

Curriculum Vitae



Dr Wang Yue

Head, Doctor of Business Administration Programme
School of Business

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Education Qualifications

2016	PhD (Marketing), National University of Singapore
2014	PhD visiting (Marketing), Rotman School of Management, University of Toronto
2010	Master (Economics), National University of Singapore
2008	Bachelor (Economics), Huazhong University of Science and Technology

Academic and Professional Experience

2018 - Present	Head of Programme, Doctor of Business Administration School of Business, Singapore University of Social Sciences
2016-2018	Head of Programme, Visual Communication with Business School of Business, Singapore University of Social Sciences
2020 - Present	Senior Lecturer School of Business, Singapore University of Social Sciences
2016 - 2019	Lecturer School of Business, Singapore University of Social Sciences
2008 - 2015	Tutor School of Business, National University of Singapore

Research Interests

- adoption and influence of innovative technologies
- consumer and organizational behaviour
- the socio-economic implications of AI and blockchain
- digital marketing, social media

Selected Publications

- Ding, Q., Ding, D., **Wang, Y.**, Guan C., & Ding, B. (2023). Unraveling the Landscape of Large Language Models: A Systematic Review and Future Perspectives. Journal of Electronic Business & Digital Economics. DOI: 10.1108/JEBDE-08-2023-0015 (Upcoming)
- Liu, K., Yu, M., Jin, Y., **Wang, Y.**, Yan, J., & Liu, X. (2023). Tokenomic Model of Friend.Tech Social Platform: A Data-driven Analysis. Conference proceeding from Blockchain Data Analytics Workshop, IEEE International Conference on Data Mining 2023. (Upcoming)
- **Wang Y.** (2022). AI Reactance When People Are Under Evaluation. Conference proceeding from Colloquium on European Research in Retailing 2022.
https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4574594
- **Wang Y.**, Guan C., Hung Y., & Wei J. (2017). Should Independent Film Studios Use Super Stars? Conference proceeding from Australian and New Zealand Marketing Academy.
- Hung Y., Guan C., **Wang Y.**, Wei J., & Ding D. (2017). Winning Box Office with Right Movie Synopsis - A Text Analysis Perspective. Conference proceeding from Australian and New Zealand Marketing Academy. [Best Paper in the track].

Book Chapter

- The Emerging Business Models, Chapter 8, World Scientific
<https://www.worldscientific.com/worldscibooks/10.1142/11372#t=aboutBook>

Grant

- “AI Reactance: The Role of Autonomy Threat from Being Controlled by A Machine” (2018-2022), funded by Center for applied research, SUSS.
- “The Current Status, Changes, and Response Strategies of China-ASEAN Civil Cooperation during the COVID-19 Pandemic and Post-Pandemic Period” (2020), funded by the Hua Zhi Global Governance Research Institute of Nanjing University.

Commentary

- Don't be too quick to write off the sharing economy, even with COVID-19 (2021).
https://www.channelnewsasia.com/commentary/is-sharing-economy-dead-covid-19-airbnb-grab-uber-341376?cid=linkedin_traffic_social_10082018_cna

Conference Presentation

- “What does NFT offer? The effect of cobrand and digital product extension”, presentation at Recent Advances in Retailing and Consumer Science Conference (2023)

- “NFT marketplace’s anti-counterfeiting strategy and how players react”, presentation at International Conference of Crypto-marketing, Columbia University (2022)
- “AI Reactance: The Role of Autonomy Threat from Being Controlled by A Machine”, poster presentation accepted, EMAC (2020)
- “How does social impact group buying (social e-commerce)?”, presented at Marketing Science, Rome, Italy (2019).
- "I know It's not real, but I like it!", poster at Association for Consumer Research Conference, Dallas, USA (2018).
- “Should Independent Film Studios Use Super Stars?”, presented at ANZMAC Conference, Australia (2017).
- "Winning Box Office with Right Movie Synopsis", ANZMAC Conference and awarded best paper, Australia (2017).
- “A Change-Point Model of Online Rating Dynamics”, presented at Marketing Science Conference, Baltimore, USA (2015).
- “Privacy Concern and Quality Competition”, presented at Chinese Journal of Marketing Conference, Xiamen, China (2014).
- “Price Controls and Tacit Collusion: A Meta-analysis of Oligopoly Experiments”, presented at The Seventh International Symposium on Multinational Business Management, Nanjing, China (2011).

Course Taught and Coordinated

Undergraduate Course:

- BUS103: Organizational Behavior (2020)
- MKT202: Marketing Management (2016)
- MKT202: Marketing Management (Prison school, 2021)
- MKT362: Pricing (2017)
- MKT499: Marketing Applied Project (2017-2018)

Graduate Course:

- MKT542: Digital Marketing Analytics (2019-2023)
- MKT631 Marketing for the Future Economy (2019-2021, 2023)
- BUS601 Contemporary Topics in Business and Management (2019-2023)
- BUS603 Applied Research in Business and Management (2020-2023)
- DBA799: DBA Doctoral Dissertation (2021-2023)

Executive Management Program (EMP):

- Internet and Social Media Marketing (2018-2019)

DBA student dissertation supervision

- Zeya Thura Mon (Chairman/CEO, Zeya & Associates)
- Dissertation topic: The Impact of Electricity on Economic Development of Tanintharyi Region in Myanmar: A Macroeconomic Perspective
- Bian Jiang (Board member, Education sector of Perfect World)
- Dissertation topic: Vocation and Dreams: A Study on Students' Vocational Calling in the Context of the Upgrade and Transformation of Chinese Vocational Education.
- Stephen Ho (Group COO, Skylab)
- Dissertation topic: Investigating the factors impacting the adoption of Big Data Analytics (BDA) amongst Singapore Small and Medium Enterprises using the TOE-DOI framework.

Guest Editor

- World Scientific Annual Review of Fintech 2024, the theme is AI and digital marketing (call for paper)
<https://www.worldscientific.com/page/wsarft/callforpapers01>

Updated on 2 October 2023