

Shi (Sherry) Wang

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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, learning, consumer preference,
online reviews
Methodology: Bayesian methods, structural modeling, conjoint analysis, eye-
tracking

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, 2019 Don Lehmann Award for best dissertation-based article
published in JM or JMR

Working Papers

Direct and Indirect Profits from Gift Giving: How Gifts Affect Receivers' Purchase
Behaviors (with Ralf van der Lans)

Learning from Consumer Reviews: The Role of Selection and Evaluation Biases
(with Anocha Aribarg and Ralf van der Lans, reject and resubmit at *Marketing Science*)

"Live" may backfire: A Comparative Eye-Tracking Study of How Video
Synchronization Influences Consumers' Online Shopping Behaviors
(with Ming Chen, Wael Jabr, Mi Hyun Lee, Keran Zhao)

Teaching Experience

Guest Lecture, Selective Topics in Quantitative Marketing (PhD, OSU, 2024)
Pricing Strategy (MBA, OSU, Fall 2023, Average rating: 4.4/5.0)
Recent Advancements in Marketing Research (PhD, OSU, 2022 – 2023)
Marketing Research (Undergraduate, OSU, Fall 2019 – Now, Average rating: 4.6/5.0)
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

Conferences Presentations and Invited Talks

"Live" may backfire: A Comparative Eye-Tracking Study of How Video Synchronization Influences Consumers' Online Shopping Behaviors

Marketing Science Conference, Sydney, 2024 (presented by co-author)

Direct and Indirect Profits from Gift Giving: How Gifts Affect Receivers' Purchase Behaviors

Marketing Dynamics Conference, Atlanta, 2022

Theory + Practice in Marketing Conference, Atlanta, 2022

Marketing Science Conference, Virtual, 2022

Marketing Research Brownbag, The Ohio State University, 2021

Marketing Research Camp 2018, HKUST, Hong Kong, 2018

Learning from Consumer Reviews: The Role of Selection and Evaluation Biases

Marketing Research Brownbag, The Ohio State University, 2024

Marketing Science Conference 2023, Miami

UT Dallas FORMS conference, Dallas, 2023

Marketing Science Conference 2021, virtual

Modeling Gift Choice: The Effect of Uncertainty on Price Sensitivity

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
Marketing Dynamics Conference 2016, Hamburg, Germany, 2016
Marketing Science Conference 2016, Shanghai, China, 2016
Marketing Research Camp 2016, HKUST, Hong Kong, 2016

Services

Reviewer for

Production and Operations Management
Management Science
Journal of Retailing

The Ohio State University

Coordinator, Marketing Brownbag Seminar Series, 2022 – 2023.
Coordinator, Female Faculty Lunch Meetings, 2022.
Marketing Undergraduate Program Committee, 2021 – 2022, 2024-2025.
Mittelstaedt & Gentry Doctoral Symposium Faculty Representative, 2021.
Faculty Recruiting Committee, 2022, 2023
Doctoral Students Recruiting Committee, 2020, 2022.

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)