Creation”**

*Finalist in the Inaugural 2020 RMP Data-Driven Research Challenge*

The last two decades have witnessed a surge in content-sharing platforms, such as YouTube, Twitter, and TikTok. As the demand for user generated content (UGC) increases on a large scale, content-sharing platforms need to address a crucial problem: how to incentivize content creation? This work is aimed to investigate whether content creators have extrinsic motivations, and if so, to what extent could content creators be extrinsically versus intrinsically motivated. We use a latent class discrete choice model to analyze data from a content-sharing

platform named Cloud Village. The findings show that extrinsic motivations play a crucial role in content generation. Especially, a higher level of user feedback could nudge creators to contribute more, whereas the effect of user feedback is stronger on prolific and inactive creators than on moderately prolific creators. In addition, content creators form an “engagement pyramid”: 1.8% of content creators are dedicated to content generation, 13.4% are moderately prolific, and 86.6% are rather inactive. Simulation studies suggest that given an increase in user feedback, the large group of inactive content creators could make a major contribution. The work sheds light on how to strike a balance between content creation and content consumption. The empirical findings reveal the potential of multi-objective recommender systems that create positive synergies between content consumers and content creators.