

WEN XIE

Houston, TX, USA

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WORKING EXPERIENCE

Postdoctoral Research Fellow at Northeastern University

Feb 2024 - Feb 2026

- Work with Prof. Yakov Bart on marketing research.

Research Scientist Intern at Snap Inc.

Summer 2022

Ph.D. Research Intern at Apple Inc.

Summer 2021

EDUCATION

University of Houston

Ph.D. in Electrical Engineering, GPA: 3.85/4.00

2018 - 2023

University of Electronic Science and Technology of China

B.Eng. in Electronic Information Engineering, GPA: 3.95/4.00

2014 - 2018

B.Econ. in Finance, GPA: 3.95/4.00

RESEARCH INTEREST

Visual Marketing, Online Advertising, Social Media, Processing Fluency, Causal Inference

PUBLICATIONS

Wen Xie, Mi Hyun Lee, Ming Chen, and Zhu Han. "Understanding Consumers' Attention on Mobile Advertisements: An Ambulatory Eye-Tracking Study with Machine Learning Techniques," *Published at Journal of Advertising*, Nov 2023 **Won 2021 Amazon Research Award**

- Studied how shoppers pay attention to ad elements (i.e., product image, text, price, and rating).
- Found (1) textual ad elements both receive more attention than pictorial ones, and such differences are more pronounced in ads on mobile devices than those on PCs; (2) mobile ads receive less attention than PC ads; and (3) online ads receive more attention when consumers are deciding on hotel choices, compared to when they search for hotels earlier in their shopping trajectory.
- Provided insights for advertisers on reaching audiences more effectively.

WORKING PAPERS

Wen Xie, Gijs Overgoor, Hsin-Hsuan Meg Lee, and Zhu Han. "Shades of Representation: Auto-Detection and Perception of Skin Tone Diversity in Visual Marketing Communication," *Under review in diversity, equity, and inclusion special issue in Marketing Science*, Dec 2023. Available at: SSRN

- Proposed a framework to detect skin-tone diversity from brand-posted images.
- Discovered that people perceive (1) darker skin-tone representations, (2) greater skin-tone richness and evenness as more diverse through experiments.
- Found (1) fashion brands significantly featured more darker skin tones from May 2020 in response to the Black-out Tuesday, (2) significant improvement of skin-tone richness and evenness did not emerge until August 2020.
- Offered tools for brand management and fostered transparency in combating colorism.

Wen Xie, Ron Dotsch, Yozen Liu, Maarten Bos, and Zhu Han. “Congruence Affects Social Media Ad Engagement,” *Under review at **Journal of Marketing Research**, Dec 2023*

- Studied how content and format congruence between stories and ads affect ad viewing time.
- Found that congruence increases ad viewing time based on processing fluency theory.
- Offered actionable insights for social platforms such as Snapchat and Instagram on improving ad ranking and recommendation systems.

Ming Chen, **Wen Xie**, Chunxiao Xue. “Program-Ad Congruence Affects Viewers’ Attention in TV advertising: Evidence from TVision Data,” *R&R at **Journal of Advertising Research**, Jan 2024*

- Studied congruence effects on viewer’s attention in TV advertising.
- Found (1) viewers pay more attention to the ads that have similar content with the TV program in which they are embedded, (2) Regardless of where ads are inserted, ad-program congruence positively affects viewers’ attention to ads.
- Offered insights for TV advertisers on optimizing advertising strategies.

WORK IN PROGRESS

“Advertising with High Quality Image Might Hurt: Insights from Airbnb Demand Analysis Leveraging Image Analytics” - with Sam Hui.

PEER-REVIEWED CONFERENCE PROCEEDINGS

Wen Xie, Ron Dotsch, Maarten Bos, and Yozen Liu. 2023. “Improving Social Media Video Advertising Acceptance Using Priming: Evidence from Big Data Analysis.” *In Proceedings of 2023 Academy of Marketing Science (AMS) Annual Conference, New Orleans, LA*

- **Best Conference Paper** M. Wayne Delozier Award

Wen Xie, Gijs Overgoor, Hsin-Hsuan Meg Lee, and Zhu Han. 2023. “Automated Detection of Skin Tone Diversity in Visual Marketing Communication.” *In Proceedings of 2023 Hawaii international Conference on System Science (HICSS), Maui, Hawaii*

Wen Xie, Ming Chen, and Zhu Han. 2020. “How to Enhance Online Hotel Ad Effectiveness Based on Real-World Data: Mobile Eye-Tracking and Machine Learning Tell.” *In Proceedings of 2020 American Marketing Association (AMA) Winter Academic Conference, San Diego, California*

- **Best Paper Award** in Market Research

CONFERENCE PRESENTATIONS

2023: Hawaii International Conference on System Sciences, Maui, Hawaii; Marketing Science Diversity, Equity, and Inclusion (DEI) Conference, Dallas, TX; AMS Annual Conference, New Orleans, LA

2021: Annual ISMS Marketing Science Conference, Virtual

2020: AMA Winter Academic Conference, San Diego, CA

SKILLS

Programming: Python, SQL, Matlab, BlueSky Stats, Eviews

Data Science Tools: PyTorch, Keras, TensorFlow, Numpy, Pandas, Scipy, StatsModels, PyMC3

Languages: Fluent in Chinese and English