

# JING NIU

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## RESEARCH INTERESTS

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Social media marketing, Online community engagement, Social influence, Creator economy  
Machine learning (e.g., NLP Algorithms, Image analysis), Causal inference and Causal identification, Cluster analysis, Meta analysis

## EDUCATION

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<b>HEC Paris</b>	Jouy-en-Josas, France
PhD in Marketing	2023 (Expected)
Supervisors: Kristine de Valck, Peter Ebbes	
<b>Tilburg University</b>	Tilburg, The Netherlands
Research Master in Marketing	2017
<b>Peking University</b>	Beijing, China
BA in Marketing	2013

## WORKING PAPERS<sub>(SEE APPENDIX FOR ABSTRACTS)</sub>

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**The drivers and outcomes of online community participation: a meta-analysis**  
(in preparation for submission)  
With De Valck. K., and Wiertz. C.

**Beyond follower size: investigating influencers' endorsing content creation strategies**  
(in manuscript preparation stage)  
With De Valck. K., and Ebbes. P.

**The effectiveness of social media influencer campaigns**  
(in manuscript preparation stage)  
With Ebbes.P., De Valck. K., and Lanz. A.

## RESEARCH IN PROGRESS

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**What is the impact of influencer's creativity on influencer campaign performance?**  
(raw data is being cleaned up for analysis)  
With Ebbes.P., and De Valck. K.

**How do influencers adjust communication strategy in reaction to audience reactions**  
(raw data is being cleaned up for analysis)  
With Guo.Y.

## PRESENTATIONS

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<b>Beyond follower size: investigating influencers' endorsing content creation strategies</b>	
European Marketing Academy Conference Doctoral Colloquium	2022
ESSEC-HEC-INSEAD Marketing Campaign	2022
Hi!PARIS Summer School on AI & Data for Science - Poster session	2022
<b>The effectiveness of social media influencer campaigns</b>	
(Session chair) INFORMS Marketing Science Conference	2020
(Accepted but canceled due to Covid-19) European Marketing Academy Conference	2020
<b>The drivers and outcomes of online community participation: a meta-analysis</b>	
Interactive Marketing Research Conference	2020
INFORMS Marketing Science Conference	2020
International Marketing Trends Conference Doctoral Colloquium	2020

The R&D Management Conference Doctoral Colloquium	2019
Marketing Research Camp at the University of Groningen	2018

## RECOGNITION

EUR Research Grant €2500	2022
Chinese Government Award for Outstanding Self-financed Students Broad	2021
GREGHEC Research Grant €4900	2018, 2019, 2022
HEC Paris Foundation Scholarship	2017-2021

## TEACHING EXPERIENCE

My teaching interests encompass both theoretical and practical aspects. I am interested in teaching Marketing Metrics & Models, Marketing Research, Marketing Strategy, Business Analytics and Statistics. I am also well-equipped to develop courses around social media marketing.

### • Guest Lecturer

Meta-analysis workshop - Doctoral candidates, SUSTECH, China	2021
Business analytic - Master in Marketing, HEC, France	2021

### • Teaching Assistant

Statistics & Business Analytics - MBA, HEC Paris	2019-2022
Marketing Through Social Media - Master in Innovation and Entrepreneurship, HEC Paris	2019

## PROFESSIONAL SERVICE

PhD student representative at HEC Paris	2020-2021
Master thesis jury member	2019-2020, 2022

## METHODOLOGY AND TECH SKILLS

- Causal inference and causal identification, Network analysis, Bayesian econometrics, Cluster analysis, Meta analysis, Machine learning
- R, Python, JavaScript related to web design, Qualtrics, Torchvision (based on Python)

## INDUSTRY EXPERIENCE

Data Analyst - Mercer Management Consulting.LLC	2013-2014
Data Analyst - The Clorox company	2015

## PERSONAL INFORMATION

My hobbies include reading novels, hiking, and exploring museums and galleries. I also paint in watercolors and write novels in Chinese as a way to relax.

**Citizenship:** Chinese

**Languages:** Chinese (Native), English (Fluent), French (Conversational)

## SELECTED GRADUATE-LEVEL COURSEWORK

### Marketing

Empirical Industrial Organization (Tilburg)	Bart Bronnenberg
Marketing Models (Tilburg)	Marnik Dekimpe
Quantitative Models in Marketing (Tilburg)	Els Gijsbrechts
Structural Equation Modeling for Business and Economics (Tilburg)	Rik Pieters
Advanced Research Techniques (Tilburg)	Barbara Deleersnyder
Bayesian Analysis (HEC)	Peter Ebbes & Cathy Yang

Identification Methods (HEC)  
Marketing Science (HEC)  
Research Tutorial (HEC)  
Network Analysis (HEC)  
Introduction to Meta-Analysis (HEC)  
Consumer Behavior I&II (HEC)  
Qualitative Techniques for Social Media Research(Workshop)

#### **Statistics and Econometrics**

Econometrics (HEC)  
Research Tutorial (HEC)  
Methods Stumblers: Pragmatic Solutions to Everyday Challenges  
in Behavioral Research (ESADE)

#### **Economics**

Microeconomics (HEC)  
Uncertainty in Microeconomics (HEC)

Olivier Chatain  
Daniel Halbheer & Cathy Yang  
Kristine de Valck  
Jung Wooseok  
Michel Lander  
Tina Lowrey & L.J. Shrum  
Jenna Drenten

Emmanuel Kemel  
Peter Ebbes

Uri Simonson

Itzhak Gilboa  
Itzhak Gilboa

## **REFERENCES**

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- **Kristine De Valck:** Professor of Marketing and Dean of Degree Programs  
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- **Peter Ebbes:** Professor of Marketing  
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## **APPENDIX: RESEARCH PROJECT ABSTRACTS**

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- **The drivers and outcomes of online community participation: a meta analysis**

Niu. J., De Valck. K. and Wiertz. C.

**Abstract:** Online communities are since long recognized as useful marketing tools. Understanding what motivates community members to interact with each other and what the outcomes of their interactions are helps enhance the efficiency of marketing interventions. Although numerous researchers from multiple disciplines have studied what drives consumers to participate in online communities and with what outcomes, findings from extant studies are sometimes conflicting and insights are fragmented. I summarize twenty years of online community research by means of a meta-analysis of 72 articles to provide generalized insights in drivers and outcomes of online community participation. The findings suggest that members' participation in online communities is motivated by five types of drivers (emotional, functional, and social bonding needs, social norm pressure, and platform-initiated incentives), and their participation benefits a variety of stakeholders (the members themselves, the community, and the related brands). There is a variation in the strength of driving and outcome effects across community types, community ownership, participation types, and research methods. By systematically integrating the two most important factors related to online community participation, this study contributes to the literature on online community participation.

- **Beyond follower size: investigating influencers' endorsing content creation strategies**

Niu. J., De Valck. K., and Ebbes.P.

**Abstract:** Social media influencers play essential roles in brands' communication with target consumers. Optimizing social media campaigns with influencers has remained a hot topic recently. While most research has

focused on influencer selection based on their network degrees, expertise, or other characteristics, this paper investigates influencers' content creation strategy(ies) once they have been selected by the company. We propose that influencers utilize more than one strategy to create content for a campaign based on their multiple personas (a peer to the audience, a persuasive-based brand agent, and a marketer of their self-brand). Our empirical approach employs quantified content data of more than 2500 sponsored Instagram posts to conduct a latent cluster analysis. We document distinct content creation strategies influencers used in practice and provide evidence that influencers' strategy choices are not related to their follower sizes and experience levels (i.e. number of past paid posts and tenure as an Instagrammer). These findings shed light on marketing managers' influencer selection and assessment for future campaigns.

- **The effectiveness of social media influencer campaigns**

Niu. J., Ebbes.P., De Valck. K., and Lanz. A.

**Abstract:** Previous research in influencer marketing suggests firms seed macro-influencers who have high (in-degree) connectivity in social networks--while in practice, more and more marketers engage micro-influencers (with lower indegree). Analyzing a large dataset of sponsored posts on Instagram, we compare the effectiveness of micro-influencers and macro-influencers by considering both audience engagement with posts and endorsement compensations. Specifically, we investigate the effects of influencers' content creation strategy, follower sizes, and brands' monitoring on campaign effectiveness with other campaign features carefully controlled. Our preliminary findings suggest that influencers' content creation strategies moderate the relationship between their follower size and campaign effectiveness. Our work provides novel insights that aid marketers in influencer assessment and social media campaign implementation.