

# Wenche Wang, Ph.D.

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## Research and Teaching Interests

*Research:* Sports Economics, Two-sided Market  
(Antitrust, E-Commerce, Live-streaming, Social Media)

*Teaching:* Sport Analytics, Social Media Analytics, Research Methods,  
Game Theory, Industrial Organization

## Academic Positions

2017 – *Assistant Professor* of Sport Management  
School of Kinesiology, University of Michigan

2016-2017 *Post-Doctoral Associate*  
Informatics Institute & Department of Economics, University of Florida

## Academic Education

August 2016 Ph.D., Economics, University of Florida  
Dissertation: *“Essays on Two-Sided Markets”*  
Committee: Steven Slutsky, Jon Hamilton, Chunrong Ai, Kenny Cheng

December 2012 M.A., Economics, University of Florida

August 2011 M.A., Economics, Miami University

August 2010 B.S., Quantitative Economics & Mathematics, Miami University

## Grants

### *Grants*

2019-2020 MCubed 3.0 – Mini Cube, University of Michigan

Total: \$15,000; each investigator: \$5,000

*Sex Trafficking and Sport Events*

2018-2020 Pilot Research Grant, School of Kinesiology, University of Michigan

Total: \$7,500

*Bridging the Qualitative-Quantitative Divide in Media Framing Studies:*

*A Mixed-Methods Analysis of the NFL’s Anthem Protests*

## Publications and Working Papers

### Peer Reviewed Journal Articles

17. Sant, S.-L., Maleske, C., **Wang, W.**, & King, E. (in press). Leveraging sport events for the promotion of human rights in host communities: Diffusion of anti-trafficking campaigns at Super Bowl LIV. *Sport Management Review*.
16. **Wang, W.**, & Fan, J. (in press). Topic Mining of Real-Time Discussion: What Catches the Attention of Live-streaming Esports Viewers? *European Sport Management Quarterly*.
15. **Wang, W.**, & Sant, S.-L. (2022). A Big Data Analysis of Social Media Coverage of Athlete Protests. *Sport Management Review*.
14. **Wang, W.**, Li, F., & Zhang, Y. (2021). Price Discount and Price Dispersion in Online Market: Do More Firms Still Lead to More Competition? *Journal of Theoretical and Applied Electronic Commerce Research*, 16(2), 140-154.
13. **Wang, W.**, Li, F., & Yi, Z. (2021). Applying A Platform to Expand Sales. *Journal of the Operational Research Society*, 72(4), 837-852.
12. **Wang, W.**, & Li, F. (2020). What Determines Online Transaction Price Dispersion? Evidence from the Largest Online Platform in China. *Electronic Commerce Research and Applications*, 42.
11. Blair, R.D., & **Wang, W.** (2020). Rethinking Major League Baseball's Antitrust Exemption. *Journal of Legal Aspects of Sport*, 30(1), 18-40.
10. Blair, R.D., & **Wang, W.** (2020). The NCAA's Transfer Rules: An Antitrust Analysis. *Harvard Journal of Sports and Entertainment Law*, 11(1), 1-14.
9. Li, F., **Wang, W.**, & Xie, J. (2019). Incentivizing Sustainable Development: The Impact of a Recent Policy Reform on Electricity Production Efficiency in China. *Sustainable Development*, 27(4), 770-780.
8. **Wang, W.**, Li, F., & Yi, Z. (2019). Scores vs. Stars: A Regression Discontinuity Study of Online Consumer Reviews. *Information & Management*, 56(3), 418-428.
7. Li, F., **Wang, W.**, & Yi, Z. (2018). Cross-Subsidies and Government Transfers: Impacts on Electricity Service Quality in Colombia. *Sustainability*, 10(5), 1599.
6. Blair, R.D., & **Wang, W.** (2018). The NCAA Cartel and Antitrust Policy. *Review of Industrial Organization*, 52(2), 351-368.
5. Blair, R.D., & **Wang, W.** (2017). Buyer Cartels and Private Enforcement of Antitrust Policy. *Managerial and Decision Economics*, 38(8), 1185-1193.
4. Blair, R.D., & **Wang, W.** (2017). Will American Needle Burst the NFL's Balloon? *Managerial and Decision Economics*, 38(5), 664-675.
3. Blair, R.D., & **Wang, W.** (2017). Resale Price Maintenance: An Economic Analysis of its Anticompetitive Potential. *Review of Industrial Organization*, 50(2), 153-168.

2. Blair, R.D., **Wang, W.**, & Durrance, C. (2016). The *Kone* AG Decision: Economic Logic and Damage Estimation. *Antitrust Bulletin*, 61, 393-410.
1. Blair, R.D., & **Wang, W.** (2015). Bilateral Monopoly, Two-Sided Markets, and the E-Books Conspiracy. *University of Miami Law Review*, 69, 7-16.

### Book Chapters and Other Publications

3. Blair, R.D., & **Wang, W.** (June 2021). The NCAA: A Cartel in Sheepskin Clothing. *Competition Policy International Antitrust Chronicle*.
2. Pardalos, P.M., Singh, A., & **Wang, W.** (2017). Electricity Market Structure and Pricing Analyses. In S. Butenko, P.M. Pardalos, & V. Shylo (Eds.), *Optimization Methods and Applications*. Springer.
1. Blair, R.D., & **Wang, W.** (2017). Monopoly Power and Intellectual Property. In R.D. Blair & D. Sokol (Eds.) *The Cambridge Handbook of Antitrust, Intellectual Property, and High Tech*. Cambridge University Press.

### Papers Under Review

3. “Resale Price Maintenance in a Two-Sided Market: The Case of NFL Ticket Resale” (with Roger Blair) *Under Review*
2. “The Social Impact from Danmu – Insights from Esports Online Videos ” (with Fan Li and Weiqing Lai) *Under Review*
1. “Returning for Skill or Popularity? The Demand for Esports Match Replays” (With Jiajia Fan) *Under Review*

### Working Papers

4. “Information Seeking of Human Trafficking and Sport Mega Event Hosting: Insights from Google Trends data” (with Stacy-Lynn Sant and Elizabeth King)
3. “Athlete Activism in Professional Sport: The role of the Media in Mobilizing Support for Social Movements” (with Stacy-Lynn Sant)
2. “Optimal Streamer Differentiation under Virtual Tipping and Demand Manipulation” (with Xun Xu)
1. “Relationship Marketing in Social Media: A Systematic Examination of NFL Teams’ Instagram Use”

### Work in Progress

2. “The Effect of an Unsuccessful Merger of Esports Live-Streaming Platforms on Content Supply”
1. “The Impact of the Legalization of Sports Gambling on Fan Aggression” (with Hua Gong)

## Conference and Presentations

- 2022 Sport Management Association of Australia and New Zealand Conference (*scheduled*), Melbourne, Australia  
*“Examining Information-Seeking Behavior Surrounding Sport Mega Events and the Threat of Human Trafficking: Insights from Google Trends Data”*  
The 30th European Sport Management Conference (*scheduled*), Innsbruck, Austria  
*“Returning for Skill or Popularity? The Demand for Esports Match Replays”*  
European Sport Economic Association Conference (*presented virtually*)  
*“The Effect of an Unsuccessful Merger of Esports Live-Streaming Platforms on Content Supply”*  
North American Society for Sport Management 2022 Conference, Atlanta  
*“Topic Mining of Real-Time Discussion: What Catches the Attention of Live-streaming eSports Viewers?”*
- 2021 School of Kinesiology Pilot Award Presentation, Ann Arbor, MI  
*“The Role of the Media in Professional Athlete Activism”*  
North American Society for Sport Management 2021 Conference (Virtual)  
*“Leveraging sport events for the promotion of human rights in host communities: Diffusion of innovations and anti-trafficking campaigns”*(Coauthor presentation)
- 2019 Marketing Science Conference, Rome, Italy  
*“Media Response to Social Media Sentiment: The Case of the National Anthem Protests”*  
UMTweetCon2019, Ann Arbor, MI  
*“Framing Athlete Activism: Difference between Traditional Media and Social Media”*  
North American Society for Sport Management 2019 Conference, New Orleans, Louisiana  
*“Athlete activism in professional sport: The role of the media in mobilizing support for social movements”*(Coauthor presentation)
- 2018 The 10th European Sport Economic Association Conference, Liverpool, England  
*“Pooling and Exclusive Licensing of Intellectual Property Rights: The NFL Experience”*  
The 93rd Western Economic Association Annual Meeting, Vancouver, BC, Canada  
*“Rethinking Major League Baseball’s Antitrust Exemption”*  
*“Examining Media Response to Social Media Sentiment: The Case of the NFL Anthem Protests”*  
University of Florida Online Competition Platform Conference (*discussant*), Gainesville, FL  
The 26th European Sport Management Conference, Malmö, Sweden  
*“Framing Athlete Activism: The Case of the National Football League”*(Coauthor presentation)

- 2017 Asian Meeting of the Econometric Society, Hong Kong  
*"Scores vs. Stars: A Regression Discontinuity Study of Online Consumer Reviews"*
- The NCAA Cartel Symposium, Gainesville, FL  
*"The NCAA Cartel and Antitrust Policy"*
- University of Michigan, Ann Arbor, MI  
 INFORMS Analytics Conference (*poster*), Las Vegas, NV  
 UFII 3rd Annual Symposium (*poster*), Gainesville, FL
- 2016 European Association for Research in Industrial Economics, Lisbon, Portugal  
*"Search on a Business-to-Consumer Online Market: An Explanation for Price Dispersion and Implications to Firm Pricing Strategy"*
- The 14th International Industrial Organization Conference, Philadelphia, PA  
*"The Kone AG Decision: Economic Logic and Damage Estimation"*
- St. Lawrence University, Canton, NY  
 Econ One Research, Los Angeles, CA  
 Loyola University Chicago, Chicago, IL
- 2015 The 85th Southern Economic Association Annual Meeting, New Orleans, LA  
*"The Kone AG Decision: Economic Logic and Damage Estimation"*
- The 90th Western Economic Association Annual Meeting, Honolulu, HI  
*"Buyer Cartels and Private Enforcement of Antitrust Policy"*  
*"Will American Needle Burst the NFL's Balloon?"*
- Marketing Science Conference, Baltimore, MD  
*"Online Consumer Search Behavior and Firm Pricing Strategy: What Causes Price Dispersion?"*
- 2014 Marketing Science Conference, Atlanta, GA  
*"Multilateral Bargaining in a Two-Sided Market"*

## Teaching

### *University of Michigan*

- Undergraduate      SM 313 Sports Social Media Analytics  
                          SM 330 Data Management and Data Visualization in R  
                          SM 450 Introduction to Sport Analytics
- Graduate            KIN 615 Philosophy of Science & Research in Kinesiology
- Online Certificate   Foundations of Sports Analytics

### *University of Florida*

- Undergraduate      ECO 4400 Game Theory  
                          ECO 4934 Industrial Organization

## Doctoral Supervision

Jiajia Fan, Ph.D in Kinesiology (Sport Management), University of Michigan (in progress)

## Academic Affiliations and Service

*Ad Hoc Reviewer*     *Journal of Sport Management, European Sport Management Quarterly, Transportation Research Part E: Logistics and Transportation Review, Internet Research, Review of Industrial Organization, International Review of Economics & Finance, International Journal of Information Management, Journal of the Operational Research Society, Empirical Economics, International Journal of Production Research, Energy Systems, Asia Pacific Journal of Marketing and Logistics*

*University Service*     Sport Management Graduate Curriculum Sub-Committee, 2017-2019  
Search Committee Member, School of Kinesiology Synergy Hire, 2021-2022

## Language

English(fluent), Cantonese(native), Mandarin(fluent), Korean(basic)

Last updated: August, 2022