ZINING WANG

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Carroll School of Management, Boston College
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EMPLOYMENT Carroll School of Management, Boston College
Assistant Professor of Marketing July 2024 – Present

EDUCATION Sauder School of Business, University of British Columbia
Ph.D. in Marketing 2024
Rotterdam School of Management, Erasmus University
M.Sc. in Marketing (Research Master), Cum Laude 2018
International Business School, Beijing Foreign Studies University
Bachelor of Economics 2016

RESEARCH INTERESTS *Substantive*: Digital Marketing, Prosocial Behavior, Advertising
Methodological: Deep Learning, Machine Learning, Multimodal Data, Automated Video Analysis, Causal Inference

WORKING PAPERS
- **Zining Wang,** Yanwen Wang, Shuai Yang, and Hongju Liu, "A Deep Dive into Livestreaming Sales Pitch." (*Job Market Paper*)
- Yanwen Wang, Shuai Yang, Hongju Liu, and **Zining Wang** , "Sales Impacts of Livestreaming."
- **Zining Wang** and Yanwen Wang, "Toward a Thriving Two-Sided Ecosystem: The Ripple Effect of User Feedback on Content Creation."
(Finalist in *The Inaugural 2020 RMP Data-Driven Research Challenge*)

WORK IN PROGRESS
- Zining Wang and Mi Zhou, "When Good Deeds Pay Off: Investigating the Impact of Prosocial Influencer Behavior."
- Zining Wang and Shangwen Yi, "Pronoun Usage in Influencer Livestreaming."

CONFERENCE PRESENTATIONS
- "A Deep Dive into Live-Streaming Sales Pitch." (with Yanwen Wang, Shuai Yang, and Hongju Liu)
    - 2024: ISMS Marketing Science Conference, Sydney, Australia*
    - 2023: UBC–UW Annual Marketing Conference, Vancouver, Canada
- "Sales Impacts of Live Streaming." (with Yanwen Wang, Shuai Yang, and Hongju Liu)
    - 2022: ISMS Marketing Science Conference, Virtual; UBC–UW Annual Marketing Conference, Seattle, WA
    - 2021: ISMS Marketing Science Conference, Virtual*
- "Toward a Thriving Two-Sided Ecosystem: The Ripple Effect of User Feedback on Content Creation."
    - 2021: INFORMS Revenue Management and Pricing Section Conference, Virtual

* indicates presentation delivered by co-author

INVITED SEMINARS		
	Carroll School of Management, Boston College	2023
	Rutgers Business School, Rutgers University	2023
	Ivey Business School, Western University	2023
	Tippie College of Business, The University of Iowa	2023
	College of Business, California State University Long Beach	2023
	Farmer School of Business, Miami University	2023

TEACHING

Instructor, Boston College
     Marketing Principles   Fall 2024

Instructor, University of British Columbia
     COMM 296, Introduction to Marketing   2021

- Class size: 58
- Teaching evaluation: *4.6/5* (Department average: 4.1)
- Paul Chwelos UBC Sauder Teaching Excellence Award

Guest Lecturer, University of British Columbia
     BAMA 520, Customer Analytics, *on Automated Video Analysis*   2023

Teaching Assistant, University of British Columbia   2018-2024
- International/Full-Time Master of Business Administration (MBA)
     Marketing Research, Business Intelligence for Management
- Master of Business Analytics (MBAN)
     Customer Analytics, Pricing Analytics, Data Driven Marketing,
     Experimentation & Causal Inference
- Bachelor of Commerce (BCom)
     Marketing Research

AWARDS & HONORS		
	AMA-Sheth Foundation Doctoral Consortium Fellow	2023
	President's Academic Excellence Initiative PhD Award	2020-2023
	International Tuition Award	2018-2023
	Paul Chwelos Memorial Graduate Scholarship	2022
	ISMS Doctoral Consortium Fellow	2021-2022
	Charles Weinberg Research Award	2020-2022
	MacPhee Memorial Fellowship	2018-2022
	Finalist, The Inaugural 2020 RMP Data-Driven Research Challenge	2021
	Sauder School of Business Graduate Award	2018, 2020
	CK Choi Fellowship in Business Administration	2018
	Tuition Fee Waiver & Subsistence Allowances, Erasmus University	2016-2018
	Distinguished Graduate Award, Beijing Foreign Studies University	2016
	Academic Scholarship, Beijing Foreign Studies University	2015
	Active Student, Enactus China	2013

PROFESSIONAL SERVICES

Ad-hoc Reviewer
- International Conference on Information Systems (ICIS)		2023
- Pacific Asia Conference on Information Systems (PACIS)		2023
- Conference on Information Systems and Technology (CIST)		2022

SKILLS

Programming Languages and Tools: R, Python, Stata, Linux (Bash), Matlab
Languages: English (fluent), Mandarin (native)