

## Yue Wu

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### ACADEMIC POSITION

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University of Pittsburgh

Katz Graduate School of Business and College of Business Administration

Marketing and Business Economics Area

2023– Ben L. Fryrear Early Career Faculty Fellow

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

2023–2025 Director of MSc Program (Marketing)

2022–2024 James Allen Faculty Fellow

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

### EDUCATION

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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

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

### PUBLICATIONS

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- [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.

## TEACHING INTERESTS

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

## SELECTED TEACHING EXPERIENCE

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*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

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*Decision Sciences*

*IISE 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 PRESENTATIONS, DISCUSSIONS, AND INVITED TALKS

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2024 Jun (scheduled): 22nd Annual SICS Conference, University of California, Berkeley (Discussant)  
2024 Apr: Prof. Jinhong Xie's Retirement Conference, University of Florida  
2024 Feb: 18th Annual UTD FORMS Conference, University of Texas at Dallas  
2024 Feb: University of Connecticut  
2024 Feb: Columbia University  
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

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University of Pittsburgh

Katz Graduate School of Business and College of Business Administration

2024 Co-Organizer, Marketing Academic Research Colloquium (MARC) 2024  
(Annual Conference — Georgetown, Pitt, PSU, UMD, UVA)  
2023– Member of Graduate Programs Task Force  
2023– Member of Paths to Distinction Task Force  
2023–2025 Director of MSc Program (Marketing)  
2023 Chair of Faculty Search Committee (Empirical Quant, Marketing)  
2017 Member of Faculty Search Committee (Empirical Quant, Marketing)  
2016–2022 Co-Chair of Marketing Seminar Series (2016-18 & 2020-22)