Shi (Sherry) Wang

Room 556, Fisher Hall, Fisher College of Business, The Ohio State University, Columbus, OH 43210
wang.13362@osu.edu

Academic Position

Assistant Professor, Department of Marketing and Logistics, Fisher College of Business, The Ohio State University   2020-present

Instructor, Department of Marketing and Logistics, Fisher College of Business, The Ohio State University   2019-2020

Education

Ph.D. in Marketing, Hong Kong University of Science and Technology, HKUST Business School, 2019

M.Phil. in Marketing, Hong Kong University of Science and Technology, HKUST Business School, 2015

B.Sc. in Statistics, Peking University, Yuanpei College, 2013

Research Interests

Substantive: gift-giving, consumer decision making, consumer preference, self-control, learning and observational learning

Methodology: Bayesian methods, structural modeling, conjoint analysis

Publications

Sherry Shi Wang and Ralf Van Der Lans (2018), "Modeling Gift Choice: The Effect of Uncertainty on Price Sensitivity," *Journal of Marketing Research*, 4 (August), 524-540.

- Runner up of 2019 Don Lehmann Award for best dissertation-based article published in JM or JMR

Working Papers

The Gains and Losses of Gift Giving: Learning from Underexplored Alternatives
(with Ralf van der Lans)

Work in Progress

Confirmation Bias in Quality Learning from Consumer Reviews
(with Anocha Aribarg and Ralf van der Lans, reduced-form analysis done)

Self-Control and Addiction on the Internet
(with Yang Shi, data collection completed)

Teaching Experience

Marketing Research (Undergraduate, OSU, Fall 2019, 2020, 2021)
Services Marketing (Undergraduate, HKUST, Spring 2019)

Honors & Awards

Don Lehmann Award, runner-up, 2019

AMA-Sheth Foundation Doctoral Consortium Fellow, 2018

ISMS Doctoral Consortium Fellow, 2016

Dean's PhD Fellowship for Research Excellence, HKUST, 2016

Quantitative Marketing and Structural Econometrics Workshop Fellow, 2015

Postgraduate Studentships, HKUST, 2013-2018

First Prize in University's Mathematical Contest for Modeling, Peking University, 2012

Freshman Scholarship, Peking University, 2009

Conferences Presentations and Invited Talks

Modeling Gift Choice: The Effect of Uncertainty on Price Sensitivity

> Marketing Dynamics Conference 2016, Hamburg, Germany, 2016
> Marketing Science Conference 2016, Shanghai, China, 2016
> Marketing Research Camp 2016, HKUST, Hong Kong, 2016
> Rotterdam School of Management, Erasmus University, 2018
> Amsterdam Business School, University of Amsterdam, 2018
> Tilburg University, 2018
> Bocconi University, 2018
> University of New South Wales, 2018
> Fisher College of Business, The Ohio State University, 2018

The Gains and Losses of Gift Giving: Learning from Underexplored Alternatives

> Marketing Research Camp 2018, HKUST, Hong Kong, 2018
> Marketing Research Brownbag, The Ohio State University, 2021

Confirmation Bias in Quality Learning from Consumer Reviews

> Marketing Science Conference 2021, virtual

Services

The Ohio State University
> Member of Doctoral Students Recruiting Committee, 2020.
> Mittelstaedt & Gentry Doctoral Symposium Faculty Representative, 2021.

Other Experience

Research Assistant
    with Ralf van der Lans, HKUST (Sep 2018 – Mar 2019)

Teaching Assistant
    Marketing Research (MBA, HKUST, Spring 2015)
    Marketing Strategies for Emerging Markets (MBA, HKUST, Fall 2015)