

YA YOU

College of Business and Economics
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ACADEMIC POSITIONS

Assistant Professor of Marketing, California State University East Bay, Hayward, CA 2017-present
Assistant Professor of Marketing, College of Charleston, Charleston, SC 2013-2017

EDUCATION

PhD in Business Administration (Concentration: Marketing) 2013
University of Central Florida, Orlando, FL, U.S.

MA in Economics 2008
University at Albany, State University of New York (SUNY), Albany, NY, U.S.

MSc in Economics and International Development 2004
University of Bath, Bath, UK

BA in Economics 2003
Tianjin University of Finance and Economics, Tianjin, China

RESEARCH INTERESTS

Online Word-of-Mouth, Social Media, Digital Marketing, Marketing Strategy

PUBLICATIONS

Ya You, Gautham G. Vadakkepatt, and Amit M. Joshi (2015), "A Meta-Analysis of Electronic Word-of-Mouth Elasticity," *Journal of Marketing*, 79 (2), 19-39.

- **Winner, 2015 Marketing Science Institute H. Paul Root Award for the best paper published in Journal of Marketing in 2015**
- **Finalist, 2020 Sheth Foundation/Journal of Marketing Award**
- **Featured in *Empirical Generalizations about Marketing Impact* (2nd ed.), Dominique Hanssens (Ed.), Marketing Science Institute**
- **Featured in *Journal of Marketing Insights in the Classroom***
- **Other Media Coverage: Science Daily, Phys.org, MarketingExplained**

Ya You and Amit Joshi (2020), "The Impact of User-Generated Content and Traditional Media on Customer Acquisition and Retention," *Journal of Advertising*, 49 (3), 213-233.

- Funded by *Marketing Science Institute Research Grant #4-1766 (\$9,200)*

Ya You, Shuba Srinivasan, Koen Pauwels and Amit Joshi (2020), "How CEO/CMO Characteristics Affect Innovation and Stock Returns: Findings and Future Directions," *Journal of the Academy of Marketing Science*, 48, 1229–1253.

Yi He, **Ya You** and Qimei Chen (2020), "Our Conditional Love for the Underdog: The Effect of Brand Positioning and the Lay Theory of Achievement on WOM," *Journal of Business Research*, 118, 210-222.

Ya You, Yi He, Qimei Chen and Miao Hu (2021), "The Interplay between Brand Relationship Norms and Ease of Sharing on Electronic Word-of-mouth and Willingness to Pay," *Information & Management*, 58.

BOOK CHAPTER

Bing Pan and **Ya You** (2017), "Conceptualizing and Measuring Online Behavior through Social Media Metrics," *Analytics in Smart Tourism Design*, International Springer

CONFERENCE PRESENTATIONS/PROCEEDINGS

Ya You and Amit Joshi, "The Impact of User-Generated Content and Traditional Media on Customer Acquisition and Retention," *China Marketing International Conference, Guangzhou, July 2019*

Ya You, Shuba Srinivasan, Koen Pauwels and Amit Joshi, "How CMO and CEO Characteristics Affect Innovation and Firm Value: Findings and Future Directions," *BI-JAMS Thought Leaders' Conference, Oslo, June 2018*

Ze Wang, Ya You, and Michael Brady "Bring Customers to the Rose-Tinted Future? Effects of Customers' Temporal Orientation and Experience Valence on the Emotionality of Online Reviews," *INFORMS Marketing Science Conference, Shanghai, June 2016*

Ya You and Amit Joshi, "The Impact of Social Media on New Product Sales, and Customer Acquisition and Retention for Established Products," *AMA Summer Marketing Educators' Conference, LA, August 2014*

Ya You and Amit Joshi, "Effectiveness of Social and Traditional Media for New and Established Products," *INFORMS Marketing Science Conference, Boston, June 2012*

Ya You, Gautham Vadakkepatt, and Amit Joshi, "A Meta-Analysis of Consumer Generated Word-of-Mouth Elasticity in Social Media," *7th Annual Graduate Research Forum, University of Central Florida, April 2012*

Ya You, "Entry Timing and Firm Survival in A Technology Evolutionary Environment," *Society for Marketing Advances (SMA) Conference, Georgia, November 2010*

RESEARCH GRANTS

CBE Faculty Summer Research Grant, CSUEB, 2019; 2020

Faculty Support Grant, CSUEB, 2018-2019; 2019-2020; 2020-2021

Faculty Research and Development Grant, College of Charleston, 2014, 2016

Marketing Science Institute Research Grant #4-1766 (\$9,200), 2012

TEACHING INTERESTS

Digital Marketing, Marketing Analytics, International Marketing, Integrated Marketing Communications, Principles of Marketing, Marketing Research, Marketing Strategy

TEACHING EXPERIENCE

- **California State University, East Bay (CSUEB, 2017-present)**

Instructor (Undergraduate courses), Digital Marketing and Social Media, Marketing Research, Marketing Principles

Instructor (MBA courses), Digital Marketing (*New Course Development*), Marketing Analytics

- **College of Charleston (2013-2017)**

Instructor (Undergraduate courses), Social Media Marketing (*New Course Development*), Integrated Marketing Communications (IMC), Marketing Concepts

Instructor (MBA course), Digital Marketing (*New Course Development*)

- **University of Central Florida (2010-2013)**

Instructor (Undergraduate courses), International Marketing, Marketing Management

- **University at Albany (SUNY) (2007-2008)**

Instructor (Undergraduate courses), Labor Economics, Principles of Macroeconomics, Principles of Microeconomics

HONORS AND AWARDS

- Finalist, 2020 Sheth Foundation/Journal of Marketing Award, 2020
- CBE Faculty Summer Research Grant, CSUEB, 2019; 2020
- Faculty Support Grant, CSUEB, 2018-2019; 2019-2020; 2020-2021
- CBE Innovative Teaching Award, CSUEB, 2017-2018
- Innovative Teaching and Learning Grant, College of Charleston, 2017
- Winner, 2015 Marketing Science Institute H. Paul Root Award, 2016
- Faculty Research and Development Grant, College of Charleston, 2014, 2016
- School of Business Dean's Excellence Fund Summer Research Grant, College of Charleston, 2014, 2015
- AMA-Sheth Doctoral Consortium Fellow, University of Washington, June 2012
- Marketing Science Institute Research Grant #4-1766 (\$9,200), 2012
- INFORMS Doctoral Consortium Fellow, 2011, 2012
- AMA DOC SIG Doctoral Symposium Fellow, Florida, February 2012
- Invited Participant, 5th Florida International Leadership Conference, Florida, February 2011
- Society for Marketing Advances Doctoral Consortium Fellow, Georgia, November 2010
- Fellow, Duke-Columbia-UCLA Workshop on Quantitative Marketing and Structural Econometrics, Duke University, June 2010
- Graduate Travel Fellowship, University of Central Florida, 2010-2012
- Outstanding Organizer, 6th Chinese MBA Development Forum, Nankai University, June 2005
- Best Business Plan, University-wide "Challenge Cup" Contest, Tianjin University of Finance and Economics, October 2002
- University Scholarship, Tianjin University of Finance and Economics, 2000-2002

SERVICES

Ad-hoc Reviewer, Journal of Marketing, AMS Review, Journal of Electronic Commerce Research, Journal of Consumer Affairs, International Journal on Media Management, American Journal of Business

Reviewer, AMA Marketing Educators' Conference, 2014, 2016, 2017, 2019

Article Editor, SAGE Open

Committee Member, Committee on Instruction and Curriculum (CIC), CSUEB, 2020-present

Committee Member, CBE Curriculum Committee, CSUEB, 2019-present

Committee Member, Sustainability Committee, CSUEB, 2019-2020

Committee Member, Digital Marketing and Analytics Certificate Committee, CSUEB, 2019-2020

Committee Member, Department of Marketing Faculty Search Committee, CSUEB, 2018-2019

Committee Member, Peer Review Committee for Temporary Faculty, CSUEB, 2017-present

Committee Member, Peer Scholarship Review Committee, CSUEB, 2017-present

Member, Chancellor's Office Student Success Analytics Project, CSUEB, 2018-2019

Committee Member, Undergraduate Research and Creative Activities, College of Charleston, 2015-2017

Co-Advisor, AMA College of Charleston Chapter, 2016-2017

Co-Advisor, Student Marketing Association, College of Charleston, 2013-2017

WORK EXPERIENCE

Center for Technology in Government (CTG)/ University at Albany (SUNY), June-August 2007
Project: Assessing Mobile Technologies in Child Protective Service Work

- Created an on-line survey to assess the use of mobile technology across 30 districts in NY
- Assisted in literature review, development of data collection tools and datasets

PROFESSIONAL ACTIVITIES

MIT Digital Marketing Analytics Certificate Program, July 2020

Virtual Summer Institute, CSUEB, 2020

University Honors Program, CSUEB, 2020

Participant, Frontiers of Applied Statistics in Marketing Workshop, Columbia University, April 2017

Session Chair, UGC-Consumer Response Session, INFORMS Marketing Science Conference, Shanghai, June 2016

Distance Education Readiness, Faculty Development Course for Online Teaching, College of Charleston, Fall 2014

Session Chair, Internet and Interactive Marketing Session, INFORMS Marketing Science Conference, Boston, June 2012

Social Media Correspondent, 34th Product Development and Management Association Annual Global Conference on Product Innovation Management, Florida, October 2010

Vice-President, Graduate Business School Association, University of Central Florida, 2011-2012

Vice-President, Chinese Students and Scholars Association, University of Central Florida, 2009-2010

ACADEMIC AFFILIATION

American Marketing Association