



*Dr. Ya You*

Dr Ya You is Associate Professor of Marketing in the College of Business and Economics at California State University, East Bay. She received her PhD in Marketing from the University of Central Florida. Her research interests include online word-of-mouth, social media, digital marketing, artificial intelligence, and marketing strategies. Her research has been published in *Journal of Marketing*, *Journal of the Academy of Marketing Science*, *Journal of Advertising*, *Journal of Business Research and Information & Management*, and has been covered in several media outlets, including *Science Daily* and *Phys.org*. She is the recipient of the 2015 Marketing Science Institute H. Paul Root Award and the 2021 Rigor & Relevance Research Award (Honorable Mention) by Swiss Academy of Marketing Science, and a finalist for the 2020 Sheth Foundation/Journal of Marketing Award and the 2020 JAMS Sheth Foundation Best Paper Award.