

Hua Chen

Curriculum Vitae

Terry College of Business
Benson Hall C-318
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

Associate Professor of Marketing August 2021-
Assistant Professor of Marketing, July 2016–July 2021

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 Kevin Chung (2021), "Increasing Team Performance by Sharing Success," *Journal of Marketing Research*, 58(4), 662-685.

Li, Jia, Noah Lim, and Hua Chen (2020), "Examining Salesperson Effort Allocation in Teams: A Randomized Field Experiment," *Marketing Science*, 39(6), 1122-1141.

Chen, Hua and Noah Lim (2017), "How Does Team Composition Affect Effort in Contests? A Theoretical and Experimental Analysis," *Journal of Marketing Research*, 54(1), 44-60. (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), "Designing Asymmetric Multiperson Tournaments: An Experimental Study," *Management Science*, 57(5), 864-883. (equal authorship).

Teaching Interests

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

Teaching Experience

Terry College of Business, University of Georgia

Marketing Research & Business Decision, Undergraduate, Fall 2016-

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

Terry-Sanford Research Award, University of Georgia	2020-2021
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

Invited Presentations

Indiana University, Kelly School of Business	Spring 2017
University of Georgia, Terry College of Business	Spring 2016
University of South Carolina, Darla Moore School of Business	Fall 2014

Conference Presentations

“Team Composition and the Design of Group-based Commission Contracts”
INFORMS Marketing Science Conference, Virtual Conference, 2021

“Group Incentives – Contracts and Team Composition”
AMTP Conference, Virtual Conference, 2021

“Optimal Prize Allocation in Contests: Theory and Experiment”
Georgia Research Symposium, Atlanta, GA 2017

“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), 2015-2016, Member

Reviewer

Management Science

Games and Economic Behavior

Production and Operations Management

European Journal of Marketing

Journal of Personal Selling & Sales Management

AMA Summer & Winter Academic Conference

University, College, and Departmental Service

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

Library committee, University of Mississippi, 2014-2016

Terry International Business Coordination Committee, UGA, 2017-2019, 2021-