

Xin Wang, Ph.D.

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EXPERIENCE

Co-founder, OM Works Inc. Provides digital marketing solutions to increase brand awareness, traffic and conversions based on systematic testing and data analytics. 2009 - Present

Adjunct Lecturer, Heller School for Social Policy and Management, Brandeis University 2017-2018

Marketing Faculty, *Our Generation Speaks*, Brandeis University, 2017

Assistant Professor of Marketing, International Business Schools, Brandeis University 2006-2015

Assistant Professor of Marketing, Purdue University 2004-2006

Research Fellow, Carnegie Mellon University, 1999-2004

Research Associate, The Wharton School, University of Pennsylvania, 1998-1999, 2001

Research Assistant, University of Wisconsin-Madison, 1996-1998

EDUCATION

Ph.D. in Marketing, Tepper School of Business, Carnegie Mellon University, 2004.

M.S.I.A.(M.B.A) in Marketing, Tepper School of Business, Carnegie Mellon University, 2001.

M.S. in Consumer Economics, University of Wisconsin-Madison, 1998

B.S. in Economics (concentration: International Trade) with Highest Honors, Nanjing Agricultural University, China, 1996

PUBLICATIONS

Journal Articles

Oh, Yun Kyung, Ye Hu, Xin Wang and William Robinson (2013) "How Do External Reference Prices Influence Online Gift Giving?" *International Journal of Electronic Marketing and Retailing*, 5 (4) 359-371.

Wang, Xin and Justin Ren (2012) "How to Compete in China's E-Commerce Market," *Sloan Management Review*, 54, 17-19.

Wang, Xin (2012) "Foreign Direct Investment and Innovation in China's E-Commerce Sector" *Journal of Asian Economics*, 23 (3), 288-301. Formerly published in *Investments, Technology Spillovers, and East Asian FTA, Proceedings*. Shanghai: Fudan University.

Srinivasan, Kannan and Xin Wang (2010), "Bidders' Experience and Learning in Online Auctions: Issues and Implications," *Marketing Science*, 29 (6), 988-993.

Hu, Ye and Xin Wang (2010) "Country-of-Origin Premiums: Evidence from eBay's International Markets" *Journal of Retailing*, 86 (2), 200-207.

Wang, Xin and Ye Hu (2009) "The Effect of Experience on Internet Auction Bidding Dynamics," *Marketing Letters*, 20 (3), 245-261.

Wang, Xin, Alan Montgomery and Kannan Srinivasan (2008), "When Auction Meets Fixed-Price: A Theoretical and Empirical Examination of Buy-it-Now Auctions" *Quantitative Marketing and Economics*, 6 (4), 339-370.

Ho, Teck-Hua, Xin Wang, and Colin Camerer (2008), "Individual Differences in the EWA Learning with Partial Payoff Information," *The Economic Journal*, 118 (January), 37-59.

Shwartz, Michael, Justin Ren, Erol Pekoz, Xin Wang, Alan Cohen, and Joel Restuccia (2008), "Estimating A Composite Measure of Hospital Quality From the Hospital Compare Database: Differences When Using a Bayesian Hierarchical Latent Variable Model Versus Denominator-Based Weights," *Medical Care*, 46 (8), 778-785.

Book Chapters

Park, Young-Hoon and Xin Wang (2009), "Online and Name-Your-Own-Price Auctions" in *Handbook on Research in Pricing* (Vithala Rao, ed), Edward Elgar Publishing, 419-434.

Wang, Xin (2009), "Online Pricing Strategies: Insights and Challenges" in *The Handbook of Technology Management*. Vol. 2, (Hossein Bidgoli, ed), Wiley, 381-392.

Invited Articles

Wang, Xin and Justin Ren (2013) "A Tale of Two Games: Global Strategies of Multinational Companies in China's E-Commerce Market," *The World Financial Review*, March/April, Cover Story/Lead Article, 41-44.

Ren, Justin and Xin Wang (2013), "Building Trust in a Virtual World: Quality Concerns Are Still a Major Hurdle for Chinese E-Commerce Companies," *China Daily* (Europe), August 16, 2013.

Justin Ren and Xin Wang (2011), "How High-Performing Organizations Manage Disruptions" *Tsinghua Business Review* (in Chinese), 1(1), 114-120.

Media Mention and Interviews

“How to get the wedding registry gifts you want,” *Boston Globe*, June 03, 2014.

“Couples choose your wedding registry wisely,” *Brandeis Now*, May 27, 2014.

“Newlyweds be careful what you wish for,” *Inderscience Publishers Press Release*, April 17, 2014

“Cornering e-Commerce Fraud”, *China Daily (USA)*, December 6, 2013.

“A New Vantage Point” *Marketing News* (April 2013), 38-44.

Working Papers

Wang, Xin and Naihe Li, “The Impact of Product Harm on Consumer Choices: Empirical Evidence from China's Baby Products Market”

Wang, Xin and Alan Montgomery, “Customer Acquisition at Online Auctions: Why More Bidders Can Decrease Profitability,”

Wang, Xin, Frances Frei, Dennis Campbell and Justin Ren (2014) “Managing Multi-dimensional Service Quality: The Effects of Profit Response and Managerial Decision-Making”

Park, Young-Hoon, Donglei Qiu and Xin Wang “The Effects of Consumer Perceptions of Price Unfairness on Auctions and Posted Price for Online Selling”

Qiu, Donglei and Xin Wang, “Empirical Investigation of Suppliers’ Participation Behavior at B2B Exchanges”

HONORS AND AWARDS

Awards

Asia-Pacific Center Research Grant, Brandeis University, 2010

CIBER, Faculty Research Award, Purdue University, 2006

CIBER, Faculty Travel Award, Purdue University, 2005

Graduate Small Project Help, Carnegie Mellon University, 2002

Graduate Conference Funding, Carnegie Mellon University, 2002, 2003

Consortium Fellowship

AMA-Sheth Doctoral Consortium Fellow, Minnesota, 2003
INFORMS Doctoral Consortium Fellow, Maryland, 2003
INFORMS Doctoral Consortium Fellow, Alberta, Canada, 2002

Fellowship and Scholarship

William Larimer Mellon Fellowship, CMU, 1999-2002
Gertrude Anthony Scholarship, UW-Madison, 1998
Master Student Scholarship, UW-Madison, 1996-1998
Song-Sheng Liu Foundation Scholarship, NAU, 1995
Outstanding Student of the University Award, First-Class, NAU, 1992-1996

SEMINARS AND CONFERENCE PRESENTATIONS

“Foreign Direct Investment and Innovation in the China's E-Commerce Sector”

Conference on Investments, Technology Spillovers, East Asian FTA, Fudan University, Shanghai, October 2008.

IBS Asia Seminar Series, Brandeis University, February 2009.

“The Effects of Consumer Perceptions of Price Unfairness on Auctions and Posted Price for Online Selling”

Marketing Science Conference, University of British Columbia, Canada, June 2008.

“The Effect of Experience on Internet Auction Outcomes and Bidding Dynamics”

INFORMS, Seattle, November 2007.

Peking University, School of Economics, June 2007.

“Empirical Investigation of Suppliers' Participation Behavior at B2B Exchanges”

INFORMS, Washington DC, October 2008

Seminar on Research Methodology, Nanjing Agricultural University School of Economics and Management, China, June 2007.

Guest Lecture on Internet Pricing Models, Computer Science Department, Brandeis University 2006, 2007.

“When Auction Meets Fixed-Price: A Theoretical and Empirical Examination of Buy-it-Now Auctions”

Brandeis University 2006;

University of California-Davis, 2006;

University of Chicago, October 2003;

Cornell University, November 2003;

Purdue University, October 2003;

University of Texas-Dallas, November 2003;

INFORMS Marketing Science Conference, University of Maryland, June 2003.

“*The Effects of Advertising and Customer Satisfaction on the Profitability of Auctions*”
INFORMS Marketing Science Conference, University of Alberta, June 2002.

TEACHING

At Brandeis University

Marketing Faculty of *Our Generation Speaks*, Summer 2017

HS285a: Marketing for the Mission-Driving Organization (MBA) 2017

BUS259a: Digital Marketing and Web Analytics (Graduate), to be launched in 2015

BUS295f: Consulting Field Project (Graduate), 2014

BUS253a: Marketing Research: Research and Analysis (Graduate), 2006-2015t;

BUS153a: Marketing Research (Undergraduate) 2013-2015

BUS 250: Global Marketing (Graduate), 2006 – 2013

BUS256f: Consumer Behavior (Graduate), 2008

BUS152a: Marketing Management (Undergraduate) 2010 – 2015

BUS10a: Functions of Capitalist Enterprise (Undergraduate) 2006-2009

At Purdue University

Marketing Research (Undergraduate), 2005

Marketing Management (Undergraduate), 2004, 2005

Research Seminar (Doctoral), 2004, 2005

PROFESSIONAL ACTIVITIES

Ad Hoc Reviewer:

Management Science

Marketing Science

Journal of Marketing Research

Journal of Asian Economics

Journal of Cultural Economics

Doctoral Dissertation Committee:

Co-chair: Donglei Qiu (first job placement: Michigan State University, 2008).

Member: Yun Kyung Oh (first job placement: Dongduk Women’s University, Korea, 2010)

SERVICE

Brandeis University

Senior Honor Thesis Advisor 2013, 2014
Circumnavigators Grant Proposal Committee, Winner's Research Advisor 2013-2014
IBS Orientation lectures 2012, 2013
Undergraduate Advising 2012- 2015
Professional, Academic and Linguistic Skills (PALS) Task Force, 2011
Asia Pacific Center, Faculty 2010-2015
IBS Business Faculty Search Committee, 2008, 2010
Business Major Committee 2009
Business Minor Committee 2007 - 2015
Faculty Advisor, Career Services, IBS 2007- 2015
MBA Program Committee 2006 - 2015
IBS-Heller Joint MBA Program Committee 2006 - 2015
IBS Representative, Open House, School of Arts and Science, 2006
IBS Representative, Academic Fair, 2006, 2007
Rose Art Museum, Spring 2006
University Bookstore Committee, 2006 – 2007

Purdue University

PhD Program Qualifier Exam Committee, 2005-07
Information Technology Access Committee, 2006
Faculty Recruiting Committee, Marketing Area, 2005-06
PhD Admissions Committee, Marketing Area, 2005-06
Faculty Advisor, Purdue International Student Alliance, 2005-06