

Shuang Wu, D.B.A.

Assistant Professor
Department of Marketing and Business Information Systems
William G. Rohrer College of Business
Rowan University
Email: wus@rowan.edu
Phone: (856)256-5424

ACADEMIC EXPERIENCE

Assistant Professor <i>Rowan University</i> Department of Marketing and Business Information Systems	09/2019 – Present
Instructor/Assistant Professor <i>Louisiana State University—Alexandria</i> College of Business	08/2018 – 06/2019
Graduate Teaching Assistant/Instructor <i>Louisiana Tech University</i> College of Business	09/2016 – 07/2018
Research Assistant <i>Louisiana Tech University</i> College of Business	09/2014- 08/2016

EDUCATION

Doctor of Business Administration <i>Louisiana Tech University</i> Major: Marketing Minors: Psychology and Quantitative Analysis	09/2014 – 08/2018
--	--------------------------

RESEARCH

Refereed Journal Publications

Han, Y., Wu, S., & Haried, P. (in press). The Hidden Impact of Hashtags on Instagram: An Investigation into Technological Heuristics on Source Credibility. *International Journal of Web Based Communities*.

Krey, N., Wu, S., Hsiao, S-H., & Lin, T.L.J. (2024). The Joint Effect of Online Reviews and Manager Responses in Driving Company Ratings. *Tourism Management Perspectives*, 50, 101215.

Han, Y., Krey, N., & Wu, S. (2023). Dealing with Loneliness: The Role of Emotional Consumption and Fear of Missing Out. *Journal of Marketing Development and Competitiveness*, 17(2), 24-38.

- Rifon, N. J, Jiang, M., & Wu, S. (2023). Consumer Response to Celebrity Transgression: Investigating the Effects of Celebrity Gender and Past Transgressive and Philanthropic Behaviors Using Real Celebrities. *Journal of Product and Brand Management*, 32 (4), 517-529.
- Krey, N., tom Dieck, M.C., Wu, S., & Fountoulaki, P. (2023). Exploring the Influence of Touch Points on Tourist Experiences at Crisis Impacted Destinations. *Journal of Travel Research*, 62 (1), 39-54.
- Wu, S., Krey, N., & Cruz, R. E. (2022). Improving Representation Over Time? Assessing Intersectional (In)Visibility of Masculinity and Diversity in Print Ads. *Journal of Current Issues & Research in Advertising*, 43 (4), 400-420.
- Krey, N., Babin, B. J., Wu, S., & Picot-Coupey, K. (2021). Multi-Sensory Experiences in Retail Service Environments. In J. Argo, T. M. Lowrey, and H. J. Schau (Eds.), *NA - Advances in Consumer Research Volume 48*, Duluth, MN: Association for Consumer Research, 537-540.

Refereed Book Chapters and Conference Proceedings

- Krey, N., Picot-Coupey, K., & Wu, S. (2024). Revisiting Value: A Cross-country Assessment of the Personal Shopping Value Scale. In *47th Academy of Marketing Science (AMS) Annual Conference*.
- Picot-Coupey, K., Krey, N., & Wu, S. (2023). Un Reexamen de la Valeur Personnelle de Shopping en Chine, France et Aux Etats-Unis: Un Developement D'Echelles. In *39ème Congrès International de l'Association Française de Marketing*.
- Wu, S., Wanjugu, S., Sinha, M., Zhuang, W., & Krey, N. (2023). Special Session: Tackling the Academic Job Market: Advice from Search Committee Members: An Abstract. In: Jochims B., Allen, J. (eds) *Optimistic Marketing in Challenging Times: Serving Ever-Shifting Customer Needs. AMSAC 2022. Developments in Marketing Science: Proceedings of the Academy of Marketing Science* (pp. 157-158). Springer, Cham.
- Wu, S., Krey, N., & Cruz, R. E. (2022). Players, Prices, Pixies: Exploring Masculinity across Magazines: An Abstract. In: Allen, J., Jochims, B., Wu, S. (eds) *Celebrating the Past and Future of Marketing and Discovery with Social Impact. AMSAC-WC 2021. Developments in Marketing Science: Proceedings of the Academy of Marketing Science* (pp.229-230). Springer, Cham.
- Krey, N., Picot-Coupey, K., & Wu, S. (2022). Comparing Shopping Behaviors across Environments: An Abstract. In: Allen, J., Jochims, B., Wu, S. (eds) *Celebrating the Past and Future of Marketing and Discovery with Social Impact. AMSAC-WC 2021. Developments in Marketing Science: Proceedings of the Academy of Marketing Science* (pp.231-232). Springer, Cham.
- Krey, N., Wu, S., Wanjugu, S., & Samo, J. A. (2022). Special Session: How International Scholars Maneuver Doctoral and Early Career Obstacles in new Environments beyond Academic Walls: An Abstract. In: Pantoja, F., Wu, S. (eds) *From Micro to Macro: Dealing with Uncertainties in the Global Marketplace. AMSAC 2020. Developments in*

- Marketing Science: Proceedings of the Academy of Marketing Science* (pp. 523-524). Springer, Cham.
- Krey, N., Wu, S., Hsiao, S., & Kao, T. (2022). The Interplay of User-Generated and Company-Generated Content in Driving Company Ratings: A Text Mining Approach: An Abstract. In: Pantoja, F., Wu, S. (eds) *From Micro to Macro: Dealing with Uncertainties in the Global Marketplace. AMSAC 2020. Developments in Marketing Science: Proceedings of the Academy of Marketing Science* (pp.567-568). Springer, Cham.
- Krey, N., Wu, S., & Cruz, R. E. (2021). Marketing Man: An Assessment of Masculinity Advertising Appeals. *Proceedings of the American Marketing Association's Winter Educator's Conference*, Virtual.
- Cruz, R. E., Wu, S., & Krey, N. (2021). Are You Man Enough: Masculinity Advertising Appeals across Print Ads. *Proceedings of the American Academy of Advertising Annual Conference*, Virtual.
- Krey, N., Wu, S., & Wanjugu, S. (2020). Special Session: An International Perspective of Overcoming Difficulties and Challenges in Doctoral and Early Career Years: An Abstract. In *Marketing Opportunities and Challenges in a Changing Global Marketplace. AMSAC 2019. Developments in Marketing Science: Proceedings of the Academy of Marketing Science* (pp. 97-98). Springer, Cham.
- Wu, S., & Ji, L. (2020). A Cross-Cultural Comparison of Gender Choice of Celebrities Endorsing Beauty Brands: An Abstract. In *Marketing Opportunities and Challenges in a Changing Global Marketplace. AMSAC 2019. Developments in Marketing Science: Proceedings of the Academy of Marketing Science* (pp. 483-484). Springer, Cham.
- Wu, S., & Wanjugu, S. (2019). The Role of Celebrities in Reality Show Induced Tourism. *Proceedings of 2019 Society for Marketing Advances Annual Conference*.
- Wu, S., & Krey, N. (2018). When Social Media Becomes Anti-Social: Exploring the Negative Consequences of Engaging in the Digital World. *Proceedings of 2018 Society for Marketing Advances Annual Conference*.
- Wu, S., & Alford, B. (2018). What Salespeople Don't Say: A Review of Literature on Nonverbal Communication of Salespeople. In *Boundary Blurred: A Seamless Customer Experience in Virtual and Real Spaces: Proceedings of the 2018 Academy of Marketing Science (AMS) Annual Conference 46* (p. 105). Springer International Publishing.
- Han, Y., & Wu, S. (2017). Understanding Psychological Technology Effects on Source Credibility in Image-Oriented Media through a Heuristic Approach. *Proceedings of 2017 Society for Marketing Advances Annual Conference*.
- Wu, S., & Han, Y. (2017). Visual Complexity of Posts on Attention, Attitude, and Recall. *Proceedings of 2017 Society for Marketing Advances Annual Conference*.
- Wu, S. (2017). Social and Spatial Distance in Decision Making: Can Culture Play a Role?: An Abstract. In *Back to the Future: Using Marketing Basics to Provide Customer Value: Proceedings of the 2017 Academy of Marketing Science (AMS) Annual Conference* (pp. 613-613). Springer International Publishing.

Wu, S. (2016). Applying Elaboration Likelihood Model to Develop a Framework of Electronic Word of Mouth (eWOM): An Abstract. In *Creating Marketing Magic and Innovative Future Marketing Trends: Proceedings of the 2016 Academy of Marketing Science (AMS) Annual Conference* (pp. 237-237). Springer International Publishing.

Conference Presentations

- Wu, S., Krey, N., and Han Y. (2024) Mindfulness on Subjective Well-Being in the Age of Social Media. *The 2024 Academy of Marketing Science (AMS) Annual Conference*, Coral Gables, FL.
- Krey, N., Wu, S., Wanjugu, S., Jeseo, V., and Parajuli, J. (2024) Special Session: The Do's and Don'ts of the Academic Job Market. *The 2024 Academy of Marketing Science (AMS) Annual Conference*, Coral Gables, FL.
- Krey, N., Wu, S., Wanjugu, S., and Jeseo, V. (2023) Finding your Way beyond Academic Walls: Obstacles and Challenges International Scholars Manage Throughout Doctoral and Early Career Years. *The 2023 Academy of Marketing Science (AMS) Annual Conference*, New Orleans, LA.
- Wu, S., Krey, N., & Han, Y. (2022). Purchasing the Threat Away: Emotional Consumption and Behavioral Responses to an Ongoing Crisis. *The 2022 Academy of Marketing Science (AMS) Annual Conference*, Monterey, CA.
- Krey, N., Tom Dieck, M. C., Wu, S., & Fountoulaki P. (2021). Tourist Journeys: Assessing the Influence of Negative and Positive Touch Points on Tourist Experiences at Crisis Impacted Destinations. *The 2021 Academy of Marketing Science (AMS) Conference*, Virtual.

Edited Books

- Allen, J., Jochims, B., & Wu, S. (Eds.). (2022). *Celebrating the Past and Future of Marketing and Discovery with Social Impact: 2021 AMS Virtual Annual Conference and World Marketing Congress*. Springer Nature.
- Pantoja, F., & Wu, S. (Eds.). (2022). *From Micro to Macro: Dealing with Uncertainties in the Global Marketplace: Proceedings of the 2020 Academy of Marketing Science (AMS) Annual Conference*. Springer Nature.
- Wu, S., Pantoja, F., & Krey, N. (Eds.). (2020). *Marketing Opportunities and Challenges in a Changing Global Marketplace: Proceedings of the 2019 Academy of Marketing Science (AMS) Annual Conference*. Springer Nature.
- Pantoja, F., Wu, S., & Krey, N. (Ed.). (2020). *Enlightened Marketing in Challenging Times: Proceedings of the 2019 AMS World Marketing Congress (WMC) (Developments in Marketing Science: Proceedings of the Academy of Marketing Science)* Springer.

Conference Attendance

- 2024 Academy of Marketing Science Annual Conference – Coral Gables, FL
2023 Society of Marketing Advances Annual Conference – New Orleans, LA
2022 Academy of Marketing Science Annual Conference – Monterey, CA

2021 American Academy of Advertising Annual Conference – Virtual
 2021 Academy of Marketing Science Annual Conference – Virtual
 2020 Academy of Marketing Science Annual Conference – Virtual
 2019 Society of Marketing Advances Annual Conference – New Orleans, LA
 2019 Academy of Marketing Science Annual Conference — Vancouver, Canada
 2018 Society of Marketing Advances Annual Conference — West Palm Beach, FL
 2018 Academy of Marketing Science Annual Conference — New Orleans, LA
 2018 American Marketing Association Summer Academic Conference — San Francisco, CA
 2017 Society of Marketing Advances Annual Conference — Louisville, KY
 2017 Academy of Marketing Science Annual Conference— Coronado Island, CA
 2016 Marketing Management Association Fall Educators’ Conference— Providence, RI
 2016 Academy of Marketing Science Annual Conference— Orlando, FL

GRANTS, AWARDS, AND HONORS

AMS-AFM Research Grant	2022—2023
European Advertising Academy (EAA) Research Grant	2021—2022
The Stanley Hollander Award for Best Retailing Paper at the AMS AC	2021
Rowan University Francis R. Lax Fund for Faculty Development Grantee	2020—2021
Rowan University Junior Faculty Travel Fund Recipient	2019
Louisiana Tech University DBA Outstanding Teaching Award	2018
Virginia S. Thompson Superior Graduate Student Scholarship	2017—2018
SMA Doctoral Consortium Fellow	2017
AMS Doctoral Student Consortium Fellow	2017
MMA Doctoral Student Teaching Consortium Fellow	2016
“Who’s Who” Graduate Student of the Year	2016
Louisiana Tech University Graduate Assistantship Recipient	2014—2018

Research Areas of Interests

Retailing and Shopping Value	Tourism
Advertising and Gender	Cross-culture Marketing
Social Media	

TEACHING

Teaching Experience

<i>Rowan University</i>	2019- now
<ul style="list-style-type: none"> • Marketing Research Methods • Advanced Marketing Research Methods • International Marketing • Principles of Marketing 	
<i>Louisiana State University—Alexandria</i>	2018-2019
<ul style="list-style-type: none"> • Marketing on the Internet 	

- Principles of Marketing
- Consumer Analysis and Behavior
- Sales Management
- Marketing Management
- Advertising

Louisiana Tech University

2016-2018

- Services Marketing
- International Marketing
- Guest Lecturer
 - Consumer Behavior
 - Marketing Principles
 - Basic Business Statistics

Teaching Areas of Interests

Marketing Research
Digital Marketing
Services Marketing

International Marketing
Consumer Behavior
Integrated Marketing Communication

SERVICE

- Social media director of AMS – since 2022
- Social media manager of AMS Review – since 2021
- Rowan Faculty Research Day Presenter – 2021, 2022, 2023, 2024
- 2024 Session chair at the Academy of Marketing Science Annual Conference
- 2024 Reviewer of the Academy of Marketing Science Annual Conference
- 2024 Reviewer of Internet Research
- 2024 Reviewer of Journal of Business Research
- 2024 Reviewer of Journal of Consumer Behaviour
- 2024 Reviewer of the 9th International AR & VR Conference
- 2023 Reviewer of Psychology & Marketing
- 2023 Reviewer of Journal of Consumer Behaviour
- 2023 Reviewer of Journal of Retailing and Consumer Services
- 2023 Reviewer of American Marketing Association Winter Academic Conference
- 2023 Reviewer of American Marketing Association Summer Marketing Educators' Conference
- 2022 Track chair of Retailing, Omni-Chanel, and Pricing track of the Academy of Marketing Science Annual Conference
- 2022 Reviewer of Journal of Consumer Behaviour
- 2022 Reviewer of American Marketing Association Winter Academic Conference
- 2022 Reviewer of a book chapter (Effective Methods for Teaching Business Related Topics During and Post Crisis)
- 2022 Session chair at the Academy of Marketing Science Annual Conference

- 2022 Reviewer of American Marketing Association Summer Marketing Educators' Conference
- 2022 Reviewer of Journal of Frontiers in Communication
- 2022 Reviewer of the 7th International AR & VR Conference
- 2021 Proceedings Editor of the Academy of Marketing Science Annual Conference
- 2021 Academy of Marketing Science Virtual Coffee Break and Networking Session Chair
- 2021 Reviewer of Journal of Marketing Management
- 2021 Reviewer of Journal of Retailing and Consumer Services
- 2020 Reviewer of the Academy of Marketing Science Annual Conference
- 2020 Proceedings Editor of the 2020 Academy of Marketing Science Annual Conference & World Marketing Congress
- 2019 Reviewer of Journal of Business Research
- 2019 Proceedings Editor of the AMS World Marketing Congress
- 2019 Proceedings Editor of the Academy of Marketing Science Annual Conference
- 2019 Reviewer of Journal of Product & Brand Management
- 2019 Reviewer of the 5th International AR & VR Conference
- 2019 Reviewer of the Academy of Marketing Science Annual Conference
- 2019 Reviewer of the Society of Marketing Advances Annual Conference
- 2019 LSUA Marketing Committee
- 2018 - 2019 LSUA Department of Marketing Administration Marketing Club Co-advisor
- 2018 Reviewer of the Society for Marketing Advances Annual Conference
- 2018 Reviewer of the Academy of Marketing Science World Marketing Congress
- 2017 Reviewer of the Society for Marketing Advances Annual Conference
- 2016 Registration staff member at the Academy of Marketing Science Annual Conference
- 2016 Reviewer of the Society for Marketing Advances Annual Conference
- 2014 -2018 Doctoral Research and Teaching Assistance

PROFESSIONAL MEMBERSHIPS

American Academy of Advertising	2020—2022
National Center for Faculty Development & Diversity	2019—present
Academy of Marketing Science	2015—present
American Marketing Association	2016—present
Society of Marketing Advances	2017—2021
Rowan Junior Faculty Learning Community	2019—2020
Marketing Management Association	2016—2018
DBA Association—Louisiana Tech University	2014—2018
Vice president	2016—2017

PROFESSIONAL DEVELOPMENT

Qualitative Social Media Methods Workshop	2020
Rowan University Certificate of Professional Development	2019
Rowan Online Teaching Certificate	2020

Rowan Certificate of Foundations of Diversity, Equity, and Inclusion	2020
Rowan Certificate of Professional Development	2019
Meta-analysis Workshop	2019
CB-SEM Workshop	
2019	
Rowan New Faculty Orientation	2019
Teaching Marketing Analytics Workshop at AMS conference	2019
Teaching Marketing Analytics Workshop at SMA conference	2018