

# YUE WANG

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## EDUCATION BACKGROUND

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<b>Ph.D. in Marketing</b>	(expected) 2026
<b>M.Phil. in Marketing</b>	2022
Department of Marketing, Business School Hong Kong University of Science and Technology	
<b>M.Sc. in Business Administration</b>	2020
Information System, Simon Business School University of Rochester	
<b>B.S. in Statistics</b>	2018
Statistics and Finance, School of Management University of Science and Technology of China	

## RESEARCH INTERESTS

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### Substantive

Two-sided Market, Consumer Choice Dynamics, Media Influence, User Generated Content

### Methodological

Machine Learning, Structural Modeling, Bayesian Estimation Methods, Causal Inference, Experiments

## WORKING PAPERS

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**Yue Wang, Yi Zhao, Ying Zhao**, “Demand Structure in Two-Sided Markets: A Network Based Revenue Analysis Approach” *Job Market Paper*

**Yue Wang, Ying Zhao, Yi Zhao, Yang Shi**, “The Influence of News from Different Media Channels on Consumer Purchase: Insights from the Chinese Pharmaceutical Market”

**Yue Wang, Ying Zhao, Min Zhao**, “Show Me Some Effort! The Effect of Liking versus Comments and Their Presentation Format on User-Generated Content”

**Yue Wang, Xiaobei Shen, Xiabing Zheng**, “Ride The Wave or Not? The Spillover Effect of Online Shopping Festivals and Best Timing for Advertising”

## CONFERENCE PRESENTATIONS

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**Understanding Demand Structure in the Two-Sided Markets: A Network Based Revenue Analysis Approach**

ISMS Marketing Science Conference 2025

Washington DC, Jun 2025

**Media Exposure and Consumer Preference: Understanding Consumer Choice Dynamics in the Pharmaceutical Market**

ISMS Marketing Science Conference 2023

Miami FL, Jun 2023

**Show Me Some Effort! The Effect of Liking versus Comments and Their Presentation Format on User-Generated Content**

ACR Conference 2022

Denver CO, Oct 2022

**Ride The Wave or Not? The Spillover Effect of Online Shopping Festivals and Best Timing for Advertising**

Informa Annual Meeting 2023

Phoenix AZ, Oct 2023

## PROFESSIONAL & RESEARCH EXPERIENCE

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### Eleme, Alibaba, Shanghai, China

*Research Intern*

Data Algorithm Group, mentored by Zhe Li

Apr 2024–Apr 2025

### Foster School of Business, University of Washington, Seattle, WA

*Research Assistant*

Information System Department, supervised by Prof. Yong Tan

Aug 2017–Sep 2017

## HONORS AND AWARDS

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SBM Dean's PhD Fellowship, HKUST

2023–2024

Postgraduate Scholarship, HKUST

2020–2025

UGC Research Travel Award×3, HKUST

2022–2025

Simon Business School Doctoral Fellowship

2018–2020

Outstanding Undergraduate Thesis Award, USTC

2018

Gold Award (Top 1%) and the Prize for Outstanding Young Talents, USTC

2014–2016

Gold Medal (Top 10 in China), WorldQuant Challenge Alphathon

2017

## TEACHING EXPERIENCE

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### Teaching Interests

Machine Learning in Marketing, Digital Marketing, Marketing Analytics, Quantitative Marketing Research, Marketing Management, Retailing

### Teaching Assistant

#### Hong Kong University of Science and Technology

Retailing (*Undergraduate*)

Spring 2024

Marketing Management (*Undergraduate*)

Fall 2023

Consumer Behavior (*Undergraduate*)

Spring 2023

Consumer Behavior (*Undergraduate*)

Fall 2022

Retailing (*Undergraduate*)

Spring 2022

Marketing Analytics (*Undergraduate*)

Fall 2021

#### University of Rochester

Intro to Business Analytics (*Graduate*)

Fall A 2019

Social Media Analytics (*Graduate*)

Fall B 2019

## RESEARCH COURSEWORKS

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### Hong Kong University of Science and Technology

**MARK 6900** Quantitative Marketing

Ying Zhao

**MARK 5420** Behavioral Decision Theory

A.V. Muthkrishnan

**MARK 5520** Experimental Design and Analysis for Behavioral Research

Rongrong Zhou

**MARK 6510** Current Topics in Consumer Research

Jiewen Hong

**MARK 5410** Seminar in Quantitative Modeling

Song Lin

**MKT 8633** Empirical Marketing Research (*at CityU*)

Joseph Ryoo

**ECON 5630** Empirical Industrial Organization

Kohei Kawaguchi

**MIMT 5310** Understanding Consumers: A Strategic Approach

Amy N. Dalton

## University of Rochester

<b>AEC 511</b>	Advanced Price Theory I	Michael Raith
<b>AEC 513</b>	Industrial Organization Theory	Greg Shaffer; Heikki Rantakari
<b>AEC 514</b>	Game Theory	Heikki Rantakari
<b>AEC 520</b>	Advanced Causal Inference/Machine Learning	Paul Ellickson
<b>ECON 484</b>	Math Statistics/Econometrics	Nese Yildiz
<b>ECON 485</b>	Intro to Econometrics I	Bin Chen
<b>ECON 487</b>	Research in Applied Econometrics	Ronni Pavan
<b>MSM 504</b>	Theory of Probability & Stochastic	Henri Groenevelt
<b>MSM 505</b>	Theory of Probability & Stochastic II	Phillip Lederer
<b>MSM 511</b>	Advanced Topics in CIS and OM	Yaron Shaposhnik; Huaxia Rui
<b>MSM 522</b>	Optimization	Phillip Lederer
<b>CIS 417</b>	Introduction to Business Analytics	Rajiv M. Dewan
<b>CIS 432</b>	Predictive Analysis/Python	Yaron Shaposhnik
<b>CIS 511</b>	Research Topics and Methods in Information Systems	Huaxia Rui

## SKILLS AND INTERESTS

<b>Programming:</b>	R, Python, PyTorch, Fortran, Stata, SAS, SQL, C, Tableau, Matlab, Mathematica
<b>Language:</b>	English (proficient), Mandarin Chinese (native)
<b>Interests:</b>	Piano (Level 8), Latin (Level 6), Folk Dance (Level 6), Musical Theory (Level 3), Salsa, Cha-cha, Rumba, Snowboarding

## ABSTRACTS

**“Demand Structure in Two-Sided Markets: A Network Based Revenue Analysis Approach.”** with Yi Zhao, Ying Zhao (*Job Market Paper*)

Online food delivery platforms, a typical two-sided market, can be viewed as a network structure where restaurants serve multiple areas, and various areas are served by numerous of restaurants on the platform. Within this network structure, the revenue contribution of a restaurant to the platform depends not only on its own generated income, but also on the revenue impacts it has on other restaurants through the network. Similarly, the revenue impact of a new product offering to a restaurant may vary depends on the restaurant type and its position in the network. This paper proposes a network-based machine learning approach that integrates Variational Autoencoders (VAE), Graph Neural Networks (GNN), and Gated Recurrent Units (GRU) to capture the structure of the revenue in the two-sided markets, using online food delivery platform as an empirical context. VAE is employed to extract interpretable dimensions from the high-dimensional input vectors, GNN captures the network in the two-sided market considering multiple types of relationships, while GRU handles the network dynamics. The proposed model allows the platform to evaluate a seller by considering both its direct revenue generation and its revenue impact on neighboring sellers. Using the model structure, the platform can also assess the revenue impact of sellers’ product offerings considering those offered by neighboring sellers. Simulations exercises based on the estimated model provides insights into platform’s strategies for inviting new seller, as well as recommendations for product offerings to existing sellers on the platform.

**“The Influence of News from Different Media Channels on Consumer Purchase: Insights from the Chinese Pharmaceutical Market.”** with Ying Zhao, Yi Zhao, Yang Shi

As news consumption increasingly shifts from traditional outlets to digital platforms, understanding the diverse roles that news from different media channels plays in shaping consumer behavior is essential. Using a unique dataset comprising weekly news content and sales data across multiple cities from the pharmaceutical market in China during the Covid-19 pandemics,

we study the influence of news from television, online commercial news platforms, and social media regarding the effectiveness of Chinese medicine in combating COVID-19 on consumer preferences for Chinese versus Western drugs in pharmaceutical categories that are not associated with the pandemic. This unique empirical setting allows for the alleviation of endogeneity concerns. Our findings suggest that popularity of news, irrespective of news sentiment, on social media and online news platforms positively influence consumer preference for the focal product. Additionally, positive news from television and online news platform contributes to the increased sales of the focal products. Further analysis suggests that these effects exhibit different interactive patterns with consumers' pre-existing preferences. Finally, the authors conduct simulation exercises based on estimation results and provide insights to managers on promotional and media planning.

**“Show Me Some Effort! The Effect of Liking versus Comments and Their Presentation Format on User-Generated Content.”** with Ying Zhao, Min Zhao

Motivated by the challenge of content underprovision on social media platforms, the current work draws upon research on reciprocity and unpacking to examine the differentiating effect of feedback type (likes versus comments) and presentation format (packing versus unpacking) on user-generated content (UGC). Using field data from NetEase Cloud Music, the authors demonstrate empirically that comments from viewers are more effective than likes in motivating subsequent content generation, despite the greater number of likes. Addressing the natural confound in the field setting that comments are often viewed individually in an unpacked manner whereas likes are viewed in a packed format as a total number, the authors conducted two follow-up experiments to examine the effect of unpacking (i.e., displaying feedback as separate individual feedback). The results showed that holding feedback type and amount constant, presenting viewers' feedback in an unpacked format increases creators' subsequent content generation because of the increase in perceived effort behind the feedback under an unpacked format. Using a multi-method approach, this research provides insights into the motivation for UGC and offers actionable managerial implications in designing effective strategy for platforms to display feedback and elicit more engaged content generation.

**“Ride The Wave or Not? The Spillover Effect of Online Shopping Festivals and Best Timing for Advertising.”** with Xiaobei Shen, Xiabing Zheng

This study investigates the spillover effect of online shopping festivals (hosted by e-commerce platforms) on viewers' reactions to short-video advertising (on media platforms) using a natural experiment. As e-commerce shopping festivals are now spanning longer periods, coupled with firms having the ability to customize the release time of short-video ads on media platforms, it is valuable to explore how the spillover effect changes over time. We do find the existence of the spillover effect. During the warm-up and general-promotion periods of the shopping festival, the spillover effect is positive, resulting in increased click-through rates of ads. However, during the peak-promotion and post-promotion periods, the spillover effect becomes negative. We explain the spillover effect as a joint result of the stimulating effect of the festival's environmental cues and the inhibiting effect of financial constraints on consumers. The proposed theoretical mechanisms are verified through a field experiment and a post-hoc analysis. As firms can tailor the time to release their ads, they may ride the wave of exogenous e-commerce shopping festivals, but shall carefully choose the best timing for their advertising on media platforms.