Minghao Wang (He/him/his)
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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

SELECTED WORKING PAPERS

Minghao Wang*, "The Impact of Top Management Team Marketing Experience on Born-Global Firms" (2025).

Nguyen, Hang, Ju-Yeon Lee, and **Minghao Wang*, "**Platform Access Disruption and Ethnic Minority-Owned Businesses: Insights from TikTok Bans" (2025). **Under review**.

CONFERENCE PRESENTATION AND INVITED TALKS

Nguyen, Hang, Ju-Yeon Lee, and **Minghao Wang***, "Platform Access Disruption and Ethnic Minority-Owned Businesses: Insights from TikTok Bans". Special Session, *2026 AMA Winter Academic Conference*, @Madrid, Spain

Wang, Minghao*, "The Impact of Top Management Team Marketing Experience on Born-Global Firms". Poster, *2025 AMA Summer Academic Conference*, @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

- MKT (Marketing) 327: Introduction to Marketing (4.33/5.00)   Summer 2025

DOCTORAL COURSEWORK

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
PLS 900: Research Seminar in Political Methodology **(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

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

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

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