Minghao Wang (He/him/his)
+1(626) 560-7232, 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

SELECTED WORKING PAPERS

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

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

DOCTORAL SYMPOSIA & PRE-CONFERENCES

- Discussant, *Mittelstaedt & Gentry Doctoral Symposium*, University of Nebraska–Lincoln, College of Business, Lincoln, NE, USA, April 2 - 4, 2026.
- Pre-Conference: Better Marketing for a Better World Symposium (Doctoral Student Track), *2026 AMA Winter Academic Conference*, Madrid, Spain, February 12, 2026.
- Pre-Conference: AMA DocSIG, *2025 AMA Summer Academic Conference*, Chicago, IL, USA, August 22, 2025.

PROFESSIONAL SERVICE

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

TEACHING EXPERIENCE

- MKT (Marketing) 327: Introduction to Marketing (4.33/5.00)   Summer 2025
- MKT (Marketing) 327: Introduction to Marketing   Summer 2026

DOCTORAL COURSEWORK

Seminar in Pro-Seminar in Marketing (Spring 2025)	Dr. G. Tomas M. Hult & Dr. Hang Nguyen
Seminar in Statistical Models in Marketing (Fall 2024)	Dr. Suman Basuroy
Seminar in Marketing Theory and Critical Analysis **(Spring 2026)**	Dr. Ahmet H. Kirca
Seminar in Marketing Strategy **(Spring 2026)**	Dr. G. Tomas M. Hult
Seminar in Buyer Behavior (Spring 2025)	Dr. Hanyong Park
Seminar in Judgment and Decision (Fall 2025)	Dr. Jorge Pena Marin
Seminar in International Business Theory (Fall 2024)	Dr. Ahmet H. Kirca
Econometric Methods (Fall 2024)	Dr. Antonio Galvao
Advanced Econometric Methods (Spring 2025)	Dr. Tim Vogelsang
Network Analytics (Fall 2025)	Dr. Anjana Susarla
Machine Learning and Optimization in Analytics (Fall 2025)	Dr. Quan Zhang
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