

## 报告 26

基于网络的精准营销：建立网络中的消费者行为模型

**Network Based Targeting: Model Consumer Behavior within a Network**

胡曼恬教授 | 香港中文大学市场学系助理教授



### 讲者介绍 Biography

胡曼恬现任香港中文大学工商管理学院市场学系助理教授。她曾获美国 Society for Marketing Advance 学会博士论文竞赛最佳论文奖。她的主要研究方向是运用前沿的实证研究方法进行数据分析和挖掘从而探索和解释在 TMT 等行业中的消费者行为，特别是社交网络，口碑效应以及人际互动在营销活动中的作用及影响。其研究成果发表于《Marketing Science》、《The International Journal of Research in Marketing》等国际顶尖营销类学术期刊。胡教授曾担任香港数码分析协会荣誉顾问并为国内外市场研究公司，电信企业以及手机制造商提供营销策略咨询。她本科毕业于复旦大学，并于纽约大学 Stern 商学院取得博士学位。

Mantian (Mandy) Hu is Assistant Professor in the Department of Marketing at the Chinese University of Hong Kong. She was the winner of the 2011 Doctoral Dissertation Proposal Competition sponsored by Society for Marketing Advances (USA). Her research focuses on using the cutting-edge empirical models to study and explain consumer behaviors in industries such as telecommunication, automobile and e-commerce. In particular, she is interested in the effects of social network, word-of-mouth and social interactions on behavior. Her research has been published in Marketing Science, The International Journal of Research in Marketing and other leading international journals. Prof. Hu serves as Honorary Advisor of Hong Kong Digital Analytics Association and provides consulting services to marketing research firms, telecom companies and handset manufacturers. She received her PhD from Stern School of Business at New York University in 2012.