

Hsin-Chen Lin

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EDUCATION

- **Purdue University** West Lafayette, IN
Ph.D., Marketing 2012
- **National Taipei University** Taipei, Taiwan
M.S., Business Administration 2004
- **National Taipei University** Taipei, Taiwan
B.S., Business Administration 2002

EMPLOYMENT

- **Purdue University**
Visiting Instructor August 2012 - Present

RESEARCH INTERESTS

- Word-of-Mouth
- Opinion Formation
- Social Media
- Viral Marketing
- Consumer Decision Making

WORKING PAPER UNDER REVISION

- Hsin-Chen Lin and Manohar U. Kalwani, "A Cross-National Analysis of Online Product Reviews in the United States and Japan," Working Paper. (Under Revision)

WORKING PAPERS UNDER PREPARATION

- Hsin-Chen Lin and Artur Jackson, "Poisson Processes in Modeling Opinion Formation: A Case Study in Online Books," Working Paper. (Target: *Journal of Marketing Research*)
- Hsin-Chen Lin and Patrick Bruning, "What Makes Your Word Influential? A Conjoint Analysis of Online User-Generated Content," Working Paper. (Target: *Journal of Marketing Research*)
- Hsin-Chen Lin, "An Empirical Study of Genre Differences in Consumers' Review Behavior," Working Paper.

OTHER RESEARCH IN PROGRESS

- Hsin-Chen Lin, "The Effect of Opinion Leaders' Nonprofit Endorsement."
- Hsin-Chen Lin and Jing Lin, "Sport Fans' Attitude toward Sponsors of Their Most and Least Favorite Teams."

INVITED TALKS & CONFERENCE PRESENTATION

- Modeling Opinion Formation and Word-of-Mouth: A Case Study in Online Book Sales
 - INFORMS Marketing Science Conference – Boston University, Boston (June 2012)
 - Research Seminar – Catholic University of Portugal, Lisbon, Portugal (November 2012)
- A Branching Process Model of Consumer Perception Flow
 - CIBER Doctoral Internationalization Consortium in Info Systems – University of Washington, Seattle, Washington (June 2011)
- The Diffusion of Online Word-of-Mouth
 - INFORMS Marketing Science Conference – University of Cologne, Cologne, Germany (June 2010)
- Cross-National Analysis of the Impact of Word-of-Mouth on Online Purchasing Behavior
 - Invited Speaker – National Taipei University, Taipei, Taiwan (January 2010).
 - INFORMS Marketing Science Conference – University of Michigan, Ann Arbor, Michigan (June 2009).

HONORS & AWARDS

- | | |
|---|-----------|
| • Krannert Distinguished Teacher | 2014 |
| • Krannert Prize Winner for Culture Fest Global Classroom Contest | 2013 |
| • AMA Sheth Foundation Doctoral Consortium Fellow | 2012 |
| • Krannert Certificate for Outstanding Teaching | 2011 |
| • INFORMS Marketing Science Conference Doctoral Consortium Fellow | 2009 |
| • Taiwan Governmental Scholarship for Overseas Study | 2006-2009 |
| • Ci-Yu-Gong Scholarship | 1998-2004 |

TEACHING EXPERIENCE

- | | |
|--|---|
| • International Marketing (MGMT490)
<i>Instructor</i> <ul style="list-style-type: none">– Teaching Evaluation:<ul style="list-style-type: none">* Fall 2013: 4.4/5.0* Spring 2013: 4.2/5.0 (Section 1)* Spring 2013: 4.6/5.0 (Section 2) | Purdue University
2010, 2012-2014 |
| • Marketing Models PhD Seminar (MGMT626)
<i>Co-Instructor</i> | Purdue University
2013 |
| • Brand Management (MGMT521)(MBA Course)
<i>Teaching Assistant</i> | Purdue University
2011 |
| • Finance Management
<i>Teaching Assistant</i> | National Taipei University
2002-2004 |

TEACHING INTERESTS

- International Marketing
- Social Media Marketing
- Marketing Management
- Marketing Research
- Sports Marketing

WORKING EXPERIENCE

- | | |
|---|------------------------------------|
| • Office of Institutional Research | Purdue University |
| • <i>Research Analyst</i> | <i>2008-2009</i> |
| • Marketing Department | MiTAC Information Technology Corp. |
| • <i>International Sales Representative</i> | <i>2004-2006</i> |

GRADUATE COURSEWORK

- Marketing Classes
 - Marketing Model Seminar (Manohar Kalwani)
 - Marketing Model Seminar (Bill Robison)
 - Marketing Model Seminar (Subramanian Balachander)
 - Advanced Marketing Models (Pradeep Chintagunta)
- Econometrics and Statistics Classes
 - Econometrics (Jason Abrevaya)
 - Econometrics II (Mohitosh Kejriwal)
 - Statistics Methodology (Olga Vitek)
 - Bayesian Applied Decision Theory (John J. Deely)
 - Probability and Statistics (Rabee Tourky)
 - Microeconomic Theory (William Novshek)
 - Mathematical Analysis for Economists (William Novshek)
 - Game Theory (Charalambos Aliprantis)

REFERENCE

- Dr. Manohar U. Kalwani
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Phone: (765) 494-4400
- Dr. William T. Robinson
Associate Professor of Management
Krannert School of Management
Purdue University
100 S. Grant Street
Rawls Hall 4029
West Lafayette, IN 47907
Email: wtrobins@purdue.edu
Phone: (765) 494-4432
- Dr. Mark Moriarty
Associate Professor of Management
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RESEARCH STATEMENT

My research focuses on understanding the scope of online word-of-mouth (WOM): how WOM forms; how it influences our decision making; and how consumers' heterogeneity, opinion leaders, celebrity endorsement, and cultural factors moderate it in the United States and in Asia. My research seeks to identify unique and interesting patterns in WOM and to develop a fundamental understanding of how marketers and individuals can best exploit these WOM opportunities. For example, my current research suggests that a strong tie in a society enables firms to create an effective trend; an analysis of attributes of online reviews enables individuals to attract more followers; marketers can identify market segment by customers' review behavior; companies can predict customers' perception flow of a new product with a generalized Poisson process; and a celebrity's nonprofit endorsement of a cause or product can increase our social welfare. Below is a summary of my work.

- “*A Cross-National Analysis of Online Product Reviews in the United States and Japan*,” with Manohar U. Kalwani (Under Revision).

Online product reviews have become one of the most powerful sources of influence in the consumer decision-making process. This paper studies consumers' online posting behaviors and examines the impact of their product reviews on sales in individualistic versus collectivistic cultures. We use a dynamic first-differencing model to reveal how incremental reviews affect weekly changes in the sales of new products and how positive and negative online reviews affects individuals' purchase decisions. We drew data of newly launched books, CDs, and DVDs from Amazon's US and Japanese websites. Findings reveal that collectivism decreases the willingness of customers to engage in writing reviews on a public website. Conversely, collectivist culture leads to a stronger effect of online reviews on purchasing. Further, negative reviews have a stronger impact on sales than positive reviews regardless of cultural orientation. Finally, the impact of online reviews gradually diminishes over time in both countries.

- “*Poisson Processes in Modeling Opinion Formation: A Case Study in Online Books*,” with Artur Jackson. (Target at the *Journal of Marketing Research*.)

Customer perception affects not only product sales but also online opinion formation. We use a generalized Poisson process to model customer information propagation and perception flow. We then test our model by coupling it with a utility-based interaction hypothesis (concerning customers' interaction with the review environment) and use it to infer sales dynamics from the review history of books on Amazon.com. Our results show that the model can correctly infer sales dynamics from the review history alone. The model also illuminates an overlooked explanation for the declining curve with the undershooting characteristic in product valence. Fundamentally different from the mechanism other researchers have proposed, our results suggest that general consumer social networks operate as the dominant force driving both sales and review dynamics, and that online review forums have only a secondary effect. The finding and proposed model are useful to managers seeking to predict customers' perception of a new product prior to its launch.

- “*What Makes Your Word Influential? A Conjoint Analysis of Online User-Generated Content*,” with Patrick Bruning. (Target at the *Journal of Marketing Research*).

When consumers search for products to purchase, they pay weighted attention to the most influential reviews. What makes reviews influential? This paper uses a conjoint analysis to evaluate consumers’ utilities for various types of reviews that differ in (1) length of reviews, (2) the content of reviews, (3) the badges of reviewers (designations like “Tap 10 Reviewers” which Amazon awards), and (4) the engagement of reviewers. Each review is described with a four-component profile, and each component has several levels. Ranked reviews (from the most helpful review to the least helpful review) are collected from Amazon.com. We estimate the consumer response to review attributes at the review level. Our results show that quality of review content and the reviewer’s engagement have the largest impact on a review’s helpfulness ranking regardless of whether the reviewers are established. The findings have important implications for individuals and marketers who are seeking for more followers.

- “*An Empirical Study of Genre Differences in Consumers’ Review Behavior*.”

This paper examines reviews of different book genres and how they differ using a negative exponential model to fit the trend in review ratings over time. We find that the bestseller reviews have increasing, decreasing, and nontrending patterns. Fiction books appear to have more heterogeneous consumers and receive the most reviews compare with other types of books. Those with the most heterogeneity of reviewers have the longest stay on New York Time’s Best Seller list. Children’s books typically receive more positive reviews than other genres. Graphic book readers are the most silent group. We find mixed results for nonfiction books. Authors’ celebrity leads to higher disagreement within reviewers. Our findings highlight the importance of reader segmentation.

- “*The Effect of Opinion Leaders’ Nonprofit Endorsement*.”

While commercial celebrity endorsement offers compensation, some opinion leaders do not take a penny for their endorsement. In this study, we examine the effect of Oprah Winfrey’s Book Club. More than half of the authors on her Book Club list were first time authors and the books had previously received minimal attention. After being recognized by Oprah Winfrey, the chosen books brought public discussion and they instantly became bestsellers. We study how she impacts consumer purchase behavior, online opinions, and social welfare over time. Our analysis suggests that opinion leaders’ nonprofit endorsement could increase our economic welfare.

- “*Sport Fans’ Attitude toward Sponsors of Their Most and Least Favorite Teams*,” with Jing Lin.

Sport fans are highly attached to the sports, teams, or players. They are more likely to engage and advocate sport-related products, sponsors, and advertising than non-sport fans. This study examines how fans’ enthusiasm for a team translates to teams’ sponsors. We observe that highly engaged fans are more likely to have positive attitude toward their most favorite teams’ sponsors, which, in turn, promote and purchase the sponsors’ products. Fans’ attitude toward sponsors of their least favorite sport teams is only significantly negative if they are the super fans. Our results suggest that commercial firms could benefit from sponsoring sport teams with substantial numbers of super fans regardless of the teams’ performance.

TEACHING STATEMENT

In my teaching, rather than solely concentrating on my course content, I focus on the students' learning process. I consider myself a facilitator who helps students to reach their own understanding of the content, not as a teacher who gives only didactic lectures to cover the subject matter. Students play an active role in my classes. I provide guidelines and create an environment for students to arrive at their own conclusions about material. I steer student's learning experience to enable students to realize the value of the course content. This creates a dynamic interaction among the students, the material, and me. My goal in teaching is to mentor students to acquire heuristic problem solving, meta cognitive knowledge, creativity, and originality.

I have developed and taught a senior-level undergraduate course, International Marketing (MGMT490), at the Krannert School of Management, Purdue University. I use a hands-on approach in which students participate in a campus-wide business plan competition. This group project is a learning process that requires students to acquire and test their knowledge through competing. They work cooperatively to come up with a unique idea, conduct a survey to identify global customers' need, and develop a fully-fledged business document, which includes a report of market segmentation, market need, market trends, competitors, and the competitive advantage of their original business idea. This document also outlines how the team will enter the international market through a description of the team's own marketing, selling, distribution, and pricing strategies. Students present and discuss their work in front of their classmates to improve their project. The group projects I mentored led to half of the teams in my class being selected as semi-finalists in the Burton D. Morgan Business Plan competition. I believe students gain from this non-linear process of collective knowledge construction.

My course syllabus also includes lectures, case studies, videos, group discussion, and examples from my own research that encourage students to participate in class discussion and to become actively involved in the learning process. Besides teaching my students what I myself know, I regularly bring guest speakers to my class. Maybelline's Global Marketing Manager has come by Skype and Eli Lilly's Vice President of Marketing in the Emerging Markets Business Unit has come in person. Students' feedback through the course and teaching evaluations speaks to the success of my teaching. One of my students commented on the announcement of the Culture Fest Global Classroom Contest when I won, "She is one of the BEST instructors!!! She is actively involved with student activities in Krannert School of Management and very supportive of student efforts in promoting Krannert and Diversity. She has very new and interactive ways of teaching her class and students leave each lecture with a new real world understanding of global business. She completely deserves this!"

"Give me a fish and I eat for a day. Teach me to fish and I eat for a lifetime." I believe that instead of giving students answers, instructors should constantly challenge them with tasks that lead them to developing skills and knowledge just beyond their current understanding of the field. This captures their motivation and builds on previous successes to enhance their confidence. Additionally, I constantly seek feedback and suggestions to account for students' needs and interests to awaken their joy in creative expression and knowledge.