

Yue Wu

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

ACADEMIC POSITION

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

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)

PUBLICATIONS

Yue Wu, Tansev Geylani. 2020. “Regulating Deceptive Advertising: False Claims and Skeptical Consumers”. **Marketing Science** **39**(4) pp. 788-806.

Yue Wu, Kaifu Zhang, Jinhong Xie. 2020. “Bad Greenwashing, Good Greenwashing: Corporate Social Responsibility and Information Transparency”. **Management Science** **66**(7) pp. 3095-3112.

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 INVITED TALKS AND CONFERENCE PRESENTATIONS

2020 (postponed): University of Texas at Dallas, Richardson TX.

2019 May: Johns Hopkins University, Baltimore MD.

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

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

2016 Nov: Carnegie Mellon University, Pittsburgh PA.

2015 Oct: Washington University in St. Louis, St. Louis MO.

2015 Oct: New York University, New York City, NY.

2015 Oct: University of Alberta, Edmonton AB, Canada.

2015 Oct: University of Pittsburgh, Pittsburgh PA.

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, Richardson TX.

TEACHING

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

REVIEW SERVICES

Decision Sciences

Information Systems Research

Journal of Economics & Management Strategy

Journal of Marketing Research

Management Science (Distinguished Service Award, 2019)

Production and Operations Management

Quantitative Marketing and Economics