

School/Department:	Department of Technology and Operations Management Rotterdam School of Management Erasmus University
Project Title:	Social Media and Information Aggregation in China and the Western world
Abstract:	<p>Companies consider going social as a must because users now spend nearly 23% of the time online on social networking sites, far more than they played games (9.8%) and sent e-mail (7.6%). Social media marketing investments are expected to increase 300% in the period between 2010 and 2014, reaching an estimated worth of \$3.1 billion. Nevertheless, social media is by many companies still seen as an IT fashion, one that companies have to chase for due to its uncertain effects on individuals and one that is difficult to measure success. On social media, users are not only consumers, but also active contributors, of content. Much of that content has concrete economic value that is often embedded in it. The aim of this research project is to <i>contribute to an understanding of the economic value of the new kinds of user generated content, especially in terms of market information aggregation in China and the Western world.</i></p> <p>Prior studies have made considerable progress examining whether social media can be used to predict sales and firm value, but have developed little theoretically-based knowledge to study the extent to which sentiments released on social media improve individual and market information environment. Moreover, China social media landscape is very unique. China's social media platforms are culturally distinct from international social companies like Facebook, Twitter and LinkedIn, and a more digital China is creating exciting opportunities for content marketers to connect with Chinese consumers.</p> <p>This research project will consist of a number of interrelated studies that examine the social interactions on user generated content for different types of products/services in both China and the Western world, for example, physical products, digital goods (e.g., movie, music and TV programs), and financial market. It will answer questions such as: How can we harness the buzz generated on social media platforms to predict viewers or sales and help firms to effectively build viewer engagement? Can the public sentiments released on Twitter or Chinese social media platforms (e.g., Weibo, WeChat) be used to predict the stock market performance? How does it complement other types of social media information (e.g., Google search, Financial News)?</p>

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	The research project may use different research methods, including survey, lab and field experiments, sentiment analysis, machine learning, econometrics modelling, etc.
Requirements of candidate:	<ul style="list-style-type: none"> • At least an MSc, MA or MPhil degree in business or economics, or from related fields such as psychology, sociology, computer science, engineering, mathematics, statistics, etc. • Excellent results in their first degree/graduate study. • Explicit interest in and motivation for scientific research. • Commitment and drive to execute excellent PhD research; • International orientation and the capacity to speak and write in English fluently; • IELTS Grade: 7.5; or TOEFL: 100 on the internet based test and 600 on the paper based test
Supervisor information:	<p>Associate Professor Ting Li Associate Professor Email: tli@rsm.nl Website: http://www.rsm.nl/people/ting-li/</p> <p>Selected Recent Publications</p> <ul style="list-style-type: none"> • Li, Ting, Kauffman, R.J., van Heck, E., Vervest, P., and Dellaert, B. 2014. Consumer Informedness and Firm Information Strategy. <i>Information Systems Research</i>, 25(2), 345-363. • Li, Ting, and Slee, T. 2014. The Effects of Information Privacy Concerns on Digitizing Personal Health Records. <i>Journal of the American Society for Information Science and Technology</i>, 65(8), 1541-1554. • Li, Ting, Berens, G., and de Maertelaere, M. 2013/2014. Corporate Twitter Channels: The Impact of Engagement and Informedness on Corporate Reputation. <i>International Journal of Electronic Commerce</i>, 18(2), 97-126. • Li, Ting, and Meshkova, Z. 2013. The Influence of Interactive Media on Consumer Willingness to Pay in Online Stores. <i>Electronic Commerce Research and Application</i>, 12(6), 449-461. • Lovric, M., Li, Ting, and Vervest, P. 2013. Sustainable Revenue Management: A Smart-Card Enabled Agent-Based Modeling Approach. <i>Decision Support Systems</i>, 54(4), 1587-1601. • Li, Ting, and Kauffman, R.J. 2012. Adaptive Learning in Service Operation. <i>Decision Support Systems</i>, 53(2), 306-319.



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	<ul style="list-style-type: none">• Li, Ting, and Unger, T. 2012. Willingness to Pay for Quality Personalization? Trade-off between Quality and Privacy. <i>European Journal of Information Systems</i>, 21(6), 621-642.• Kauffman, R.J., Li, Ting, and Heck, E., 2010, Business Network-Based Value Creation in Electronic Commerce. <i>International Journal of Electronic Commerce</i>, 15(1), 111-142.
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