

**Minghao Wang (He/him/his)**+1(626) 560-7232, [wangmi18@msu.edu](mailto:wangmi18@msu.edu), East Lansing, MI, U.S.A.**RESEARCH INTEREST**

Marketing Strategy, Modeling, Digital Marketing, Customer Satisfaction, Data Driven Decision.

**EDUCATION****Doctor of Philosophy (Ph.D.) in Marketing**August 2024– **Expected** August 2029

Eli Broad College of Business, Michigan State University, East Lansing, MI

**Master of Science (M.S.) in Management Business Analytics and Intelligence**

August 2021 – May 2023

Weatherhead School of Management (WSOM), Case Western Reserve University, Cleveland, OH

**Master of Science (M.S.) in Marketing Research**

August 2019 – August 2020

Eli Broad College of Business, Michigan State University, East Lansing, MI

**Bachelor of Arts (B.A.) in Psychology**

May 2018 – August 2019

College of Social Science, Michigan State University, East Lansing, MI

- Exchanged at University of Kent in United Kingdom to study Psychology in B.S.

**Bachelor of Arts (B.A.) in Supply Chain Management**

August 2013 – May 2018

Eli Broad College of Business, Michigan State University, East Lansing, MI

- **#1 Ranked** SCM undergraduate & graduate program in United States
- Minor: Economics

**PUBLICATIONS**

N/A

**WORKING PAPERS**

- THE IMPACT OF TOP MANAGEMENT TEAM MARKETING EXPERIENCE ON BORN-GLOBAL FIRMS
- SOCIAL MEDIA RESTRICTIONS AND MINORITY-OWNER BUSINESS

**CONFERENCE PRESENTATION AND INVITED TALKS**

Wang, Minghao\*, “The Impact of Top Management Team Marketing Experience on Born-Global Firms”. *2025 AMA Summer Academic Conference* – Poster, @Chicago, IL, USA

**PROFESSIONAL SERVICE**

Reviewer, Society for Marketing Advances (SMA) Conference, Las Vegas, 2025

**RESEARCH EXPERIENCE****Modeling the Impact of Promotion Strategies on Sales Performance**

April 2022 - December 2022

- **Data Extraction and Management:** Extracted intensive data around product information, promotion records, sales performance, customer characteristics and behaviors from JD.com, a popular e-commerce platform in China. Cleaned the data and built a large dataset.
- **Exploratory Data Analysis:** Examined the potential associations among promotion events, product type, customer characteristics, and sales performance.

- **Predictive Model:** Fitted various predictive models (e.g., linear regression, random forest, gradient boosted, etc.) to the training data and compared their performance using the test data. Built a predictive model which may help the platform to select the appropriate promotion strategies to maximize sales performance.

### Evaluating the Effectiveness of Market Spending on Different Media Channels

April 2022 - December 2022

- **Data Extraction:** Extracted data from a secondary dataset on the history of company performance and market spending of an auto sales website.
- **Data Analysis:** Conducted measurement analysis to select appropriate indicators of market spending on different media channels, including video, audio, newspapers, print & digital publications, out-of-home, and social media. Evaluating the relative importance of market spending on different media channels for predicting revenue and website visit counts.

### Understanding College Students' Rental Preferences

May 2020 - August 2020

*Master's Degree Capstone Project, Michigan State University*

- **Qualitative Interview and Analysis:** Designed an interview guide and conducted semi-structured **in-depth interviews** to survey 12 college students' rental preferences. Analyzed the interview transcript using **thematic and content analysis**.
- **Quantitative Measurement Development:** Developed a Likert-scale questionnaire based on the qualitative interview. Collected data from 50 participants and tested the measurement properties through **reliability and validity analysis**. Refined the questionnaire based on the results.
- **Quantitative Data Collection and Analysis:** surveyed 421 college students about their rental preferences and actual rental choices. Explored the underlying driving factors of rental preferences through **factor analysis**. Identified the significant apartment characteristics that could predict actual rental choices through **linear regression**. Compared the rental preferences between domestic and international students through **t-test and multigroup analysis**.
- **Business Implication:** Applied the results to analyze the business model of the HooliHome company, a local leasing broker. Wrote a report highlighting key findings of the project and recommendations for the company to enhance their business model. Delivered a presentation to the company executives.

### User Experience Analysis of a Mobile Application

January 2020 - May 2020

- **Qualitative Interview and Analysis:** designed and conducted semi-structured **in-depth interviews** with 73 participants. Analyzed the data using **content analysis**.
- **Quantitative Survey and Analysis:** developed a quantitative questionnaire and surveyed 496 college students about their preferences of the application features of OodlesDeals. Analyzed the data using factor analysis, cluster analysis, and linear regression.
- **Business Implication:** wrote a report highlighting key findings and improvement recommendations for the OodlesDeals operating team. Delivered a presentation to the CEO of OodlesDeals and other executives.

## PROFESSIONAL EXPERIENCE

**Procurement and Distribution Services**, Case Western Reserve University, Cleveland, OH

July 2022 – May 2024

*Data Analyst Internship & Project Analyst*

- **Data Management:** Collected data and created datasets for bid events and email responses
- **Data Analysis:** Using Python and R studio, analyzed bid responses and identified supplier consolidation opportunities; analyzed university purchase history and spending patterns for risk management
- **Data Visualization:** Created dashboards and presented dynamic metrics to facilitate operations
- **Process Improvement:** Managed customer service projects and process improvements to enhance operational efficiency

- **Cross-functional Collaboration:** Worked with teams to develop best practices and standards for service quality and compliance

## TEACHING EXPERIENCE

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| MKT (Marketing) 327: Introduction to Marketing (4.33/5.00) | Summer 2025 |
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## DOCTORAL COURSEWORK

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| MKT 902 Pro-Seminar in Marketing (Spring 2025)                          | Dr. G. Tomas M. Hult & Dr. Hang Nguyen |
| MKT 907 Statistical Models in Marketing (Fall 2024)                     | Dr. Suman Basuroy                      |
| MKT 910 Marketing Theory and Critical Analysis (Spring 2026)            | Dr. Ahmet H. Kirca                     |
| MKT 911 Seminar in Marketing Strategy (Spring 2026)                     | Dr. G. Tomas M. Hult                   |
| MKT 912 Seminar in Buyer Behavior (Spring 2025)                         | Dr. Hanyong Park                       |
| MKT 913 Seminar in Judgment and Decision (Fall 2025)                    | Dr. Jorge Pena Marin                   |
| MKT 940 International Business Theory (Fall 2024)                       | Dr. Ahmet H. Kirca                     |
| <b>PLS 900: Research Seminar in Political Methodology</b> (Spring 2026) |  |
| EC Intro to Econometric Methods (Fall 2024)                             | Dr. Antonio Galvao                     |
| EC Advanced Econometric Methods (Spring 2025)                           | Dr. Tim Vogelsang                      |
| ITM 881 Network Analytics (Fall 2025)                                   | Dr. Anjana Susarla                     |
| ITM 885 Machine Learning and Optimization in Analytics (Fall 2025)      | Dr. Quan Zhang                         |
| CEP 820 Teaching and Learning Online (Summer 2025)                      | Dr. Anne Heintz                        |

## RELEVANT SKILLS

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**Programming and Data Analysis:** Python, SQL, R, Stata, SPSS & SPSS Modeler, Tableau  
**Business Analytics and Intelligence:** Arena, @Risk, Qualtrics, Mintel, Passport, Fitch, MarketLine  
**Language:** Mandarin (native), English (fluent)

## AWARDS AND HONORS

### Awards and Consortia Fellow

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| Donald A. and Shirley M. Taylor Research Excellence Award, Michigan State University | Fall 2024 – Spring 2025 |
| Scholarship Award, Weatherhead School of Management, Case Western Reserve University | Fall 2021 – Spring 2023 |

### Fellowship and Scholarships

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| Colleges Online Learning Academy (COLA) Fellowship, Michigan State University | Summer 2025 |
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