WEN XIE

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WORKING EXPERIENCE

Postdoctoral Fellow at the Institue for Experiential AI, Northeastern University   *Feb 2024 - Feb 2026*
- Work with Prof. Yakov Bart on computer vision and 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 - 2024*
Dissertation: Machine Learning and Unstructured Data Analytics for Digital Marketing
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

Computer Vision, Natural Language Processing, Causal Inference
Visual Marketing, Advertising, Social Media

PUBLICATION

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," ***Journal of Advertising***, Nov 2023
- **Won 2021 Amazon Research Award**

Ming Chen, **Wen Xie**, Chunxiao Xue. "Program-Ad Congruence Affects Viewers' Attention in TV advertising: Evidence from TVision Data," *Accepted at* ***Journal of Advertising Research***, *Jul 2024*
- **Winner of JAR-TVision Consumer Panel Data**

WORKING PAPER

Wen Xie, Amy Pei, and Yakov Bart. "Outgroup Effects in Online Restaurant Reviews," Under review at Management Science

Wen Xie, Ron Dotsch, Maarten Bos, Yakov bart, Zhu Han, and Yozen Liu. "Congruence Affects Social Media Ad Engagement," *in preparation for submission, Sep 2024* Available at: *SSRN*

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," *in preparation for submission, Jun 2024.* Available at: *SSRN*

Wen Xie, Yanjun Zhu, Gijs Overgoor, Yakov Bart, Agata Lapedriza, and Sarah Ostadabbas. "AdSum: Video Advertisement Summarization Using Two-stream Visual-Audio Fusion Model," *Submitted to 2025 British Machine Vision Conference(BMVC), May 2025*

WORK IN PROGRESS

"Selective Silence", with Amy Pei, Yakov, data analysis

"To Separate or Not to Separate? The Impact of Competitor Ads on Viewer Attention", with Yuanchen Su, Jingyun Hu, manuscript drafting

PEER-REVIEWED CONFERENCE PROCEEDINGS

Wen Xie, Lingfei Luan, Yanjun Zhu, Yakov Bart, Sarah Ostadabbas. 2024. "Multimodal Drivers of Attention Interruption to Baby Product Video Ads." *accepted at* **International Conference on Pattern Recognition (ICPR)**, *Kolkata, India*

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

2024: Interactive Marketing Research Conference (IMRC), Boston, MA
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

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

Winner of JARxTVision Consumer Panel Data, May 2023

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

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