

## Curriculum Vitae



### **Dr Wang Yue**

Head, Doctor of Business Administration Programme  
School of Business

Tel : +65 6248 0354

### **Education Qualifications**

2016	PhD (Marketing), National University of Singapore
2010	Master (Economics), National University of Singapore
2008	Bachelor (Economics), Huazhong University of Science and Technology

### **Academic and Professional Experience**

2015	Tutor, National University of Singapore
2010 - 2014	Teaching Assistant, National University of Singapore
2008 - 2010	Tutor, National University of Singapore

### **Membership & Professional Activities**

- American Marketing Association

### **Research Interests**

- Digital marketing
- Social media
- Online review

### **Selected Publications**

#### **Conference Presentations:**

“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).

*Updated on 6 February 2020*