

## 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

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University of Pittsburgh

School of Business

Marketing and Business Economics Area

2025– Area Director

2025– Ben L. Fryrear Faculty Fellow

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

2023–25 Ben L. Fryrear Early Career Faculty Fellow

2023–25 Director of MSc Program (Marketing)

2022–24 James Allen Faculty Fellow

2016–22 **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**. 2024. “Creation, Consumption, and Control of Sensitive Content”. *Marketing Science* **43**(4) pp.885-902.
- [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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*Marketing Science*

Editorial Review Board, 2025–

*Management Science*

Distinguished Service Award, (2019, 2020, 2022, and 2024)

*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*

*Journal of Public Economics*

*Journal of Retailing*

*Manufacturing & Service Operations Management*

*Production and Operations Management*

*Quantitative Marketing and Economics*

*RAND Journal of Economics*

## SELECTED INVITED TALKS, PRESENTATIONS, AND DISCUSSIONS

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2025 Jun: Chinese University of Hong Kong – Hong Kong

2024 Jun: Tsinghua University – China

2024 Jun: 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 – Hong Kong

2015 Sep: National University of Singapore – 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

- 2025–     Area Director of Marketing and Business Economics Area
- 2024     Co-Organizer, Marketing Academic Research Colloquium (MARC) 2024  
            (Annual Conference — Georgetown, Pitt, PSU, UMD, UVA)
- 2023–25   Member of Graduate Programs Task Force
- 2023–25   Member of Paths to Distinction Task Force
- 2023–25   Director of MSc Program (Marketing)
- 2023     Chair of Faculty Search Committee (Empirical Quant, Marketing)
- 2017     Member of Faculty Search Committee (Empirical Quant, Marketing)
- 2016–22   Co-Chair of Marketing Seminar Series (2016-18 & 2020-22)