

# WEN XIE

Houston, TX, USA

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## EDUCATION

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### University of Houston

Ph.D. candidate in Electrical and Computer Engineering, *GPA: 3.85/4.00* 2018 - 2024

Dissertation: Machine Learning and Unstructured Data Analytics for Digital Marketing

Selected courses: Deep Learning, Natural Language Processing, Optimization,

Econometrics, Marketing Models, Financial Mathematics, Digital Image Processing

Advisor: Dr. Zhu Han

### University of Electronic Science and Technology of China

2014 - 2018

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

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

## RESEARCH INTEREST

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Machine Learning, Natural Language Processing, Causal Inference, Stochastic Modeling

Visual Marketing, Online Advertising, Social Media, Priming, Processing Fluency

## TEACHING INTEREST

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Social Media Marketing, Principles of Marketing, Marketing Analytics, Data Science,

Machine Learning/Computer Vision/Natural Language Processing in Marketing

## WORKING PAPERS

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**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*, May 2023. Available at: SSRN

**Wen Xie**, Ron Dotsch, Yozen Liu, Maarten Bos, and Zhu Han. "Congruence Affects Social Media Ad Engagement," *in preparation for submission in Journal of Marketing Research*, Exp. Aug 2023

**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," *Conditionally accepted at Journal of Advertising*, Aug 2023

**Won 2021 Amazon Research Award**

## WORK IN PROGRESS

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"Advertising with High Quality Image Might Hurt: Insights from Airbnb Demand Analysis Leveraging Image Analytics" - with Sam Hui and Zhu Han.

## INDUSTRY EXPERIENCE

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**Research intern at Snap** - Computational Social Science (CSS) team Summer 2022

**Machine Learning Research Intern at Apple** - Web Answers and Ranking Team Summer 2021

**Other experiences:** named entity recognition with conditional random fields; abusive language classification with LSTM; box-office prediction with textual and visual features using SVM, LightGBM, and hierarchical attention networks.

## PEER-REVIEWED CONFERENCE PROCEEDINGS

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**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

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**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

## TEACHING

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Worked as Teaching Assistant for Power Systems Analysis (2020), Signal and System Analysis (2019), Advanced Digital Design (2018)

Mentored three students on machine learning and object detection projects (2021, 2022, 2023)

Worked as Teaching Volunteer and Lecturer for Chinese Studies (2017)

## HONORS and AWARDS

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M. Wayne Delozier Award Best Conference Paper at 2023 AMS Annual Conference

Cullen Graduate Student Success Fellowship (UH)

Best Paper Award in Market Research at 2020 AMA Winter Academic Conference

Excellent Student Leader Scholarship (UESTC)

WAC Scholarship (WAC Lighting CO.)

Grade A Certificate of Comprehensive Quality of Undergraduates (Sichuan Provincial Committee of the Communist Youth League of China)

National Encouragement Scholarship (UESTC)

The Provincial First Prize in China Undergraduate Mathematical Contest (Popularization Committee of the Chinese Mathematical Society)

## SKILLS

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

**Machine Learning Tools:** PyTorch, Keras, TensorFlow

**Others:** Numpy, Pandas, Scipy, StatsModels, PyMC3, Matplotlib, GGplot

**Languages:** Fluent in Chinese and English

## REFERENCES

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### **Zhu Han**

John and Rebecca Moores Professor  
Electrical and Computer Engineering  
and Computer Science Department  
University of Houston  
Email: zhan2@uh.edu

### **Maarten Bos**

Lead Research Scientist, Manager  
Snap Research  
Snap Inc.  
Email: maarten@snap.com

### **Gijs Overgoor**

Assistant Professor of Marketing  
Saunders College of Business  
Rochester Institute of Technology  
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### **Ming Chen**

Assistant Professor of Marketing  
Belk College of Business  
University of North Carolina at Charlotte  
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