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Personal site: <https://jn2022.github.io/>

Research interests

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

Education

HEC Paris Jouy-en-Josas, France
PhD in Marketing Sept 2017 – Present
Supervisors: Kristine De Valck, Peter Ebbes
Tilburg University Tilburg, The Netherlands
Research Master in Marketing Aug 2016 – Aug 2017
Peking University Beijing, China
BA in Marketing Sept 2009 – June 2013

Working papers

The drivers and outcomes of online community participation-a meta-analysis.
(in preparation for submission)
With De Valck. K., and Wiertz. C.
The effectiveness of social media influencer campaigns.
(in manuscript preparation stage)
With Ebbes.P., De Valck. K., and Lanz. A.
Beyond follower size–investigating influencers’ endorsing content creation strategies and the impact on influencer campaign performance.
(in manuscript preparation stage)
With De Valck. K., and Ebbes. P.

Research in progress

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 live-streaming content creators adjust their behavior as audience sentiment varies?
(raw data is being cleaned up for analysis)

Presentations

Beyond follower size–investigating influencers’ endorsing content creation strategies and the impact on influencer campaign performance.
European Marketing Academy Conference Doctoral Colloquium 2022
ESSEC-HEC-INSEAD Marketing Campaign 2022
HiPARIS Summer School on AI & Data for Science - Post session 2022
The effectiveness of social media influencer campaigns.

	(Session chair) INFORMS Marketing Science Conference	2020
	(Accepted but canceled due to Covid-19) European Marketing Academy Conference	2020
	The drivers and outcomes of online community participation-a meta-analysis.	
	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	2022
	Chinese Government Award for Outstanding Self-financed Students	
	Broad	2021
	GREGHEC Research Grant	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 Analytic 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 - Masters, HEC, France	2021
	Teaching Assistant	
	Statistics Business Analytics - MBA, HEC Paris	2019-2021
	Marketing Through Social Media - Master, HEC Paris	2019
Professional service	PhD student representative at HEC Paris	2020-2021
	Member of master thesis juries	2019-2020
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)	
Working 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. Languages: Chinese (Native), English (Fluent), French (Conversational)	