

Hua Chen

Curriculum Vitae

Terry College of Business
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University of Georgia

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Education

Ph.D. in Marketing, 2012
C.T. Bauer College of Business, University of Houston, Houston, TX

M.S. in Management Science, 2002
Northern Jiaotong University, Beijing, China

B.S. in Marketing, 1999
Renmin University of China, Beijing, China

Academic Positions

Terry College of Business, University of Georgia
Assistant Professor of Marketing, July 2016–present

School of Business Administration, University of Mississippi
Assistant Professor of Marketing, July 2012–June 2016

Research Interests

Sales Management, Channels of Distribution, B-to-B Marketing, Behavioral Economics, Experimental Economics

Refereed Journal Publications

Chen, Hua and Noah Lim (2016), "How Does Team Composition Affect Effort in Contests? A Theoretical and Experimental Analysis," *Journal of Marketing Research*, forthcoming. (equal authorship)

Lim, Noah and Hua Chen (2014), "When Do Group Incentives for Salespeople Work?" *Journal of Marketing Research*, 51(3), 320-334. (equal authorship)

Chen, Hua and Noah Lim (2013), "Should Managers Use Team-based Contests?" *Management Science*, 59(12), 2823-2836.

Chen, Hua, Sung H. Ham, and Noah Lim (2011), "2013-," *Management Science*, 57(5), 864-883. (equal authorship)

Work in Progress

Optimal Prize Allocation in Contests: Theory and Experiment

Heterogeneity and Performance Metrics in Group Incentives: An Experimental Examination

Teaching Interests

Professional Selling, Marketing Research, Marketing Strategy, Marketing Management, Sales Management

Teaching Experience

School of Business Administration, University of Mississippi

Professional Selling & Relationship Marketing, Undergraduate, Fall 2012–Spring 2016

C. T. Bauer College of Business, University of Houston

Marketing Strategy and Planning, Undergraduate, Fall 2009–Spring 2012

Sales Leadership, MBA, co-taught with Prof. Carl Herman, Spring 2011

Awards and Honors

MSI Young Scholar	2017
Outstanding Published Paper, SoBA, University of Mississippi	2015
Jesse H. Jones Dissertation Completion Grants	2012
AMA Sheth Foundation Doctoral Consortium Fellow	2010
University of Houston Presidential Fellowship	2007–2009
University of Houston Doctoral Fellowship	2007–2009
Academic Excellence Scholarship, Renmin University of China	1996–1999

Invited Presentations

University of Georgia, Terry College of Business	Spring 2016
University of South Carolina, Darla Moore School of Business	Fall 2014

Conference Presentations

“When Do Group Incentives for Salespeople Work?”
INFORMS Marketing Science Conference, Atlanta, GA, 2014

“Should Managers Use Team-Based or Individual-Based Sales Contests?”
INFORMS Marketing Science Conference, Houston, TX, 2011

“When Do Team-Based Incentives Work? An Experimental Study”
29th University of Houston Annual Marketing Ph.D. Symposium, Houston, TX,
2011

“Designing Asymmetric Multi-Person Tournaments: An Experimental Study”
INFORMS Annual Meeting, Austin, TX, 2010

Doctoral Dissertation Committees

University of Mississippi

Katerina Hybnerova (Marketing), 2014, Member

Jeremiah Wills (Economics), Expected Completion in 2017, Member

Reviewer

Management Science

Games and Economic Behavior

Production and Operations Management

European Journal of Marketing

University, College, and Departmental Service

Co-chair, 28th University of Houston Annual Marketing Ph.D. Symposium, 2010

Library committee, University of Mississippi, 2014-2016

References

Dr. Noah Lim

Professor of Marketing

Wisconsin School of Business

University of Wisconsin-Madison

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975 University Avenue

Madison, WI 53706

Phone: 608-263-4623

Email: nlim@bus.wisc.edu

Dr. Edward A. Blair

Michael J. Cemo Professor and Chairperson
Department of Marketing & Entrepreneurship
C. T. Bauer College of Business
University of Houston
Houston, TX 77204-6021
Phone: 713-743-4565
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Dr. Rex Yuxing Du

Associate Professor–Hurley Professor of Marketing
Department of Marketing & Entrepreneurship
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