

Yang Wang

UTEP Department of Marketing and Management

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- experience** Assistant Professor of Marketing, University of Texas at El Paso, 6/2016–Present
- research expertise** *Substantive domains:* online reviews, pricing, advertising, social influence
Methods: causal inference, state space models, natural language processing, analytical modeling, networks, machine learning, web scraping, big data
- education** Ph.D, Marketing, Rice University, 2016
MBA, University of Nevada at Las Vegas, 2010
B.S., Magna Cum Laude, Hospitality Administration, University of Nevada at Las Vegas, 2008
- journal articles** **Wang, Y.**, Chaudhry, A. (2018), "When and how managers' responses to online reviews affect subsequent reviews," *Journal of Marketing Research* (Lead Article). <https://journals.sagepub.com/doi/abs/10.1509/jmr.15.0511>
- working papers** **Wang, Y.**, Chaudhry, A., Pazgal, A. (working paper) "Do online reviews improve product quality? Evidence from hotel reviews on travel sites." Under Review at *Marketing Science*. https://papers.ssrn.com/sol3/papers.cfm?abstract_id=3238510
Wang, Y. (working paper), "(Sub)optimality of managerial dynamic pricing in a competitive oligopoly." Targeting *Management Science* https://papers.ssrn.com/sol3/papers.cfm?abstract_id=2518006
- ongoing projects** Chaudhry, A., **Wang, Y.** (manuscript in preparation), "Do customers influence each other's satisfaction or do they just think alike?"
Wang, Y., Ngo, V. (research in progress), Advertising externalities in supply chain networks.
Chaudhry, A., **Wang, Y.**, Seetharaman, S. (research in progress), "Influence of on-line and offline word of mouth in the product life cycle of movies."
Wang, Y., Chaudhry, A. (research in progress), "Branding strategy, reputation, and location choice in food service entrepreneurs."
Wang, Y., Chaudhry, A., Du, R. (research in progress), "Brand tracking: surveys versus online reviews"

Zekhnini, M, Hu, E., **Wang, Y.** (research in progress), “Asset pricing in production networks”

honors

UTEP CoBA Outstanding Research Award, 2018
 UTEP Marketing and Management Dept. Outstanding Research Award, 2018
 AMA-Sheth Foundation Doctoral Consortium Fellow, Northwestern University, 2014
 ISMS Doctoral Consortium Fellow, Emory University, 2014
 Structural Econometrics Workshop Fellow, Duke University, 2013
 ISMS Doctoral Consortium Fellow, Boston University, 2012
 UH Doctoral Symposium Fellow, University of Houston, 2012
 ISMS Doctoral Consortium Fellow, Rice University, 2011
 Doctoral stipend recipient, Rice University, 2010-2016
 MGM Mirage Continuing Education Grant, 2008-2009
 National Merit Scholarship, UNLV, 2006-2008
 Weinberger Hotel Scholarship, UNLV, 2006-2008

teaching

Principles of Marketing: Fall 2016 (4.0), Spring 2017 (4.28)
Current topics in marketing: digital marketing and analytics: Spring 2017 (Test run of newly designed course, NR)
Marketing Analytics (MBA): Fall 2017 (Test run of newly designed course, NR)
Social media and data analytics: Spring 2018 (NR)
Marketing Research: Fall 2018

service

Founder/Organizer:
 El Paso Data Scientists Meetup, 2016 - Present
Ad hoc reviewer:
 Production and Operations Management (2015-Present)
 International Journal of Conflict Management (2017)
Member:
 AMA, INFORMS
Coordinator:
 UTEP Dept. of Marketing and Management PhD brownbags (2016-2017)

industry

Cangrade (2013-Current)
 SVP of Science: Lead applied machine learning and natural language processing R&D for HR applications for Fortune 500 clients.
Las Vegas Sands (2009-2010)
 Revenue management analyst
 Resort services analyst

MGM Grand Las Vegas (2007-2009)
 Channel distribution specialist
 Inventory specialist

computing Skills: Python, Julia, R, MATLAB, STATA, VBA, SPSS, SAS, LaTeX, AWS (EC2, S3),
 StarCluster, Linux, Mathematica, web crawling

personal US citizenship, native English speaker, native Mandarin speaker - but illiterate = [

references Amit Pazgal, Friedkin Chair in Management and Professor of Marketing and Operations Management, Rice University
 ✉ pazgal@rice.edu ☎ (713) 348-5404
 Wagner Kamakura, Jesse H. Jones Professor of Marketing, Rice University
 ✉ kamakura@rice.edu ☎ (713) 348-6307
 Ajay Kalra, Herbert S. Autrey Professor of Marketing, Rice University
 ✉ ajay.kalra@rice.edu ☎ (713) 348-2387
 Sharad Borle, Associate Professor of Marketing, Rice University
 ✉ sborle@rice.edu ☎ (713) 348-4349
 Alex Chaudhry, Assistant Professor of Marketing, Texas Tech University
 ✉ alexander.chaudhry@ttu.edu ☎ (806) 834-3073