

Qiyuan Wang

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ACADEMIC APPOINTMENTS

Hong Kong Polytechnic University

Assistant Professor of Marketing, Department of Management and Marketing 2021 August

EDUCATION

University of British Columbia, Vancouver, Canada

Ph.D. in Marketing 2021

Wuhan University, Wuhan, China

M.A. in Management 2016

B.A. in Management 2014

RESEARCH INTERESTS

Substantive: Online Platforms, Sharing Economy, Online Health

Methodology: Causal Inference, Structural Model

PUBLICATIONS (* Equal Contribution)

1. Chunhua Wu*, Charles Weinberg*, **Qiyuan Wang***, Jason Y.C. Ho* (2022). Administrative Trade Barrier: An Empirical Analysis of Exporting Hollywood Movies to China. *International Journal of Research in Marketing*, 39(4), 1253-1274.
2. **Qiyuan Wang** (2024). For-Sale-By-Owner Platform and Intermediation Pricing: Evidence from A Natural Experiment. *Marketing Science*, 43(2), 346-359.
3. Phyllis Wang, Ce Liang, **Qiyuan Wang** (2025). Fixing Onlies Versus Advancing Multiples: Number of Children and Parents' Preferences for Educational Products. *Journal of Marketing*, 89(4), 21-38.
4. Lu Wang*, Shirley Li*, **Qiyuan Wang***, and Lei Su* (2026). From Owning to Connecting: Understanding and Leveraging the Effect of Internet Meme Marketing. *Journal of Marketing*, forthcoming.

UNDER REVIEW PROCESS

- “Financial Incentives and Healthcare Demand” with Wu Liu, Zhentao Zhang (1st revise and resubmit at *Journal of Marketing*)
- “Patients’ In-group Preference Increases when Seeking Healthcare for Mental Illness versus Physical Illness” with Phyllis Xue Wang, Zhengyu Shi, and Jinjie Chen (2nd revise and resubmit at *Journal of Marketing*)
- “Age and Review” with Suhas Vijayakumar, Qianqian (Esther) Liu, Yuwei Jiang (2nd revise and resubmit at *Journal of Marketing Research*)

GRANTS and AWARDS

Grants

Early Career Scheme, University Grants Committee of Hong Kong (HK\$ 467,123)	2024
Start-up Grant from Hong Kong Polytechnic University (HK\$ 300,000)	2021

Awards

Fellow of the ISMS Early-Career Scholars Camp	2022
Runner-up for the Social Good Grant from UBC Dhillon Centre for Business Ethics	2019
Best Poster Award for the Empirical and Theoretical (ET) Symposium	2019
Dean Earle D MacPhee Memorial Fellowship	2019, 2018, 2017, 2016
Winter C K Choi Fellowship in Business Administration	2016
Graduate Research Excellence Award (Wuhan University)	2015
Graduation with Distinction (Wuhan University)	2014

TEACHING EXPERIENCE

Hong Kong Polytechnic University

Customer Value (master)

2025 Spring: 43 students, **4.8/5** (top 10%); 60 students, **4.8/5** (top 10%)

Introduction to Marketing (undergraduate)

2024 Spring: 158 students, **4.5/5** (top 10%)

2023 Spring: 130 students, **4.6/5** (top 10%)

2022 Spring: 148 students, **4.6/5** (top 10%)

University of British Columbia

Marketing Management (undergraduate)

2019 Spring: 54 students, **4.6/5** (department evaluation average: 4.1)

Paul Chwelos UBC Sauder Teaching Excellence Award

INVITED PRESENTATIONS

Seminars

1. Jinan University, School of Management	Dec 2025
2. Huazhong Agricultural University, School of Economics and Management	Dec 2025
3. Zhongnan University of Economics and Law, School of Business Administration	Dec 2025
4. Communication University of China, School of Economics and Management	Oct 2025
5. University of International Business and Economics, School of Management	Oct 2025
6. Southwestern University of Finance and Economics, School of Management	Oct 2024
7. Peking University, Guanghua School of Management	May 2024
8. Zhejiang Gongshang University, School of Business Administration	Mar 2024
9. Renmin University of China, Renmin Business School	Nov 2023
10. Fudan University, School of Management	Nov 2023
11. Zhongnan University of Economics and Law, School of Business Administration	Jun 2023
12. Hunan University, School of Business Administration	Jun 2023
13. Wuhan University, Economics and Management School	Jun 2023
14. Hong Kong Polytechnic University, Faculty of Business	Mar 2021
15. University of Manitoba, Asper School of Business	Mar 2021
16. University College London, School of Management	Mar 2021
17. Emlyon Business School	Mar 2021
18. Tongji University, School of Economics and Management	Feb 2021
19. SUSTech, College of Business	Feb 2021

Conferences

1. Marketing Science Conference, Sydney, Australia	2024
2. SHTM-MM Joint Conference, Hong Kong, China	2024
3. POMS Conference, Minneapolis, USA	2024
4. POMS Hong Kong, Hong Kong, China	2024
5. Influencer Marketing Symposium, Hong Kong, China	2023
6. Marketing Dynamics Conference, Boston, USA	2023
7. Hong Kong Quant Marketing Conference, Hong Kong, China	2023
8. Behavioral Insights into Business for Social Good Conference, Vancouver, Canada	2019
9. UBC – UW Annual Marketing Conference, Vancouver, Canada	2019
10. Marketing Science Conference, Philadelphia, USA	2018