

## Pengyuan Wang

### Research Vita

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Department of Marketing  
Terry College of Business  
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### Current Position

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

### Education

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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

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Smith, Rosanna K., Elham Yazdani, Pengyuan Wang, Saber Soleymani, and Lan Anh N. Ton (2021). The Cost of Looking Natural: Why the No-Makeup Movement May Fail to Discourage Cosmetic Use. *Journal of the Academy of Marketing Science*.

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

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, 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, Qiaozhu Mei (2016). Beyond Ranking: Optimizing Whole-Page Presentation. *Proceedings of the 9th ACM International Conference on Web Search and Data Mining (WSDM)*. 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)*.

Pengyuan Wang, Wei Sun and Dawei Yin (2015). What Size Should A Mobile Ad Be? *Proceedings of the 8th WWW Conference*.

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*.

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 WSDM Conference*.

Pengyuan Wang, Yechao Liu, Marsha Meytlis, Han-Yun Tsao, Jimmy Yang, Pei Huang (2014). An Efficient Framework for Online Advertising Effectiveness Measurement and Comparison. *Proceedings of the 7th WSDM Conference*.

## **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.

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

## **Academic Recognitions**

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

## **Conference Presentations, Talks and Posters**

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Aligning learning outcomes with industry needs. Panel discussion, 2021 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 Advertising: 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 *WWW Conference*, 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, the *WWW Conference*, 2015.

Robust Tree-based Causal Inference for Complex Ad Effectiveness Analysis. Talk and poster, the *WSDM Conference*, 2015.

A Unified Framework for Evaluating Online User Treatment Effectiveness with Advertising Applications. Talk, *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, the *WSDM Conference*, 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**

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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, 2018, 2019, 2020, 2021. ACM International *WSDM (Web Search and Data Mining) Conference*, 2022.

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

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

Ad hoc Journal Reviewer: *The American Statistician*, *Statistics in Biosciences*, *Journal of the American Statistical Association*, *IEEE Transactions on Knowledge and Data Engineering*, *World Wide Web Journal*, *Transactions on Pattern Analysis and Machine Intelligence*, *Data Mining and Knowledge Discovery*, *BMC Medical Research Methodology*, *Journal of Web Engineering*, *Digital Signal Processing*, *Marketing Science*, *International Journal of Research in Marketing*, *Journal of Marketing*.

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

## **Teaching Experiences**

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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**

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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.