

The Hong Kong University of Science and Technology
Department of Information Systems,
Business Statistics and Operations Management

Seminar Announcement

Understanding the Impact of Social Media

by

Mr Hailiang Chen
Krannert School of Management
Purdue University

Date: Tuesday, 31 January 2012

Time: 11:00 – 12:30 pm

Venue: ISOM Conference Room 4379 (Lift 17/18)

~~~~~ All interested are welcome ~~~~~

**Abstract:**

As both businesses and individuals are starting to embrace social media, understanding the impact of social media becomes an important question. In this talk, I aim to provide insights into this issue and present two studies. The first study examines the organizational use of social media as a marketing channel and quantifies the impact of artists' broadcasting activities on music sales. I employ a Panel Vector Autoregression (PVAR) model to analyze a dataset containing the activity stream data from MySpace and the music sales rank data from Amazon. I estimate the PVAR model by applying the Generalized Method of Moments (GMM), which uses lagged dependent variables as instruments. The second study investigates the role of social media in financial markets and discusses how peer-based advice expressed in social media affects stock prices.

**Bio:**

Hailiang Chen is a PhD candidate in Management Information Systems at Krannert School of Management, Purdue University. His doctoral dissertation is to examine the transformative impact of social media in different contexts such as marketing and financial markets. He is also interested in the research areas of internet advertising, electronic commerce, economics of information systems, and data mining. His teaching interests include business analytics, social media, internet marketing, electronic commerce, computer programming, database management, and web development. He received a master degree in Economics from Purdue University and a bachelor degree in Information Management and Information Systems from Tsinghua University.