

LIUYI WANG

Department of Marketing, Eller College of Management, University of Arizona
Tucson, AZ 85712
liuyiwang@arizona.edu

EDUCATION

Ph.D. in Management (Major in Marketing, Minor in Econometrics)
The University of Arizona Sep. 2021- present

Master of Science in Econometrics and Quantitative Economics
The University of Arizona Sep. 2018-Dec. 2019

Bachelor of Social Science (First Class Hon.) in China Studies, Economics
Hong Kong Baptist University Sep. 2016-July 2018

RESEARCH INTERESTS

Healthcare Marketing, Interorganizational Governance in Marketing Channel

WORKING PAPER

“User-Generated Content on Social-Media and Consumer Adoption of Vaccines: The Case of the Human Papillomavirus (HPV) Vaccine,” Liuyi WANG, Mrinal Ghosh (To be submitted to *Management Science*)

CONFERENCE PRESENTATIONS (*denotes presenting author)

Liuyi WANG* and Mrinal Ghosh, “User Generated Content on Social Media and Consumer Adoption of Vaccines,” Winter American Marketing Association Conference, Competitive Paper Session, Nashville, Tennessee, 2023, February

Liuyi WANG*, “Comments on *The Relational Costs-Benefits of Customer Late Payments*,” Mittelstaedt & Gentry Symposium, Discussant Session, Lincoln, Nebraska, 2023, April

Liuyi WANG* and Mrinal Ghosh, “Interdependence of M&A Decisions in Supply Chain and Competitive Settings,” George John Symposium, Fredericksburg, Texas, 2023, May

WORKING IN PROGRESS

“The Impact of Government Healthcare Policies on Consumer Emotions Regarding Commercial Healthcare Products,” Liuyi WANG, Pete Zhou, and Mrinal Ghosh

- First version manuscript based on archival data analysis prepared
- Currently preparing to incorporate lab experiments

“Interdependence of M&A Decisions in Supply Chain and Competitive Settings,” Liuyi Wang, Mrinal Ghosh
— Data Collected

GRANTS

Graduate & Professional Student Council Research and Project (ReaP) Grants
The University of Arizona (\$1500) 2023

Center for Management Innovations in Healthcare Spring Research Grant,
The University of Arizona (\$2800) 2021

SCHOLARSHIP AND AWARDS

Economics Tuition Scholarship, The University of Arizona 2018-2019

Best Economic Paper Award of Summer Sojourn, Tsinghua University 2018

Scholastic Award, Hong Kong Baptist University 2018

Professor Tsang Shu-ki Memorial Scholarship, Hong Kong Baptist University 2017

Award for Outstanding Services, Hong Kong Baptist University 2016

TEACHING

MKTG 376 Marketing Analytics, The University of Arizona
Teaching Assistant Spring 2024

SKILLS

Native in Mandarin, proficiency in English and Cantonese
Skilled in Stata, Python, R, and Microsoft Office