

# JINGHUI QIAN

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## EDUCATION

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*Ph.D.* Marketing, Rotman School of Management, University of Toronto, 2018 Expected  
Dissertation Committee: Andrew Ching (chair), Matthew Osborne, Tanjim Hossain, Sridhar Moorthy  
*M.Phil.* Economics, The Chinese University of Hong Kong, 2012  
*B.A.* Economics, Zhejiang University, 2010

## RESEARCH INTERESTS

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Substantive: Retailing, Corporate Social Responsibility, Digital Marketing, Network Effects  
Methodological: Dynamic Structural Models, Quasi-experimental Design, Machine Learning

## JOB MARKET PAPER

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Qian, Jinghui and Andrew Ching, “Charitable Giving, Corporate Image Building and Market Expansion with Entry Barriers: The Case of Walmart”

**Abstract:** Firms such as big box retailers, especially those with unfavorable local corporate images, constantly encounter local political entry oppositions (e.g., protests, lawsuits, rejections of zoning plans) against their market expansions. Meanwhile, many firms invest a substantial amount of financial resources in charitable giving to improve corporate images. In this paper, we hypothesize that charitable giving can boost a firm's local corporate images that further help a firm to reduce oppositions against its market expansion. Using detailed charitable giving data and social media data (Twitter) about Walmart in each city, we first provide evidence showing that the charitable giving of Walmart has a positive effect on Walmart's city-level corporate images, as measured by tweet sentiments towards Walmart. In addition, we find that an improved corporate image is associated with diminishing likelihood of the opposition against Walmart's market expansion.

To quantify the economic value of Walmart's charitable giving, we build and estimate a dynamic structural model in which Walmart jointly makes market expansion decisions and charitable giving decisions. From the estimation, we recover Walmart's profit function and cost of proposing a new store. The counterfactual experiments suggest that (i) the average return per dollar charitable giving ranges from \$2.50 to \$2.75; (ii) Walmart would reduce its charitable giving by about 25% if every store proposal would be approved regardless of its corporate images.

## **WORKING PAPER (see the appendix for abstracts)**

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Qian, Jinghui, Xinlong Li, and Andrew Ching, “The Importance of Career Networking: Evidence from Movie Actors” (preparing for submission)

Qian, Jinghui, and Andrew Ching, “Countering Troubles in Market Expansion: The Role of Walmart’s Charitable Giving”

## **WORKING IN PROGRESS (see the appendix for abstracts)**

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Qian, Jinghui and Xinlong Li, “Estimating the Effects of Negative Media Exposure: Quasi-Experimental Evidence from the 2014 iCloud Leak.”

Qian, Jinghui and David Soberman, “R&D Choices: Network Features or Quality Improvements.”

## **RESEARCH GRANTS**

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Michael Lee-Chin Family Institute for Corporate Citizenship Research Grant, with co-investigator Prof. Andrew Ching, “The Role of Corporate Social Responsibility (CSR) Activities in Retail Chain Expansion: Evidence from Walmart,” CAD11,400, 2015.

## **HONORS AND AWARDS**

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- Rotman Dissertation Award 2017
- Fellow, BIG Ideas Doctoral Student Workshop, Harvard Business School 2015
- Fellow, Quantitative Marketing and Structural Econometrics Workshop 2015  
Kellogg School of Management, Northwestern University
- Fellow, ISMS Doctoral Consortium, Johns Hopkins Carey Business School 2015
- AIMIA Conference Travel Funds, University of Toronto 2015-2016
- Doctoral Fellowship and Tuition Fellowship, University of Toronto 2012-2017
- Research Postgraduate Studentship, The Chinese University of Hong Kong 2010-2012
- Excellent Graduate, Zhejiang University 2010
- First Award for University Student Mathematical Contest in Zhejiang 2008
- Zhejiang Province State Grant for Research and Innovation for Undergrads 2008

## **ACADEMIC SERVICES**

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Referee for *Management Science*, *Marketing Letters*

## CONFERENCE PRESENTATIONS

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- 2017 ISMS Marketing Science Conference, Los Angeles, CA.
- 2017 The 5<sup>th</sup> Canadian Empirical and Theoretical (ET) Symposium on Marketing Strategy
- 2016 ISMS Marketing Science Conference, Shanghai, China.
- 2015 The Trans-Atlantic Doctoral Conference, London Business School, London, UK.
- 2015 ISMS Marketing Science Conference, Baltimore, MD.
- 2015 The 3<sup>rd</sup> Canadian Empirical and Theoretical (ET) Symposium on Marketing Strategy

## TEACHING EXPERIENCES

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### Teaching Assistant:

Pricing, Rotman Commerce, University of Toronto, 2016 Spring, 2015 Fall

Principles of Marketing, Rotman Commerce, University of Toronto, 2015 Summer

### Teaching Development Certificate:

“Case Teaching” (May 2013): 2-day case teaching workshop with James A. Erskine (Ivey Business School) at Rotman School of Management, University of Toronto, May 2013

## TEACHING INTERESTS

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Data Analytics

Digital Marketing

Marketing Strategy

Advertising and Branding

Pricing

Marketing Research

## SKILLS AND QUALIFICATIONS

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### Computer Skills:

Programming Languages: C++, Matlab, Java, Python, R, Julia, Latex

Other Computer Applications: VBA, PHP+SQL

### Other Qualifications

GMAT 770: overall ranking 99%

## SELECTED GRADUATE COURSEWORK

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### Marketing

Marketing Theory (I) – Consumer Behavior Seminar	Andy Mitchell
Marketing Theory (II) – Marketing Strategy Seminar	Sridhar Moorthy
Current Topics in Marketing Strategy	David Soberman & Sridhar Moorthy
Econometric Methods in Marketing Research	Andrew Ching
Behavior Economics	Tanjim Hossain
Marketing Strategy	Liang Guo (CUHK Marketing)
Consumer Information Processing	Robert S. Wyer (CUHK Marketing)

### Economics

Econometrics I	Chrisian Gourierous & YuanyuanWan
Econometrics II	Adonis Yatchew & Victor Aguirregabiria
Industrial Organization I	Frank Mathewson
Industrial Organization II	Victor Aguirregabiria
Microeconomics I	Marcin Peski & Ettore Damiano
Microeconomics II (Game Theory)	Martin J. Osborne & Colin Stewart
Empirical Application of Economic Theory	Eduardo Souza Rodrigues
Topics in Microeconomic Theory	Rahul Deb
Macroeconomics	Song Michael Zheng (CUHK Economics)

### Machine Learning, Statistics, and Research Methodology

Machine Learning	Richard Zemel (U of T Computer Science)
Models and Methods	Matt Grennan (currently at the Wharton School)
Research Methods in Business	Anita M. McGahan
Real Analysis	Jun Zou (CUHK Mathematics)
Estimation Theory	Minggao Gu (CUHK Statistics)

## REFERENCES

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**Andrew Ching (dissertation chair)**

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Rotman School of Management  
University of Toronto  
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**Matthew Osborne**

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Rotman School of Management  
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## ABSTRACTS OF WORKING PAPERS

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### **Qian, Jinghui, Xinlong Li, and Andrew Ching, “The Importance of Career Networking: Evidence from Movie Actors”**

**Abstract:** We study how individuals make use of peer-to-peer versus hierarchical networking to help market themselves to potential employers. We argue that a stronger peer-to-peer network facilitates learning from the co-workers' skills and collaborative skills and therefore improves one's work performance. We further argue that a stronger hierarchical network could have a negative effect which goes beyond the direct human capital accumulation implication -- it could influence a manager's or officer's hiring decision and create bias or unfairness in the process of recruiting.

We test our hypotheses using a large dataset from the movie industry. We find evidence that actors with a better peer-to-peer network are associated with better movie box office performance, suggesting a positive learning effect of peer-to-peer networks. In contrast, we find actors with a better hierarchical network are associated with poorer box office return, suggesting a potential mismatch between movie roles and actor skills. We also find that actors with a better hierarchical network are more likely to get a leading role. However, for big budget movies, hierarchical network ties could not further improve one's chance to get the leading roles. In addition, we find evidence that leading actors with stronger hierarchical networks are more likely to be associated with movie failure. This effect is more pronounced for small budget movies perhaps because the budget constraint may force producers and the director to focus on a small set of actors. Unfortunately, this may increase the likelihood of mismatch, which could lower the quality of the movie. For big budget movies, the mismatch is less likely to happen because the director and producers can afford to do a more extensive search.

### **Qian, Jinghui, and Andrew Ching, “Countering Troubles in Market Expansion: The Role of Walmart’s Charitable Giving”**

**Abstract:** Each year, firms invest a substantial amount of financial resources in charitable giving in local markets. Though the extant literature has largely agreed that corporate charitable giving may have a positive effect on a firm's revenue growth, the exact channels from which a firm can benefit from charitable giving is yet fully explored. In this paper, we propose a novel mechanism linking charitable giving and market entry. By assembling a unique dataset of detailed charitable giving data and local market expansion data of Walmart, we first provide evidence showing that Walmart's charitable giving is partially strategic, that is we find a systematic pattern that Walmart increases its charitable giving when it proposes a new store to the local market. In addition, by collecting social media data (Twitter) and analyzing people's sentiments towards Walmart in each city, we further provide evidence showing that the charitable giving of Walmart has a positive effect on Walmart's city-level corporate images, as measured by tweet sentiments. And the local corporate images are associated with reduced likelihood of protests against its market entry. Overall, this research provides the first evidence on strategic charitable giving associated with market expansion and provides a novel mechanism explaining why charitable giving can help a firm's core business.

**Qian, Jinghui and Xinlong Li, “Estimating the Effects of Negative Media Exposure: Quasi-Experimental Evidence from the 2014 iCloud Leak”**

**Abstract:** We estimate the effects of negative media exposure on actresses career development based on a quasi-experimental design with the “2014 iCloud Leak” incident as the instrument. On August 31, 2015, private nude photos involving a number of celebrities were hacked and leaked from the iCloud on the internet. This iCloud Leak drew a lot of media attentions on conventional mainstream media and social networks. Using the iCloud Leak as the instrument, we seek to identify the causal effect of negative media exposures on the actresses being affected by the scandal. We find that actresses involved in the iCloud Leak will become less important in the motion picture industry, as measured by network centralities. In addition, those actresses experienced a productivity drop measured by the number movies played in the following years. Furthermore, we find that movies played by the actresses in the treatment group received lower box office return than the controlled movies, even though they were made prior to the scandal. This provides evidence that the scandal reduced these actresses’ brand equity and image at least temporarily.

**Qian, Jinghui and David Soberman, “R&D Choices: Network Features or Quality Improvements”**

**Abstract:** In recent years, a wide array of network product features has been developed by companies in digital and IT industries to attain competitive advantage. Given a firm's ability to invest in R&D to develop either network features or quality improvements, our objective is to examine how firms should allocate R&D resources across network feature development and quality improvement. In our model, firms first invest in R&D and then compete in a differentiated market. The model provides insight into how product design is affected by (a) the level of differentiation between firms and (b) the relative cost of network feature R&D to quality improvement R&D. The analysis generates three important insights: (i) under both types of R&D, firms always differ in their investment efforts and the difference decreases in firms' ex-ante differentiation, (ii) under network feature R&D, firms’ R&D investment differentiation is larger than the quality improvement R&D, and (iii) when the cost of network feature R&D is similar to the quality improvement R&D, firms will differentiate by focusing on different types of R&D.