

YA YOU

College of Business and Economics
California State University, East Bay
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ACADEMIC POSITIONS

Associate Professor of Marketing (with tenure), California State University, East Bay, Hayward, CA 2022-present
Assistant Professor of Marketing, California State University, East Bay, Hayward, CA 2017-2022
Assistant Professor of Marketing, College of Charleston, Charleston, SC 2013-2017

EDUCATION

PhD in Business Administration (Concentration: Marketing) 2013
University of Central Florida, Orlando, FL, U.S.

MA in Economics 2008
University at Albany, State University of New York, Albany, NY, U.S.

MSc in Economics 2004
University of Bath, Bath, UK

BA in Economics 2003
Tianjin University of Finance and Economics, Tianjin, China

RESEARCH INTERESTS

Online Word-of-Mouth, Social Media, Digital Marketing, Artificial Intelligence, Marketing Strategy

JOURNAL PUBLICATIONS

Ya You, Gautham G. Vadakkepatt, and Amit M. Joshi (2015), "A Meta-Analysis of Electronic Word-of-Mouth Elasticity," *Journal of Marketing*, 79 (2), 19-39.

- **Winner, 2015 Marketing Science Institute H. Paul Root Award for the best paper published in Journal of Marketing in 2015**
- **Finalist, 2020 Sheth Foundation/Journal of Marketing Award**
- **Featured in *Empirical Generalizations about Marketing Impact* (2nd ed.), Dominique Hanssens (Ed.), Marketing Science Institute**
- **Featured in *Journal of Marketing Insights in the Classroom***

- *Other Media Coverage: Science Daily, Phys.org, MarketingExplained (YouTube video)*

Ya You and Amit Joshi (2020), "The Impact of User-Generated Content and Traditional Media on Customer Acquisition and Retention," *Journal of Advertising*, 49 (3), 213-233.

- *Funded by Marketing Science Institute Research Grant #4-1766 (\$9,200)*

Ya You, Shuba Srinivasan, Koen Pauwels, and Amit Joshi (2020), "How CEO/CMO Characteristics Affect Innovation and Stock Returns: Findings and Future Directions," *Journal of the Academy of Marketing Science*, 48, 1229–1253.

- *Honorable Mention, 2021 Rigor & Relevance Research Award*, Swiss Academy of Marketing Science
- *Finalist, 2020 JAMS Sheth Foundation Best Paper Award*

Yi He, **Ya You**, and Qimei Chen (2020), "Our Conditional Love for the Underdog: The Effect of Brand Positioning and the Lay Theory of Achievement on WOM," *Journal of Business Research*, 118, 210-222.

Ya You, Yi He, Qimei Chen, and Miao Hu (2021), "The Interplay between Brand Relationship Norms and Ease of Sharing on Electronic Word-of-mouth and Willingness to Pay," *Information & Management*, 58 (2).

BOOK CHAPTERS

Bing Pan and **Ya You** (2017), "Conceptualizing and Measuring Online Behavior through Social Media Metrics," *Analytics in Smart Tourism Design*, International Springer.

Ya You and Yi He (2022), "How Brands Drive Electronic Word-of-Mouth in an Interactive Marketing Environment: An Overview and Future Research Directions," *Handbook of Interactive Marketing: Theoretical Advancement and Managerial Application*, Palgrave Macmillan. Forthcoming.

CONFERENCE PRESENTATIONS

Ya You and Hang Nguyen, "Viral Power of Digital Influencers versus Celebrities," *DSI Annual Conference, November 2020*

Ya You and Amit Joshi, "The Impact of User-Generated Content and Traditional Media on Customer Acquisition and Retention," *China Marketing International Conference, Guangzhou, July 2019*

Ya You, Shuba Srinivasan, Koen Pauwels and Amit Joshi, "How CMO and CEO Characteristics Affect Innovation and Firm Value: Findings and Future Directions," *BI-JAMS Thought Leaders' Conference, Oslo, June 2018*

Ze Wang, Ya You, and Michael Brady, “Bring Customers to the Rose-Tinted Future? Effects of Customers’ Temporal Orientation and Experience Valence on the Emotionality of Online Reviews,” *INFORMS Marketing Science Conference, Shanghai, June 2016*

Ya You and Amit Joshi, “The Impact of Social Media on New Product Sales, and Customer Acquisition and Retention for Established Products,” *AMA Summer Marketing Educators’ Conference, LA, August 2014*

Ya You and Amit Joshi, “Effectiveness of Social and Traditional Media for New and Established Products,” *INFORMS Marketing Science Conference, Boston, June 2012*

RESEARCH GRANTS

Faculty Summer Research Grant, College of Business and Economics, California State University, East Bay, 2019; 2020; 2021; 2022

Faculty Support Grant, California State University, East Bay, 2018-2019; 2019-2020; 2020-2021; 2021-2022

Faculty Research and Development Grant, College of Charleston, 2014; 2016

School of Business Dean’s Excellence Fund Summer Research Grant, College of Charleston, 2014; 2015

Marketing Science Institute Research Grant #4-1766 (\$9,200), 2012

TEACHING INTERESTS

Digital Marketing, Social Media Marketing, Marketing Analytics, International Marketing, Integrated Marketing Communications, Principles of Marketing, Marketing Research, Marketing Strategy

TEACHING EXPERIENCE

- **California State University, East Bay (2017-present)**

Instructor (Undergraduate courses), Digital Marketing and Social Media, Marketing Research, Marketing Principles

Instructor (MBA courses), Digital Marketing (*New Course Development*), Marketing Analytics

- **College of Charleston (2013-2017)**

Instructor (Undergraduate courses), Social Media Marketing (*New Course Development*), Integrated Marketing Communications (IMC), Marketing Concepts

Instructor (MBA course), Digital Marketing (New Course Development)

- **University of Central Florida (2010-2013)**

Instructor (Undergraduate courses), International Marketing, Marketing Management

- **University at Albany, State University of New York (2007-2008)**

Instructor (Undergraduate courses), Labor Economics, Principles of Macroeconomics, Principles of Microeconomics

HONORS AND AWARDS

- Honorable Mention, 2021 Rigor & Relevance Research Award, Swiss Academy of Marketing Science, 2021
- Finalist, 2020 JAMS Sheth Foundation Best Paper Award, 2021
- Marv Remmich Outstanding Faculty Research Award, College of Business and Economics, California State University, East Bay, 2021
- Finalist, 2020 Sheth Foundation/Journal of Marketing Award, 2020
- Innovative Teaching Award, College of Business and Economics, California State University, East Bay, 2017-2018
- Innovative Teaching and Learning Award, College of Charleston, 2017
- Winner, 2015 Marketing Science Institute H. Paul Root Award, 2016
- AMA-Sheth Doctoral Consortium Fellow, University of Washington, June 2012
- INFORMS Doctoral Consortium Fellow, 2011, 2012
- AMA DOC SIG Doctoral Symposium Fellow, Florida, February 2012
- Invited Participant, 5th Florida International Leadership Conference, Florida, February 2011
- Full Scholarship, University of Central Florida, 2008-2013
- Graduate Travel Fellowship, University of Central Florida, 2010-2012
- University Scholarship, Tianjin University of Finance and Economics, 2000-2002

SERVICES

- **Service to Field**

Editorial Advisory Board Member, Journal of Research in Interactive Marketing, 2021-present

Ad-hoc Reviewer, Journal of Marketing, Journal of the Academy of Marketing Science, AMS Review, Journal of Electronic Commerce Research, Journal of Consumer Affairs, International Journal on Media Management, American Journal of Business, Information, SAGE Open Reviewer, AMA Marketing Educators' Conference, 2014, 2016, 2017, 2019

- **Service to University**

Committee Member, Committee on Instruction and Curriculum, California State University, East Bay, 2020-2022

Committee Member, Curriculum Committee, College of Business and Economics, California State University, East Bay, 2019-2022

Committee Member, Sustainability Committee, California State University, East Bay, 2019-2020

Committee Member, Digital Marketing and Analytics Certificate Committee, California State University, East Bay, 2019-2020

Committee Member, Department of Marketing Faculty Search Committee, California State University, East Bay, 2018-2019

Committee Member, Peer Review Committee for Temporary Faculty, California State University, East Bay, 2017-2020

Committee Member, Peer Scholarship Review Committee, California State University, East Bay, 2017-2020

Member, Chancellor's Office Student Success Analytics Project, California State University, East Bay, 2018-2019

Committee Member, Undergraduate Research and Creative Activities, College of Charleston, 2015-2017

Co-Advisor, AMA College of Charleston Chapter, 2016-2017

Co-Advisor, Student Marketing Association, College of Charleston, 2013-2017

PROFESSIONAL ACTIVITIES

University of California, Berkeley Video Storytelling Certificate Program, April 2022

University of California, Berkeley Podcasting Certificate Program, November 2021

MIT Digital Marketing Analytics Certificate Program, July 2020

Virtual Summer Institute, California State University, East Bay, 2020

University Honors Program, California State University, East Bay, 2020

Participant, Frontiers of Applied Statistics in Marketing Workshop, Columbia University, April 2017

Session Chair, UGC-Consumer Response Session, INFORMS Marketing Science Conference, Shanghai, June 2016

Distance Education Readiness, Faculty Development Course for Online Teaching, College of Charleston, Fall 2014

Session Chair, Internet and Interactive Marketing Session, INFORMS Marketing Science Conference, Boston, June 2012

Social Media Correspondent, 34th Product Development and Management Association Annual Global Conference on Product Innovation Management, Florida, October 2010

Vice-President, Graduate Business School Association, University of Central Florida, 2011-2012

Vice-President, Chinese Students and Scholars Association, University of Central Florida, 2009-2010