WANG Mingyang

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EDUCATION BACKGROUND

Singapore Management University, Singapore 2026-Present

- PhD in Marketing

National University of Singapore, Singapore 2023-2024

- MSc in Statistics

University of Manchester, United Kingdom 2020-2023

- BA in Accounting and Finance
- First Class Honours, Top 0.5%, Dean's Award, ACCA

PUBLICATIONS

- Li, Jingpeng, Liangbo Zhang, **Mingyang Wang**, Yiqiu Zeng (2026), "Digital Guilt: Smart Menu Feedback and Real-Time Norm Activation in Reducing Food Waste" *Journal of Retailing and Consumer Services*
- Li, Jingpeng, Qingchang Shen, Max Kei Yin FONG, **Mingyang Wang**, Yongyue Bie (2026), "Content is King: How Content Characteristics of Short-Video Advertising Drive Advertising Performance" *Journal of Retailing and Consumer Services*
- Pang, Shuo, Lu Meng, **Mingyang Wang**, Xin Liu, Yuwei Jiang, "AI- verse Human-generated: Tailoring Advertising Strategies for Material and Experiential Products" *R&R: Journal of Business Research*

RESEARCH EXPERIENCE

Research Assistant 2024-2026

Supervisor: Prof. Shaobo Li, Southern University of Science and Technology, China

- RA for "The Blurry Ex" (Prof. Lu Meng, Prof. Feifei Huang, Prof. Shaobo Li & Prof. Yuwei Jiang), Target: *Journal of Consumer Research*
- RA for "In a Bag or On the Plate?" (Prof. Lu Meng, Prof. Jun Pang & Prof. Yuwei Jiang), Target: *Journal of Consumer Research*
- RA for "Approaching with Calories" (Prof. Lu Meng, Prof. Shaobo Li, Prof. Ce Liang & Prof. Yuwei Jiang), Invited for revision: *Journal of Marketing Research*
- RA for "When AI Speaks for You", Target: *Management Information Systems Quarterly*
- RA for "Inequality in Online Dating" (Dr. Jin Kim, Prof. Sarah Wei & Prof. Shaobo Li), Target: *Proceedings of the National Academy of Sciences*

TEACHING EXPERIENCE

Mathematics Teacher, Elmwood International College, Singapore 2025-2026

Mathematics Teacher, Eli. Tech Education Co., Ltd, China 2021, 2025

PROFESSIONAL EXPERIENCE

Commercial Director, Miniversity Pte. Ltd, Singapore 2025-2026

Financial Analyst Intern, Huatai Securities Co., Ltd, China 2021, 2025

Accountant Intern, Jinhao Finance Co., Ltd, China 2021

LANGUAGES AND SKILLS

- English (Proficient), Mandarin Chinese (Native Speaker), French (A2)
- Skilled in R, Python, Stata, SPSS, SQL, Tableau, LaTeX, Adobe Creative Suite