

# KANGKANG WANG

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## APPOINTMENT

July 2013 - Present      Assistant Professor, Marketing, Business Economics & Law  
Alberta School of Business, University of Alberta

## EDUCATION

2013                      Ph.D. in Marketing  
*Washington University in St. Louis, USA*

2008                      B.S. in Economics  
*Tsinghua University, China*

## RESEARCH INTERESTS

Quantitative modeling; Pricing; Status goods; Durable goods; Behavioral anomalies of consumers

## PUBLICATIONS

Dmitri Kuksov and Kangkang Wang (2013), "A Model of the 'It' Products in Fashion," *Marketing Science*, 32(1), pp. 51-69.

Dmitri Kuksov, Ron Shachar and Kangkang Wang (2013), "Advertising and Consumers' Communications," *Marketing Science*, 32(2), pp. 294-309.

Dmitri Kuksov and Kangkang Wang, "The Bright Side of Loss Aversion in Dynamic and Competitive Markets," forthcoming at *Marketing Science*.

## WORKING PAPERS

"Consumer Showrooming and Price-Matching Guarantee?" with Chunhua Wu and Ting

Zhu.

“Product Design Outsourcing in Competitive Markets,” with Chunhua Wu

“Peer-Induced Fairness and Product Line Design,”

#### **OTHER RESEARCH IN PROGRESS**

“Planned Shortage in Durable Goods Markets,” with Dmitri Kuksov

“Delayed Improvement of Technology Innovation.”

#### **CONFERENCE PRESENTATIONS**

July 2015	SICS conference, University of California at Berkeley Conference discussant
June 2015	ET Symposium, Toronto, Canada Conference discussant
June 2011	INFORMS Marketing Science Conference, Houston, USA Paper presented: <i>“A Model of the ‘It’ Products in Fashion”</i>
Feb 2011	Frank M. Bass UTD Forms Conference, Dallas, USA Paper presented: <i>“A Model of the ‘It’ Products in Fashion”</i>

#### **AD-HOC REVEIWER**

Management Science

Marketing Science

Production and Operations Management

#### **TEACHING**

2014 – 2015                      Marketing Research (undergraduate & MBA)

2013 – 2014                      Marketing Research (undergraduate)

## HONORS AND AWARDS

2014	John D. C. Little Award Finalist
2011	AMA Sheth Foundation Doctoral Consortium
2011	Moog Scholarship, Washington University in St. Louis, USA
2008 – 2013	Doctoral Fellowship, Washington University in St. Louis, USA
2007	Merrill Lynch Scholarship, Tsinghua University, China
2006	Hang Seng Bank Scholarship, Tsinghua University, China

## SERVICE

2013-2015	CRC position selection committee member
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## OTHER PUBLICATIONS

“Recent Development of Microfinance: An Overview,” Kangkang Wang and Dongqing Zhao, *Journal of Financial Development Research*, 2009 (1).

“Commercialization of Microfinance Institutions – the Case of BancoSol,” Dongqing Zhao and Kangkang Wang, *China Rural Finance*, 2010(2).