

Qiyuan Wang

Department of Management and Marketing, Faculty of Business
The Hong Kong Polytechnic University, Hung Hom, Kowloon, Hong Kong
Email: qiyuan.wang@polyu.edu.hk | Phone: +852 6709 9449
ORCID: 0000-0001-7744-2294; Scopus Author ID: 57686800900

ACADEMIC APPOINTMENTS

Hong Kong Polytechnic University, Faculty of Business

Assistant Professor of Marketing

2021 August to Present

EDUCATION

University of British Columbia, Sauder School of Business, Vancouver, Canada

Ph.D. in Marketing (Advisors: Chunhua Wu, Charles Weinberg)

2021

Wuhan University, Wuhan, China

M.A. in Management

2016

B.A. in Management

2014

RESEARCH INTERESTS

Substantive: Digital Platforms, Healthcare and Public Policy

Methodology: Causal Inference, Structural Model

PUBLICATIONS (* Equal Contribution)

1. Chunhua Wu*, Charles Weinberg*, **Qiyuan Wang***, and 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. DOI: 10.1016/j.ijresmar.2022.04.002
2. **Qiyuan Wang** (2024). For-Sale-By-Owner Platform and Intermediation Pricing: Evidence from A Natural Experiment. *Marketing Science*, 43(2), 346-359. DOI: 10.1287/mksc.2022.0245
3. Phyllis Xue Wang, Ce Liang, and **Qiyuan Wang** (2025). Fixing Onlies Versus Advancing Multiples: Number of Children and Parents' Preferences for Educational Products. *Journal of Marketing*, 89(4), 21-38. DOI: 10.1177/00222429241306009
4. Lu Wang*, Shirley Li*, **Qiyuan Wang***, and Li Su* (2026). From Owning to Connecting: Understanding and Leveraging the Effect of Internet Meme Marketing. *Journal of Marketing*, forthcoming. DOI: 10.1177/00222429261417674
5. Phyllis Xue Wang, Zhengyu Shi, Jinjie Chen, and **Qiyuan Wang** (2026). People Like Us: Heightened Preference for Ingroup Providers in Mental Healthcare. *Journal of Marketing*, forthcoming. DOI: 10.1177/00222429261463517

CONFERENCE PRESENTATIONS AND PROCEEDINGS

1. **Qiyuan Wang**, Wu Liu, and Zhentao Zhang. Financial Incentives and Healthcare Demand. *2026 ISMS Marketing Science Conference*, June 11-13, 2026, Carcavelos, Portugal.
2. Phyllis Xue Wang, Zhengyu Shi, Jinjie Chen, and **Qiyuan Wang**. People Like Us: Heightened Preference for Ingroup Providers in Mental Healthcare. *2025 SCP Boutique Conference on Multicultural Marketing*, July 31-August 1, 2025, Louisville, KY, USA.
3. **Qiyuan Wang**, Phyllis Xue Wang, and David Peng. The Impact of Large Language Models on Service Customization: An Empirical Analysis of TripAdvisor Management Responses. *2025 Global Marketing Conference*, July 24-27, 2025, Hong Kong.
4. **Qiyuan Wang**. Using ChatGPT to Chat: An Empirical Analysis of Management Response to Online Reviews. *2025 ISMS Marketing Science Conference*, June 12-14, 2025, Washington, DC, USA.
5. **Qiyuan Wang**, Charles Weinberg, and Chunhua Wu. Improving Healthcare Accessibility and Equity: The Role of Online Healthcare. *2024 ISMS Marketing Science Conference*, June 27-29, 2024, Sydney, Australia.
6. **Qiyuan Wang**, Tao He, and Minxue Huang. Algorithm Zombies? Understanding the Impact of Algorithm Recommendations on Salespeople's Efforts. *34th Annual POMS Conference*, April 25-29, 2024, Minneapolis, MN, USA.
7. **Qiyuan Wang**, Chunhua Wu, and Charles Weinberg. Demand Estimation with Large Product Sets: Using Machine Learning to Reduce Estimation Bias. *2018 ISMS Marketing Science Conference*, June 14-16, 2018, Philadelphia, PA, USA.

GRANTS AND AWARDS

External Grants as PI

Early Career Scheme (ECS), University Grants Committee of Hong Kong (HK\$ 467,123)	2024
--	------

Internal Grants as PI

GRF/ECS 3.5 Fund (HK\$ 50,000)	2022/2023/2026
Department Strategic Area Fund (HK\$ 100,000)	2023
Start-up Grant from Hong Kong Polytechnic University (HK\$ 300,000)	2021

Awards

Faculty of Business Outstanding Early Career Researcher (PolyU)	2025
Department Research Award 2023/24 (PolyU)	2024
Fellow of the ISMS Early-Career Scholars Camp	2024
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

GRADUATE STUDENT SUPERVISION

Program	Name	Duration	My Role
PhD	Linlin Xie	2026 to present	Chief supervisor
PhD	Jintao Xu (PRPgS)	2025 to present	Chief supervisor
Doctor of Management	Zhentaο Zhang	2023-2025	Co-supervisor

TEACHING EXPERIENCE

Hong Kong Polytechnic University

Introduction to Customer Value (master)

2026 Spring: 31 students, **4.8/5**; 56 students, **4.7/5**

2025 Spring: 43 students, **4.8/5 (Top 10-25%)**; 60 students, **4.8/5 (Top 10-25%)**

Introduction to Marketing (undergraduate)

2024 Spring: 157 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

1. University of Melbourne, Melbourne Business School	May 2026
2. Wuhan University, Economics and Management School	May 2026
3. Zhongshan University, School of Management	Mar 2026
4. Jinan University, School of Management	Dec 2025
5. Huazhong Agricultural University, School of Economics and Management	Dec 2025
6. Zhongnan University of Economics and Law, School of Business Administration	Dec 2025
7. Communication University of China, School of Economics and Management	Oct 2025
8. University of International Business and Economics, School of Management	Oct 2025
9. Southwestern University of Finance and Economics, School of Management	Oct 2024

10. Peking University, Guanghua School of Management	May 2024
11. Zhejiang Gongshang University, School of Business Administration	Mar 2024
12. Renmin University of China, Renmin Business School	Nov 2023
13. Fudan University, School of Management	Nov 2023
14. Zhongnan University of Economics and Law, School of Business Administration	Jun 2023
15. Hunan University, School of Business Administration	Jun 2023
16. Wuhan University, Economics and Management School	Jun 2023
17. Hong Kong Polytechnic University, Faculty of Business	Mar 2021
18. University of Manitoba, Asper School of Business	Mar 2021
19. University College London, School of Management	Mar 2021
20. Emlyon Business School	Mar 2021
21. Tongji University, School of Economics and Management	Feb 2021
22. SUSTech, College of Business	Feb 2021

PROFESSIONAL SERVICE

Editorial Review Board

Decision Sciences (since 2025)

Ad Hoc Journal Reviewer

Journal of Marketing Research, Information System Research, Production and Operations Management, Journal of Medical Internet Research, Journal of the Association for Consumer Research, Journal of Business Research, Australian Marketing Journal, Marketing Intelligence and Planning

FACULTY AND DEPARTMENT SERVICE

- 2026 to Present Supervisor of Undergraduate Capstone Project
- 2026 to Present Supervisor of MSc in Marketing Student Dissertation
- 2024 to Present Mentor for PhD Rotation Program (7 students)
- 2024 to Present Panel Member of PhD First-Year Paper Defense
- 2023 to Present Academic Advisor for Undergraduate Students (18 students)
- 2023 to Present Examiner for PhD Comprehensive Exam
- 2023 to Present Panel Member of PhD Confirmation of Registration
- 2024 Panel Member of Doctor of Management Defense
- 2024 Research Fellow Interview Committee
- 2024 MSc in Marketing Interview Committee
- 2023 EQUIS Accreditation Faculty Discussion Member

- 2023 - 2024 Department Research Seminar Coordinator (21 Speakers)
- 2022 - 2024 Non-JUPAS Admissions Interview Committee
- 2022 - 2023 JUPAS Admissions Interview Committee
- 2021 Post-doctoral Candidate Interview Committee