

Christian A. Hughes, Ph.D.

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EMPLOYMENT

Mendoza College of Business, University of Notre Dame, Notre Dame, IN
Assistant Professor of Marketing, July 2019 – present

EDUCATION

University of Pittsburgh Joseph M. Katz Graduate School of Business, Pittsburgh, PA
Ph.D. Marketing, 2015 – 2019

Dissertation: *When Do We Listen to Social Influencers? Two Essays Examining the Role of Social Influence on Online and Offline Behavior*

University of Pittsburgh Dietrich School of Arts & Sciences, Pittsburgh, PA
Combined Bachelors and Masters Program in Statistics

Master of Arts in Applied Statistics, April 2013

Bachelor of Science in Statistics, Leadership Certificate, *cum laude*, April 2012

AWARDS AND HONORS

- Selected for Provost's Initiative Faculty Success Program 2021
- Winner of the 2021 James Dincolo Outstanding Undergraduate Professor Award
- Winner of the 2020 AMA Marketing Research Sig Don Lehmann Award
- Strategy Consortium, UT Austin – nominated participant, 2021 (virtual)
- AMA-Sheth Foundation Doctoral Consortium Fellow, University of Leeds, 2018
- Women in Marketing Leadership Conference – invited participant, 2018
- Best Paper in Theme at Winter AMA, 2018
- Roger S. Ahlbrandt Sr. Fellowship, 2015-2019
- Small Dean's Research Grant Recipient, University of Pittsburgh, 2017

GRANTS

- P&G Higher Education Grant supporting MBA Social Media Course, 2020
- AMA EBSCO Grant, 2017

RESEARCH AREA

Substantive: Influencer Marketing, Social Media Marketing, Content Analysis

Methodological: Empirical modeling, Machine Learning, Computer Vision, Multimethod

JOURNAL PUBLICATIONS

Hughes, Christian, Vanitha Swaminathan, and Gillian Brooks, "Driving Brand Engagement Through Online Social Influencers: An Empirical Investigation of Sponsored Blogging Campaigns," *Journal of Marketing*, 83 (5), 78-96.

- Winner of the 2020 AMA Marketing Research Sig Don Lehmann Award
- *Journal of Marketing Webinar*: One of two articles selected to be featured in the Journal of Marketing Webinar Series
- As of March 2020, this article is among the **Top 5 Most Read** articles in the Journal of Marketing

PAPERS UNDER REVIEW

Kanuri, Vamsi and **Christian Hughes**, “Driving Engagement of Firm-Generated Social Images: The Role of Visual Features and Circadian Rhythms.” *Under Review at Journal of Marketing*.

WORKING PAPERS

Hughes, Christian, Jeffrey Inman, and Lauren Grewal, “Is the Follower the Leader? How the First Follower Establishes the Group Norm in Sequential Consumption Behavior.” *Preparing for submission to the Journal of Consumer Research*.

WORKS IN PROGRESS

Hughes, Christian and Jillian Hmurovic, “Human-Brands on Twitter: Dimensions of Linguistic Consistency of Social Media Content.”

Hughes, Christian, Aman Soni, and Vanitha Swaminathan, “Optimizing Social Influencer Selection.”

Hughes, Christian, Carolina Salge, Corinna Rutschi, and Nicholas Berente, “Influencer Bots: Examining the Role of CGI Influencers in Sponsored Posts.”

OTHER PUBLICATIONS

Swaminathan, Vanitha, **Christian Hughes**, and Gillian Brooks (2016), “Bloggers as Social Influencers: Optimizing Social Media Engagement via Blog Campaigns,” Marketing Science Institute, Report #16-125.

CONFERENCE PRESENTATIONS

1. ***Hughes, Christian** and Jeff Inman (2018), “Setting Sequential Group Norms: How the First Follower Determines the Trend” presented as poster for *MARC (Marketing Academic Research Colloquium)* at Penn State University.
2. ***Hughes, Christian** and Jeff Inman (2018), “Setting Sequential Group Norms: How the First Follower Determines the Trend” presented at *Marketing Science* in Philadelphia, PA.
3. ***Hughes, Christian** and Vanitha Swaminathan (2018), “Communicating in a Melting Pot: How Audience Diversity Impacts Word of Mouth Valence” presented at *Winter AMA* in New Orleans, LA, received award for Best Paper in Theme.
4. ***Hughes, Christian**, Vanitha Swaminathan, and Gillian Brooks (2017), “In Blogs We Trust: The Interplay of Sentiment, Blogger, and Campaign Characteristics” presented at *Winter AMA* in Orlando, FL.

5. ***Hughes, Christian**, Vanitha Swaminathan, and Gillian Brooks (2016), “In Blogs We Trust: The Interplay of Sentiment, Blogger, and Campaign Characteristics” presented at the *Theory and Practice in Marketing Conference* in Houston, TX.

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TEACHING

INSTRUCTOR

- **Social Media Marketing, MARK 30460 - Undergraduate Level, Spring 2020, 2021**
- **Social Media Marketing, MARK 70600 - Graduate Level, Mod 4 - Spring 2020, 2021**
- **Introduction to Marketing, Spring 2018, 2019**

SERVICE

External:

- Ad-Hoc Reviewer for:
 - Journal of Marketing
 - Journal of Consumer Research
 - Journal of Business Research
 - Journal of the Academy of Marketing Science
 - Journal of the Interactive Marketing

Internal:

- Speaker:
 - CMPSS Speaker for Digital Marketing Minor and Marketing Major Recruitment, 2020, 2021
 - Speaker at S³ series – 2020, 2021
 - Exploring the Frontiers of Marketing Thought (Bill Wilkie) – 2020
 - Digital Marketing (Tim Bohling) – 2019
- Undergraduate Capstone Advisor
 - Sustainability minor thesis advisor – 2020

PROFESSIONAL EXPERIENCE

Management Science Associates, Inc., Pittsburgh, PA

Marketing Research Analyst and R Administrator, 2013 – 2015

Models of Infectious Disease Agent Study (MIDAS), Pittsburgh, PA

MIDAS Research Fellow, May 2012 – July 2012

University of Pittsburgh, Katz School of Business, Pittsburgh, PA

Marketing Research Assistant, January 2012 – May 2012

British Retail Consortium, London, UK

Business Analyst Intern, May 2011 – July 2011