

Yue Wu

Email: yue.wu@katz.pitt.edu Tel: +1 412 383 0121

Address: Mervis Hall, Katz Graduate School of Business, University of Pittsburgh, Pittsburgh, PA 15260

ACADEMIC POSITION

University of Pittsburgh

Katz Graduate School of Business and College of Business Administration

Marketing and Business Economics Area

2023– Director of MSc Program (Marketing)

2022– **Associate Professor** of Business Administration (with tenure)

James Allen Faculty Fellow

2016–2022 **Assistant Professor** of Business Administration

EDUCATION

INSEAD, Singapore/France

PhD in Management (Specialization: Marketing), 2016

Singapore Management University, Singapore

MSc in Operations Management, 2011

Tsinghua University, China

BEng in Computer Science and Technology, 2009

Tsinghua–Microsoft Special Pilot CS Class (Yao Class)

RESEARCH INTERESTS

Applied microeconomic theory, emerging markets, regulation and public policy, online platforms, and digital marketing.

PUBLICATIONS

- [10] **Yue Wu**. 2023. “Creation, Consumption, and Control of Sensitive Content”. *Marketing Science* (Forthcoming).
- [9] Yuetao Gao, **Yue Wu**. 2023. “Regulating Probabilistic Selling of Counterfeits”. *Management Science* **69**(8) pp. 4498-4517.
- [8] **Yue Wu**, Esther Gal-Or, Tansev Geylani. 2022. “Regulating Native Advertising”. *Management Science* **68**(11) pp. 8045-8061.
- [7] Veronica Marotta, **Yue Wu**, Kaifu Zhang, Alessandro Acquisti. 2022. “The Welfare Impact of Targeted Advertising Technologies”. *Information Systems Research* **33**(1) pp. 131-151.
- [6] **Yue Wu**, Tansev Geylani. 2020. “Regulating Deceptive Advertising: False Claims and Skeptical Consumers”. *Marketing Science* **39**(4) pp. 788-806.
- [5] **Yue Wu**, Kaifu Zhang, Jinhong Xie. 2020. “Bad Greenwashing, Good Greenwashing: Corporate Social Responsibility and Information Transparency”. *Management Science* **66**(7) pp. 3095-3112. — **2023 Best Marketing Paper Award in Management Science**.

- [4] **Yue Wu**, Kaifu Zhang, V. Padmanabhan. 2018. “Matchmaker Competition and Technology Provision”. *Journal of Marketing Research* **55**(3) pp. 396-413.
- (4.a) **Yue Wu**, V. Padmanabhan. 2019. “The Strategy Puzzle of Subscription-Based Dating Sites”. *Harvard Business Review* (January 2019).
- (4.b) **Yue Wu**, V. Padmanabhan. 2018. “Do Dating Apps Really Want You to Find Love?”. *INSEAD Knowledge* (July 2018).
- [3] Liang Guo, **Yue Wu**. 2016. “Consumer Deliberation and Quality Signaling”. *Quantitative Marketing & Economics* **14**(3) pp. 233-269.
- [2] Yun Fong Lim, Yunzeng Wang, **Yue Wu**. 2015. “Consignment Contracts with Revenue Sharing for a Capacitated Retailer and Multiple Manufacturers”. *Manufacturing & Service Operations Management* **17**(4) pp. 527-537.
- [1] Yun Fong Lim, **Yue Wu**. 2014. “Cellular Bucket Brigades on U-Lines with Discrete Work Stations”. *Production & Operations Management* **23**(7) pp. 1113-1128.

SUMMARY

Information Systems Research (1)

Journal of Marketing Research (1)

Management Science (3)

Manufacturing & Service Operations Management (1)

Marketing Science (2)

Production and Operations Management (1)

Quantitative Marketing and Economics (1)

TEACHING INTERESTS

Digital marketing, social media strategy, platform economics, applied game theory.

SELECTED TEACHING EXPERIENCE

Digital & Social Media Marketing, University of Pittsburgh—Undergraduate Program

Social Media Strategy, University of Pittsburgh—MBA/MS Programs

Pricing Strategies & Tactics, University of Pittsburgh—MBA/MS Programs

Mathematics for Microeconomics, INSEAD—PhD Program

Econometrics Tutorial, INSEAD—PhD Program

SELECTED REVIEW SERVICES

Decision Sciences

IIE Transactions (formerly *IIE Transactions*)

Information Systems Research

Journal of Business Research

Journal of Economics & Management Strategy

Journal of Marketing

Journal of Marketing Research

Management Science (Distinguished Service Award, 2019, 2020, 2022)

Manufacturing & Service Operations Management

Marketing Science

Production and Operations Management

Quantitative Marketing and Economics

SELECTED CONFERENCE PRESENTATIONS AND INVITED TALKS

2024 Feb (scheduled): University of Connecticut

2023 Feb: Chinese University of Hong Kong (Shenzhen) – China

2022 Nov: Wuhan University – China

2021 Nov: University of Florida

2021 Apr: University of Science and Technology of China

2021 Mar: University of Texas at Dallas

2021 Jan: Fudan University – China

2020 Dec: Sungkyunkwan (SKK) University – Korea

2019 May: Johns Hopkins University

2019 May: 9th Annual Marketing Academic Research Colloquium, Georgetown University

2017 Mar: 11th Annual UTD FORMS Conference, University of Texas at Dallas

2016 Nov: Carnegie Mellon University

2015 Oct: Washington University in St. Louis

2015 Oct: New York University

2015 Oct: University of Alberta – Canada

2015 Oct: University of Pittsburgh

2015 Sep: City University of Hong Kong

2015 Sep: National University of Singapore

2015 Aug: Nanyang Technological University – Singapore

2014 Feb: 8th Annual UTD FORMS Conference, University of Texas at Dallas

SELECTED INTERNAL SERVICES

University of Pittsburgh

Katz Graduate School of Business and College of Business Administration

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| 2024 | Co-Organizer, Marketing Academic Research Colloquium (MARC) 2024 |
| 2023 | Chair of Faculty Search Committee (Empirical Quant, Marketing) |
| 2023– | Member of Paths to Distinction Task Force |
| 2023– | Director of MSc Program (Marketing) |
| 2017 | Member of Faculty Search Committee (Empirical Quant, Marketing) |
| 2016–2022 | Co-Chair of Marketing Seminar Series (2016-18 & 2020-22) |