Naomi

HKU Business School

The University of Hong Kong

[Naomilive666@gamil.com](mailto:Naomi@gamil.com)

**EDUCATION**

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| The University of Hong Kong, Hong Kong | 2026 |
| Ph.D. Candidate in Marketing |  |

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| University of British Columbia | 2024 |
| Exchange student in Sauder School of Business |  |
| The Chinese University of Hong Kong, Hong Kong | 2017 |
| MSc in Information and Technology Management |  |
| Xiamen University, Xiamen | 2016 |
| Bachelors in Accounting and Economic |  |

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| **SKILLS** |
| Languages: Hokkien (Native); Cantonese (Fluent); Mandarin (Native); English (Fluent) | |

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| **RESEARCH INTERESTS** |  |
| Theoretical: Gift-Giving; Behavioral Pricing; Choice Structure | |
| Substantive: Digital Marketing; Prosocial Behavior | |
| Methodological: Lab, Online, and Field Experiments; Platform A/B Tests; Eye-Tracking; Analysis of Longitudinal and Secondary Data | |

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| **SELECT RESEARCH IN PROGRESS** |

1. **The Taguchi Approach to Large-Scale Experimental Designs: A Powerful and Efficient Tool for Advancing Marketing Theory and Practice**

Jordan W. Moffett, Patrick B. Fennell, Colleen M. Harmeling, Daniel E. Sheehan, and Alexander Bleier

Journal of the Academy of Marketing Science (2025)

1. **On the Role of Social Media Platforms in the Creator Economy**

Alexander Bleier, Beth L. Fossen, and Michal Shapira

International Journal of Research in Marketing (2024)

1. **The Cold Start Problem in Nascent AI Strategy: Kickstarting Network Effects**

Arnd Vomberg, Nico Schauerte, Sebastian Krakowski, Claire Ingram Bogusz, Maarten J. Gijsenberg, and Alexander Bleier

Journal of Business Research (2023)

1. **Finding Goldilocks Influencers: How Follower Count Drives Social Media Engagement**

Simone Wies, Alexander Bleier, and Alexander Edeling

Journal of Marketing (2023)

1. **Software Multihoming to Distal Markets: Evidence of Cannibalization and Complementarity in the Video Game Console Industry**

Nico Wiegand, Yuri Peers, and Alexander Bleier

Journal of the Academy of Marketing Science (2023)

1. **Online Program Engagement and Viewer Retention during Television Ads**

Beth L. Fossen and Alexander Bleier

Journal of the Academy of Marketing Science (2021)

**TEACHING EXPERIENCE**

Teaching Interests：CB,DI,MKT

**Teaching Assistant**

Corporate Finance, MSc program, James Wilson Fall 2024

Strategic Management, FT MBA program, Emma Davis Spring 2023

Operations Management, PT MBA program (Shanghai), Liam Chen Fall 2023

Organizational Behavior, PT MBA program, Olivia Taylor Summer 2022

Business Analytics, MSc program, Noah Parker Winter 2023

Quantitative Methods for Business, DBA Program, Sophia Rodriguez Fall 2022

Global Business Strategy, PT MBA program, Ethan Brown Spring 2022

**Guest Presentations**

Topic: "Basic Application of Eye Tracking Devices in Consumer Behavior Research" (DBA) 2021-2022

Topic: "Application of A/B Testing and Eye Tracking in Consumer Behavior Research" (PhD) 2022-2023

**Tutorial Mentorship**

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**Guest Lecturer**

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**CONTACT ME**

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