

**Mantian (Mandy) Hu**  
**胡曼恬**

Room 1105, Cheng Yu Tung Building,  
No. 12, Chak Cheung Street, Faculty of Business Administration  
The Chinese University of Hong Kong, Shatin N.T. Hong Kong  
Tel: 852-3943-5908; Fax: 852-2603-5473  
E-mail: [MandyHu@baf.cuhk.edu.hk](mailto:MandyHu@baf.cuhk.edu.hk)

*Last update: Mar 2017*

**EDUCATION**

Ph.D. in Marketing, New York University, 2012  
M.Phil. in Marketing, New York University, 2009  
M.A. in Economics, Tufts University, 2005  
B.A. in Economics, Fudan University, 2003

**ACADEMIC POSITIONS**

2012–present            The Chinese University of Hong Kong  
                                 The CUHK Business School  
                                 Assistant Professor

**RESEARCH INTERESTS**

Structural Models; Social Network; Word-of-Mouth; Search and Learning; Network Structure;  
Social Sentiment; Big Data in Marketing

**PUBLICATIONS**

Articles

Yang, Sha, Mantian Hu, Russ Winer, Henry Assael, & Xionghong Chen. (2012). An Empirical Study of Word-of-Mouth Generation and Consumption. *Marketing Science*, 31(6), 952–963.

Hu, Mantian Mandy, and Russell S. Winer. (2016) "The “tipping point” feature of social coupons: An empirical investigation." *International Journal of Research in Marketing*.

## Books

Big Data Applications in the Telecommunications Industry (by IGI Global); edited by Ouyang, Ye, Hu, Mantian; ISBN1522517502, 9781522517504

## Working Papers

Mantian Hu, Sha Yang, and Yi Xu, "Social-Learning and Network Effects in Contagious Switching Behavior," R&R at *Management Science*.

Mantian Hu, Tong Zhao, and Irwin King, "It's About Time! Recommendation Systems for Sequential Decisions," R&R at *Journal of Marketing Research*.

Mantian Hu, Chih-sheng Hsieh, and Jamie Jia, "Network Based Targeting: The Effectiveness of Peer Influence within Social Networks," under review at *Marketing Science*.

Junji Xiao and Mantian Hu, "Incumbent or entrant? The mutual choices between car dealers and manufacturers," working paper

Mantian Hu, Chu Dang and Pradeep Chintagunta, "Groupon fatigue: search and learning in a daily deals site," working paper

Yuwei Jiang, Mantian Hu, Ninghua Zhong, "Reach out in the Darkness: Unfair Treatments Shape Social Connection Motivation," working paper.

## Work in Progress

Luxi Shen, Junji Xiao and Mantian Hu, The "Luck Celebration" Hypothesis: How License Lotteries Affect the Licensed Purchase

Sue Ryung Chang, Mantian Hu and Shuba Srinivasan, The Impact of Online Communications on Brand Performance.

## **HONORS & AWARDS**

Society for Marketing Advances Best Doctoral Dissertation Proposal Award, and Sharon Beatty Best Service Proposal Award, 2011

AMA-Sheth Doctoral Consortium Fellow, TCU, 2010

Doctoral Consortium Fellow, University of Michigan, Ann Arbor 2009, University of Cologne 2010

Doctoral Fellowship in Marketing, NYU, 2007-2012

Graduate Academic Scholarship, Tufts University, 2003-2005

University Scholarships for Superior Academic Performance, Fudan University, 1999-2003

## **RESEARCH GRANT**

Principle Investigator, Consumer Buying and Referral of Social Coupons: Modeling Consumer Sequential Choices under Uncertainty and Assurance Contract (Ref. No. CUHK24500214), RGC/ECS, 01/12/2014 – 30/11/2016 HK\$523,992

Principle Investigator, Consumer Behavior Within a Network: Modeling Network Formation and the Effects of Network Structure (Project No. 14521716), RGC, 01/12/2016 – 30/11/2019 HK\$540,000.