

## Yue Wu

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### ACADEMIC POSITION

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2016–Present Assistant Professor of Marketing  
University of Pittsburgh, Pittsburgh, PA

### 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)

### PUBLICATIONS

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Yue Wu, Kaifu Zhang, V. Padmanabhan. 2018. “Matchmaker Competition and Technology Provision”. **Journal of Marketing Research** **55**(3) pp. 396-413.

Liang Guo, Yue Wu. 2016. “Consumer Deliberation and Quality Signaling”. **Quantitative Marketing & Economics** **14**(3) pp. 233-269.

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.

Yun Fong Lim, Yue Wu. 2014. “Cellular Bucket Brigades on U-Lines with Discrete Work Stations”. **Production & Operations Management** **23**(7) pp. 1113-1128.

### SELECTED WORKING PAPERS

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Yue Wu, Kaifu Zhang, Jinhong Xie. “Bad Greenwashing, Good Greenwashing: Corporate Social Responsibility and Information Transparency”.

Yue Wu, Esther Gal-Or, and Tansev Geylani. “Regulating Native Advertising”.

## SELECTED CONFERENCE PRESENTATIONS

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*with* Kaifu Zhang and Jinhong Xie. “Bad Greenwashing, Good Greenwashing: Corporate Social Responsibility and Information Transparency”. The 11th Annual UT Dallas FORMS Conference. Dallas, Texas. March, 2017.

*with* Liang Guo. “Consumer Deliberation and Quality Signaling”. The 37th ISMS Marketing Science Conference. Baltimore, Maryland. June, 2015.

*with* Kaifu Zhang and V. Padmanabhan. “The Matchmaker’s Dilemma”. The 8th Annual UT Dallas FORMS Conference. Dallas, Texas. February, 2014.

## TEACHING

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*Social Media Strategy*, University of Pittsburgh—MBA Program, 2018–

*Digital & Social Media Marketing*, University of Pittsburgh—Undergraduate Program, 2017–

*Econometrics Tutorial*, INSEAD—PhD Program, 2015

*Mathematics for Microeconomics*, INSEAD—PhD Program, 2012