Pengyuan Wang
Research Vita

Department of Marketing
Terry College of Business
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Current Position

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

Education

Ph.D.   2012, Statistics, The Wharton School, University of Pennsylvania.

B.S.   2008, Statistics, Department of Special Class for the Gifted Young, University of Science and Technology of China.

Journal Publications

Pengyuan Wang, Li Jiang, and Jian Yang (2023), "The Early Impact of Requesting GDPR Explicit Consent on Display Advertising: The Case of an Ad Publisher," *Journal of Marketing Research*, forthcoming.

Rosanna K. Smith, Elham Yazdani, Pengyuan Wang, Saber Soleymani, and Lan Anh N. Ton (2022), "The Cost of Looking Natural: Why the No-Makeup Movement May Fail to Discourage Cosmetic Use," *Journal of the Academy of Marketing Science,* Volume 50, pp. 324–337.

Pengyuan Wang, Anindita Chakravarty, and Jian Yang (2021), "Can Emotions be Used as Keywords for Text-based Search Engine Advertising?," *Journal of Interactive Advertising,* Volume 21, pp. 159-172.

Botao Hao, Boxiang Wang, Pengyuan Wang, Jingfei Zhang, Jian Yang, and Will Wei Sun (2021), "Sparse Tensor Additive Regression," *Journal of Machine Learning Research*, Volume 22, pp. 1−43.

Pengyuan Wang, Guiyang Xiong, and Jian Yang (2019), "Frontiers: Asymmetric Effects of Recreational Cannabis Legalization," *Marketing Science*, Volume 38, Issue 6, pp. 913-1084.

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, pp. 1-25.

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.

Publications in Other Computer Science or Artificial Intelligence Venues

Shandian Zhe, Kai Zhang, Pengyuan Wang, Kuang-Chih Lee, Zenglin Xu, Alan Qi, and 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, and Qiaozhu Mei (2016), "Beyond Ranking: Optimizing Whole-Page Presentation," *Proceedings of the 9th ACM International Conference on Web Search and Data Mining (WSDM)*, pp. 103-112. 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)*, pp. 133-134.

Pengyuan Wang, Wei Sun, and Dawei Yin (2015), "What Size Should A Mobile Ad Be?" *Proceedings of the 8th World Wide Web Conference (WWW)*, pp. 943-944.

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*, pp. 297-303.

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 ACM International Conference on Web Search and Data Mining (WSDM)*, pp. 67-76.

Pengyuan Wang, Yechao Liu, Marsha Meytlis, Han-Yun Tsao, Jimmy Yang, and Pei Huang (2014), "An Efficient Framework for Online Advertising Effectiveness Measurement and Comparison," *Proceedings of the 7th ACM International Conference on Web Search and Data Mining (WSDM)*, pp.163-172.

Grants

Terry-Sanford Research Award, 2020 – 2021, 2022 – 2023.

2021 Presidential Interdisciplinary Seed Grant Program, "From AI Ethics to AI Aesthetics: Artificial Intelligence and Aesthetic Harm".

Patents

"Systems and Methods for Tracking Brand Reputation and Market Share," US 10,354,273, granted in 2019.

"System and Method for Traffic Quality Based Pricing via Deep Neural Language Models," US10672025B2, granted in 2020.

Academic Recognitions

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

Conference Presentations, Talks and Posters

"Aligning learning outcomes with industry needs," panel discussion, *MMA Fall Educators' Conference*, October 2021.

"Emotions in Search Engine Advertising: An Empirical Study," in special session "New Data and New Tools for Digital Marketing," *AMA Winter Academic Conference*, 2019.

"Asymmetric Effects of Recreational Cannabis Legalization," *Georgia Research Symposium,* 2018.

"Effects Of Complex Multimedia Advertising Campaigns - An Automated Model For Big Data," *Marketing Science Conference,* 2018.

"Emotion in Search Adverting: An Empirical Study," *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 World Wide Web Conference (WWW)*, 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* at *the World Wide Web Conference (WWW)*, 2015.

"Robust Tree-based Causal Inference for Complex Ad Effectiveness Analysis," talk and poster, *ACM International Conference on Web Search and Data Mining (WSDM)*, 2015.

"A Unified Framework for Evaluating Online User Treatment Effectiveness with Advertising Applications," talk, *the 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, *ACM International Conference on Web Search and Data Mining (WSDM)*, 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.

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 - 2022; *ACM International Web Search and Data Mining Conference (WSDM)*, 2022.

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

Session Chair: the *Production and Operation Management Society Conference (POMS)*, May 2015; *Marketing Science Conference*, 2018; the special session "New Data and New Tools for Digital Marketing" at *AMA Winter Academic Conference*, 2019.

Ad hoc Journal Reviewer: *Marketing Science, International Journal of Research in Marketing, Journal of Marketing, Journal of Marketing Research, Management Science, International Review of Economics and Finance.*

Conference Reviewer: *WSDM, AAAI Conference on Artificial Intelligence, KDD, CIKM, International Joint Conferences on Artificial Intelligence (IJCAI), American Marketing Association (AMA) conference, SEINFORMS annual meeting.*

Teaching Experiences

Dissertation Committee Member: Peng Zhang, University of Georgia, 2021.

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.