

Pengyuan Wang

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Current Position

Assistant Professor of Marketing, Department of Marketing, Terry College of Business, University of Georgia.

Education

- 2018 – 2012 Doctor of Philosophy, Statistics, The Wharton School, University of Pennsylvania.
2004 – 2008 Bachelor of Science, Statistics, Department of Special Class for the Gifted Young, University of Science and Technology of China.

Research Interest

Empirical modeling of issues related to digital marketing and online advertising, and the interplay between marketing and public policy.

Journal Publications

Pengyuan Wang, Guiyang Xiong, and Jian Yang (2019). Frontiers: Asymmetric Effects of Recreational Cannabis Legalization. *Marketing Science*, forthcoming.

Pengyuan Wang, Guiyang Xiong, and Jian Yang (2018). Serial-Position Effects on Native-Advertising Effectiveness: Differential Results across Publisher and Advertiser Metrics. *Journal of Marketing*, Volume 83, Issue 2, pp. 82-97.

Yue Wang, Dawei Yin, Jie Luo, Pengyuan Wang, Makoto Yamada, Yi Chang, Qiaozhu Mei (2018). Optimizing Whole-Page Presentation for Web Search. *ACM Transactions on the Web (TWEB)*, Volume 12 Issue 3, Article No. 19, 2018.

Pengyuan Wang, Eric T. Bradlow, and Edward I. George (2014). Meta-Analyses Using Information Reweighting: An Application to Online Advertising. *Quantitative Marketing and Economics*, Volume 12, Issue 2, pp. 209–233.

Elea McDonnell Feit, Pengyuan Wang, Eric Bradlow, and Peter Fader (2013). Fusing Aggregate and Disaggregate Data with an Application to Multi-Platform Media Consumption. *Journal of Marketing Research*, Volume 50, Issue 3, pp. 348-364.

Pengyuan Wang, Mikhail Traskin, and Dylan Small (2013). Robust Inferences from a Before-and-After Study with Multiple Unaffected Control Groups. *Journal of Causal Inference*, Volume 1, Issue 2, pp. 209 - 234.

Pengyuan Wang, and Laisheng Wei (2009). Small Sample Properties of a Kind of Linear Estimation in Linear Regression. *Journal of the Graduate School of the Chinese Academy of Sciences*, Volume 26, Issue 3, pp. 296 - 302.

Conference Proceeding Publications

Shandian Zhe, Kai Zhang, Pengyuan Wang, Kuang-Chih Lee, Zenglin Xu, Alan Qi, Zoubin Ghahramani (2016). Distributed Flexible Nonlinear Tensor Factorization, *Proceedings of the Thirtieth Annual Conference on Neural Information Processing Systems (NIPS)*.

Yue Wang, Dawei Yin, Jie Luo, Pengyuan Wang, Makoto Yamada, Yi Chang, Qiaozhu Mei (2016). Beyond Ranking: Optimizing Whole-Page Presentation, *Proceedings of the 9th ACM International Conference on Web Search and Data Mining (WSDM)*. Best Paper Award.

Pengyuan Wang, Dawei Yin, Marsha Meytlis, Jian Yang and Yi Chang (2015). Rethink Targeting: Detect 'Smart Cheating' in Online Advertising through Causal Inference, *Proceedings of the 8th World Wide Web Conference (WWW)*.

Pengyuan Wang, Wei Sun and Dawei Yin (2015). What Size Should A Mobile Ad Be? *Proceedings of the 8th WWW Conference*.

Wei Sun, Pengyuan Wang, Dawei Yin, Jian Yang and Yi Chang (2015). Causal Inference via Sparse Additive Models with Application to Online Advertising, *Proceedings of the 29th AAAI Conference on Artificial Intelligence*.

Pengyuan Wang, Wei Sun, Dawei Yin, Jian Yang and Yi Chang (2015). Robust Tree-based Causal Inference for Complex Ad Effectiveness Analysis, *Proceedings of the 8th WSDM Conference*.

Pengyuan Wang, Yechao Liu, Marsha Meytlis, Han-Yun Tsao, Jimmy Yang, Pei Huang (2014). An Efficient Framework for Online Advertising Effectiveness Measurement and Comparison, *Proceedings of the 7th WSDM Conference*.

Talks and Posters

Special session "New Data and New Tools for Digital Marketing", *AMA Winter*

Academic Conference, 2019.

Emotion in Search Advertising: An Empirical Study, talk, *Marketing Science Conference*, 2017.

Robust Tree-based Causal Inference for Complex Ad Effectiveness Analysis, talk, the *Production and Operations Management Society Conference (POMS)*, 2015.

What Size Should A Mobile Ad Be?, poster, the *WWW Conference*, 2015.

Rethink Targeting: Detect 'Smart Cheating' in Online Advertising through Causal Inference, talk, the 1st Workshop on Offline and Online Evaluation of Web-based Services, the *WWW Conference*, 2015.

Robust Tree-based Causal Inference for Complex Ad Effectiveness Analysis, talk and poster, the *WSDM Conference*, 2015.

A Unified Framework for Evaluating Online User Treatment Effectiveness with Advertising Applications, talk, *User Engagement Optimization workshop at ACM SIGKDD Conference on Knowledge Discovery and Data Mining (KDD)*, 2014.

An Efficient Framework for Online Advertising Effectiveness Measurement and Comparison, talk and poster, the *WSDM Conference*, 2014.

Multi-platform Tournament Audience Forecasting, talk, the *Joint Statistical Meetings (JSM)*, 2011.

Impact of obstetric unit closures in Philadelphia on maternal and infant outcomes: robust difference-in-difference analysis, poster, the *Atlantic Causal Inference Conference*, 2010.

Academic Recognitions

Best Paper Award. Yue Wang, Dawei Yin, Jie Luo, Pengyuan Wang, Makoto Yamada, Yi Chang, Qiaozhu Mei, Beyond Ranking: Optimizing Whole-Page Presentation, *the 9th ACM International Conference on Web Search and Data Mining (WSDM)*, 2016.

Professional Service

Program Committee: the 25th ACM International *Conference on Information and Knowledge Management (CIKM)* industry track, 2016. ACM SIGKDD *Conference on Knowledge Discovery and Data Mining (KDD)* Applied Data Science track, 2017, 2019.

Workshop Committee: 2nd User Engagement Optimization Workshop at *KDD* 2014. Workshop on Query Understanding and Reformulation for Mobile and Web Search at *WSDM* 2015.

Session Chair: the *POMS (Production and Operation Management Society) Conference*, May 2015; Special session "New Data and New Tools for Digital Marketing" at *AMA Winter Academic Conference*, 2019.

Ad hoc Journal Reviewer: *The American Statistician*, *Statistics in Biosciences*, *Journal of the American Statistical Association*, *IEEE Transactions on Knowledge and Data Engineering*, *World Wide Web Journal*, *Transactions on Pattern Analysis and Machine Intelligence*, *Data Mining and Knowledge Discovery*, *BMC Medical Research Methodology*, *Journal of Web Engineering*, *Digital Signal Processing*.

Conference Reviewer: *WSDM*, *AAAI Conference on Artificial Intelligence*, *KDD*, *CIKM*, *IJCAI (International Joint Conferences on Artificial Intelligence)*.

Teaching Experiences

Assistant Professor, Marketing Department, Terry College of Business, University of Georgia, August 2016 – present.

Course: Marketing Research for Business Decisions.

Teaching Assistant, The Wharton School, 2008 – 2012.

Courses: Introductory Statistics, Introductory Business Statistics, Stochastic Processes, Probability, and Statistical Methodology.

Work Experiences

Assistant Professor, Marketing Department, Terry College of Business, University of Georgia, August 2016 – present.

Research Scientist, promoted to Senior Research Scientist in 2016, Yahoo Inc., February 2013 – August 2016.

Quantitative Associate Summer Intern, UBS, Summer 2012.

Research Assistant, Wharton Customer Analytics Initiative (WCAI), 2010 – 2011.

Research Intern, Microsoft Research Asia (MSRA), Summer 2007.

Patents and Inventions

Systems and Methods for Measuring Complex Online Strategy Effectiveness, US 14/587,328 pending.

Method and System for Measuring Effectiveness of User Treatment, US 14/466,470, pending.

Systems and Methods for Tracking Brand Reputation and Market Share, US 10,354,273,
granted.