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Shiwen Gao

Department of Marketing
NUS Business School
National University of Singapore

+65 87981761
shiwen_gao@u.nus.edu
shiwengao.github.io

EDUCATION	National University of Singapore, Singapore Ph.D. Candidate, Marketing 2018-present
	École Polytechnique, France M.Sc, Renewable Energy, Science, and Technology 2016
	Nanyang Technological University B.Eng, Electrical and Electronic Engineering 2015
RESEARCH INTERESTS	Quantitative Marketing; Product Reviews, Healthcare Services, Consumer Search and Learning, Game Theory, Causal Inference, Field Experiment, Text and Image Analytics
JOB MARKET PAPER	“Influencer-Generated Organic Content and Firm Strategies” (with Wei Shi Lim) <i>Preparing for journal submission</i> Consumers are now increasingly relying on social media to discover new products and acquire information about product fit. Influencer- generated organic product review, as an independent source of product information, is playing an increasingly important role in consumers’ purchase decisions. We develop a game-theoretic model to examine whether and how influencer’s organic product review affects product awareness and the total product information available to consumers which further affects the firm’s advertising and pricing strategies, profit, and consumer surplus. Unlike previous literature, we do not study the influencer’s trade-off between organic and sponsored content but focus on the influencer’s organic content design, which allows us to incorporate the follower size of the influencer into the model, endogenize the firm’s pricing and advertising decisions, and consider a richer consumer heterogeneity (i.e., both in product knowledge and followership). We also discuss how the influencer’s content strategy changes with her follower size. We validate our model using YouTube data and our empirical results support our model prediction that the extent of information decreases with influencers’ follower size. Our findings complement the existing research on influencers and offer managerial implications for marketers and policymakers.

WORKING PAPERS	<p>“The Effect of Social Crowding on Self-Perceived Health Risks in Healthcare Services” (with Manqiong Shen) <i>Revise and resubmit, Psychology & Marketing</i></p>	
	<p>“Energy-Saving Competition among Young Children: A Field Experiment” (with Xiuping Li, Leonard Lee, Yan Zhang, and Yih Hwai Lee) <i>Drafting</i></p>	
WORK IN PROGRESS	<p>“Can the Introduction of badges Bring a Better Gaming Community?” (with Chuang Tang)</p>	
	<p>“Social Cues and Consumer Preferences” (with Wanjiang Deng)</p>	
	<p>“Increasing the Price of Intermediate Option: Consumers’ Choice between Better-Price and Better-Quality Alternatives” (with Wei Xu)</p>	
TEACHING	Instructor, NUS	
	Online tutorial on difference-in-differences (Master)	2022
	Student evaluation ratings (1-5, 5 Best): 4.57	
	Instructor, NUS	
	Online workshop on t-test (Undergraduate)	2020
	Student evaluation ratings (1-5, 5 Best): 4.78	
HONORS AND AWARDS	Teaching Assistant, NUS	
	Consumer Insights (for Prof. Xiuping Li)	2020
	Product & Brand Management (for Prof. Soo Jiuan Tan)	2019
	NUS Research Scholarship	2018-2023
	ISMS Doctoral Consortium Fellow	2021-2022
CONFERENCE PRESENTATION	International Master’s Scholarship Paris-Saclay	2015
	Winner, Singapore Rohde & Schwarz Case Study Competition	2014
	INFORMS Marketing Science Conference, Online	Jun 2021
OTHER EXPERIENCE	Research Intern, Laboratoire de Physique des Interfaces et des Couches Minces (LPICM), France	Mar-Aug 2016
	Process Control Engineer, Micron, Singapore	Jun-Aug 2015
	Intern, ABB, Singapore	May-Aug 2013
	Software Developer and UI Designer, NYP Embedded Technology Center, Singapore	May-Aug 2011

OTHER PUBLICATIONS	<p>“Growth of In-Plane $\text{Ge}_{1-x}\text{Sn}_x$ Nanowires with 22 at. % Sn Using a Solid-Liquid-Solid Mechanism” (with Edy Azrak, Wanghua Chen, Simona Moldovan, Sébastien Duguay, Philippe Pareige, and Pere Roca i Cabarrocas) <i>The Journal of Physical Chemistry C</i> (2018), 122, 45, 26236-26242</p> <p>“Assessment of High Sn Incorporation in Ge NanoWires Synthesized via In Plane Solid-Liquid-Solid Mechanism by In-Situ TEM” (with Simona Moldovan, Edy Azrak, Wanghua Chen, Sebastien Duguay, Philippe Pareige, and Pere Roca i Cabarrocas) <i>Microscopy and Microanalysis</i> (2018), 24, S1, 306-307</p>
LANGUAGES	English (Fluent), Mandarin (Native), French (Beginner)
SELECTED COURSEWORK	<p><i>Economics</i> Applied Economics (Xiaodan Gao) Behavioral and Experimental Economics (Soo Hong Chew) Industrial Organization (Junjie Zhou) Advanced Empirical Industrial Organization (Panel Jia Barwick, Cornell)</p> <p><i>Marketing</i> Model Building Workshop I: Static Models (Wei Shi Lim) Applied Econometrics I (Nan Yang) Applied Econometrics II (Wenlan Qian) Economic Models and Experiments in Marketing (Noah Lim) Empirical Modeling in Marketing (Junhong Chu) Cognition and Affect (Xiuping Li) Experimental Methods for Behavioral Research (Leonard Lee) Seminar in Marketing Strategy (Sridhar Moorthy, Toronto) Seminar in Model Building, (Ganesh Iyer, Berkeley) Seminar in Behavioral Aspects of Pricing (Vicki G. Morwitz, Columbia)</p> <p><i>Statistics and Machine Learning</i> Statistical Foundations of Data Science (Yunjin Choi) Pattern Recognition (BT Thomas Yeo) Seminar in Machine Learning Models in Marketing Research (Venkatesh Shankar, Texas A&M) Machine Learning Specialization (Andrew Ng, Coursera)</p>

REFERENCES

Wei Shi Lim

Associate Professor

Department of Marketing

NUS Business School

National University of Singapore

weishi@nus.edu.sg

Noah Lim

Professor

Department of Marketing

NUS Business School

National University of Singapore

noahlim@nus.edu.sg

Xiuping Li

Associate Professor

Department of Marketing

NUS Business School

National University of Singapore

bizlx@nus.edu.sg