Meng Qi (Annie) Ding

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EDUCATION

Doctor of Philosophy, Marketing, 2024 (*Expected*).
Ivey Business School, Western University.

Bachelor of Arts, Honors Business Administration, 2019.
Graduated with Distinction, Ivey Business School, Western University.

RESEARCH INTEREST

My research interests are focused on big data, unstructured data (e.g., text and images) and online word of mouth. In my research, I strive to empirically identify the causal impact of user-generated content on firm performance, and to develop new metrics and methodological tools for manager to employ.

WORKING PAPERS

"Fact or Opinion: Investigating the Effect of Headlines on News Engagement and Approval", with Shane Wang

"Show Me You or The Goods? Effect of Image Content on Review Helpfulness", with Shane Wang, Shirley Chen and Neil Bendle

"Does Word-of-Mouth Echo Matter? A Study of Critic and User Reviews in the Movie Industry", with Eunsoo Kim, Shijie Lu and Shane Wang, Revising for second-round review at *Journal of Marketing*

"New structure for governance, psychological contracts and trust," with Michael Moorhouse, June Cotte and Shane Wang, Revising for second-round review at *Journal of Marketing*

DOCTORAL COURSEWORK

Marketing

Research Methods	Matthew Thomson
Theories of Marketing	Kersi Antia
Experimental Design	Matthew Thomson
Consumer Behaviour	Miranda Goode
Special Topics in Statistics	Brandon Schaufele
Economics Models in Marketing (audit)	Rajdeep Grewal

Economics

Econometrics I	Nail Kashaev
Econometrics II	Salvador Navarro
Advanced Econometrics II	Nail Kashaev
Advanced Methods in Applied Economics	David Rivers
Empirical Industrial Organization	David Rivers

Application: Statement of Research Interest

I am a 2nd year PhD student, and my current research interest lies in improving managerial decision making by applying machine learning methods to turn unstructured data into actionable insights. Specifically, I focus on two substantive topics: online word-of-mouth and platform strategy. I am currently working on three papers that utilize machine learning methods in answering important marketing questions.

The first paper, "Fact or Opinion: Investigating the Effect of Headlines on News Engagement and Approval", proposes a new method called Causal Embedding that combines Doc2Vec and Causal Forest. Causal Embedding allows the researchers to control for unstructured textual information without relying on individual feature extraction. I applied this method to a combine dataset sourced from Reddit and News.API and discovered a trade-off between the effects of opinion-based headlines on engagement and approval – opinion-based headlines increase the engagement of news articles but decrease the consumer evaluation toward the platform.

The second paper, "Show Me You or The Goods? Effect of Image Content on Review Helpfulness", applies convolutional neural network (CNN) to study the effect of image content on review helpfulness. I find that text complements images and that compare to material purchases, images of people are more helpful for experiential purchases.

The third paper, "Does Word-of-Mouth Echo Matter? A Study of Critic and User Reviews in the Movie Industry", employs LDA to create a novel metric for measuring topic consistency between two or more groups. In our empirical setting the topic consistency between critic and user reviews are measured. Instrumental variables are used to correct endogeneity. The primary finding is that topic consistency contributes positively to movie box office performance.

In the future I plan to implement state-of-art ML models in causal estimation and inference. I hope to learn and enhance my skillset from this workshop.