Christian A. Hughes, Ph.D.

Weatherhead School of Management
Case Western Reserve University
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EMPLOYMENT

Weatherhead School of Management, Case Western Reserve University, *Cleveland, OH*
Assistant Professor, Design and Innovation, 2024 – *present*

Mendoza College of Business, University of Notre Dame, *Notre Dame, IN*
Assistant Professor of Marketing, 2019 – 2024

Management Science Associates, Inc., *Pittsburgh, PA*
Marketing Research Analyst and R Administrator, 2013 – 2015
Clients included AVON Cosmetics, Georgia Pacific, and RJ Reynolds

RESEARCH AREA – MARKETING STRATEGY

Substantive: Influencer Marketing, Social Media Marketing, Content Analysis

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

EDUCATION

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

University of Pittsburgh Dietrich School of Arts & Sciences, Pittsburgh, PA
Combined Bachelors and Masters Program in Statistics
Master of Arts in Applied Statistics, 2013
Bachelor of Science in Statistics, Leadership Certificate, *cum laude*, 2012

AWARDS AND HONORS

- Strategy Consortium, University of Cologne – nominated participant, Plenary Session Speaker on Generative AI, *2024*
- Nominated participant for the Professors Institute, SMU Cox School of Business, *2022*
- Selected for University of Notre Dame's 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 – nominated participant, University of Leeds, *2018*
- Women in Marketing Leadership Conference (DCMA) – invited participant, *2018*
- Best Paper in Theme at Winter AMA, *2018*
- Roger S. Ahlbrandt Sr. Fellowship, 2015-2019

GRANTS

- Summer Research Grant, Mendoza College of Business, 2019 – present
- P&G Higher Education Grant supporting MBA Social Media Course, 2020 *($16,000)*
- AMA EBSCO Grant, 2017
- Small Dean's Research Grant Recipient, University of Pittsburgh, 2017

JOURNAL PUBLICATIONS

Hughes, Christian, Vanitha Swaminathan, and Gillian Brooks (2019), "Driving Brand Engagement Through Online Social Influencers: An Empirical Investigation of Sponsored Blogging Campaigns," *Journal of Marketing*, 83 (5), 78-96.

Recognitions and Honors:
- **Winner of the 2020 AMA Marketing Research Sig Don Lehmann Award**
- 850+ citations
- **Top 3 Most Cited articles** in the Journal of Marketing within 3 years of publication
- *Journal of Marketing Webinar:* One of two articles selected to be featured in the Journal of Marketing Webinar Series

Kanuri, Vamsi, **Christian Hughes**, and Brady Hodges (2024), "Standing Out from the Crowd: When and Why Color Complexity in Social Media Images Increases User Engagement." *International Journal of Research in Marketing*, 41 (2), 174-193, https://doi.org/10.1016/j.ijresmar.2023.08.007.

Recognitions and Honors:
- Lead article in issue
- Featured in the Up Next Podcast

PAPERS UNDER REVIEW / REVISION

Hughes, Christian and Jillian Hmurovic, "Linguistic Consistency of Human-Brands on Twitter: Evidence from the 2020 U.S. Democratic Primary." *Revising for 4th round review at the Journal of Marketing.*

Hughes, Christian, Lauren Grewal, and Jeffrey Inman "Normative Effects in Sequential Group Decisions: The Role of the First Follower." *Revising for 2nd round review at the Journal of Marketing.*

Jenny Guo and **Christian Hughes**, "The Dark Side of Influencer Marketing: How Brand Partners' Corporate Social Irresponsibility Scandals Harm Consumer-Influencer Engagement." *Revising for 2nd round review at the Journal of Marketing.*

Soni, Aman, **Christian Hughes,** and Vanitha Swaminathan, "Dimensions of Influencer-Brand Congruence as Drivers of Brand Engagement." *Reject and Resubmit at the Journal of Marketing Research.*

WORKING PAPERS

Guo, Jenny, Shaobo (Kevin) Li, Cait Lamberton, Aleksandra Kovacheva, and **Christian Hughes**, **"**Real Men Don't Rent: Acquisition Mode and Masculinity Perception." *Preparing manuscript for submission.*

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.

Christian Hughes (2023). "How Can Firms Make Influencer Marketing Work for Them?" *American Marketing Association.*

TEACHING

INSTRUCTOR
- Social Media Strategy, *University of Notre Dame, **MBA Level**,* 2020-2023,
  - 5.0/5.0 Teaching Evaluations in 2022

- Social Media Strategy, *University of Notre Dame, **Undergraduate Level**,* 2020 - present
  - Winner of the 2021 James Dincolo Outstanding Undergraduate Professor Award

- Introduction to Marketing, *University of Pittsburgh,* 2018-2019

TEACHING ASSISTANT
- Marketing Research, 2016-2017
- Executive Education Program – Shougang Group, 2017
  Teaching Assistant for a Brand Audit project for the Shougang Group, a Chinese corporation specializing in steel manufacturing.
- Python for Humanists Workshop, 2017
  Assisted in a 2-day introductory Python programming workshop targeted towards researchers, faculty, graduate students, and undergraduate students in the humanities.
- Introduction to Marketing, 2017
- Recitation Instructor for Introductory Statistics, 2012-2013
- Advanced Statistics Course, 2011-2012

CONFERENCE PRESENTATIONS

1. Yang (Jenny) Guo and ***Christian Hughes** (2024), "The Dark Side of Influencer Marketing: How Brand Partners' Corporate Social Irresponsibility (CSI) Scandals Harm Future Brands' Consumer-Influencer Engagement," at *ISMS Marketing Science Conference* in Sydney, Australia.

2. **Christian Hughes** (2024), Invited Panelist and Speaker for Plenary Session: "Generative AI for Research and Teaching Panel," at nomination only *Marketing Strategy Consortium*, University of Cologne, Germany.

3. ***Christian Hughes**, Aman Soni, and Vanitha Swaminathan (2023), "Influencer Distinctiveness: A Multi-Dimensional Construct for Influencer-Brand Congruence," at *European Marketing Academy Conference (EMAC)* in Odense, Denmark.

4. ***Christian Hughes** (2023), "Influencers and Virtual Consumer Relationships" at *Winter AMA* in Nashville, TN (*Invited Panelist*).

5. Vamsi Kanuri, ***Christian Hughes,** and Brady Hodges (2022), "Using Images to Drive Social Media Engagement: Theory and Evidence," presented at *Winter AMA* in Las Vegas, NV (*Session Chair*).

6. ***Hughes, Christian** and Jillian Hmurovic (2021), "Human-Brands on Twitter: Linguistic Consistency of Social Media Content," presented at *2021 Conference on Artificial Intelligence, Machine Learning, and Business Analytics* at Temple University in Philadelphia, PA.

7. ***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.

8. ***Hughes, Christian** and Jeff Inman (2018), "Setting Sequential Group Norms: How the First Follower Determines the Trend" presented at *ISMS Marketing Science Conference* in Philadelphia, PA.

9. ***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.*

10. ***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.

11. ***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.

*indicates presenter

INTERVIEWS BASED ON MY RESEARCH

Interviewed by Katie Deighton for the Wall Street Journal about *influencer marketing* (2024)

Hosted JM Buzz Deep Dive podcast for the Journal of Marketing on *influencer marketing* (2022)

Interviewed by Gina Cherelus for the New York Times about *influencer marketing* (2021)

Interviewed by Carol Elliot for Notre Dame Research Communications on *generating online user engagement using influencer marketing* (2019)

Invited as a Panelist for AMA Members Only Webinar on Influencer Marketing*

Invited as a Panelist for AMA Members Only Webinar on Content Marketing*

could not attend due to scheduling issues

INVITED PRESENTATIONS

Case Western Reserve University, Weatherhead School of Management – April 2024

University of Pittsburgh, Katz Graduate School of Business – April 2023
> Center for Branding Workshop, The Power of Working with Micro-Influencers

University of Virginia, McIntire School of Commerce – February 2023

Case Western Reserve University, Weatherhead School of Management – December 2022
> Seminar in the DBA Program in Cleveland, OH.

SERVICE

Editorial Review Board (ERB) Member for *Journal of Marketing,* March 2023 – present

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

VP of Communications for AMA Tech SIG – 2024 - present

DEI-Related Service
- Mentor for Building Bridges Program at University of Notre Dame – 2022-2024
- Host for the Women in Marketing Science Discussion at 2024 ISMS Marketing Science Conference (Upcoming)
- Designing a Career in the Marketing Academy Writing Session Organizer – 2022-2023

Other Service
- Speaker at the First Lecture Series for Incoming Freshmen – 2021
- Speaker at CMPSS series, University of Notre Dame – 2020, 2021, 2022
- Speaker at S^3 series, University of Notre Dame – 2020, 2021, 2022
- Guest Speaker for Exploring the Frontiers of Marketing Thought – 2020
- Guest Speaker for Digital Marketing – 2019

STUDENT ADVISING

Ph.D. Student Advisor, Mei Li
Ph.D. Student Advising Committee Member
- Aman Soni, Ph.D. Student, University of Pittsburgh

Undergraduate Capstone Advisor (Sustainability Minor Thesis) – 2020

PROFESSIONAL MEMBERSHIPS

American Marketing Association (AMA)
Designing a Career in the Marketing Academy (DCMA)

VOLUNTEER WORK

Sew Loved, Inc. (Nonprofit)