

ACADEMIC POSITIONS

Associate Professor of Marketing (with tenure) California State University 2022-present
, 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, US
MA in Economics 2008
University at Albany, State University of New York Albany, NY, US.
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,

- 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 #1766 (\$9,200)

Ya You, Shuba Srinivasan, Ken Pauwels, and Amit Joshi (2020), "How CEO 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
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Ze Wang, Ya You and Michael Brady "Bring Customers to the Rooted Future? Effects of Customers' Temporal Orientation and Experience Valence on the Emotionality of 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 #66 (\$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 Communication (IMC), Marketing Concepts

