

Judy Ma, Ph.D.
Associate Professor
Department of Marketing
College of Business and Economics
California State University, East Bay

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RESEARCH AREAS

Digital Marketing, Luxury and Entertainment Marketing, Innovation, Branding

RECENT PUBLICATIONS

1. **Ma, Judy**, Dongling Huang, and Yu Wang (2021), “The Congruent and Comparative Impacts of Weather on Consumer Reviews: Evidence from an Online Forum and Experiment,” *International Journal of Internet Marketing and Advertising*, Vol. 15 Issue 1, pp.54-83.
2. **Ma, Judy**, Dongling Huang, Dmitri G. Markovitch, and Brian T. Ratchford (2018), “High or low season? Contrasting launch timing considerations for big-budget and low-budget entertainment products,” *European Journal of Marketing*, Vol. 52 Issue 9/10, pp.1956-1980.
3. **Ma, Judy** and Brian Du (2018), “Digital Advertising and Company Value: Implications of Reallocating Advertising Expenditures,” *Journal of Advertising Research*, Vol. 58 Issue 3, pp.326-337.
4. Oh, Joonhee and **Judy Ma** (2018), “Multi-Stage Expectation-Confirmation Framework for Salespeople Expectation Management,” *Journal of Business and Industrial Marketing*, Vol. 33 Issue 8, pp.1165-1175.
5. **Ma, Judy**, Dongling Huang, M.V.S. Kumar, and Andrei Strijnev (2015), “The Impact of Supplier Bargaining Power on the Advertising Costs of Movie Sequels,” *Journal of Cultural Economics*, Vol. 39 Issue 1, pp.43-64.

TEACHING EXPERIENCE

Associate Professor	2021 - Present
Assistant Professor	2015 - 2021
California State University, East Bay	
Marketing Analytics, Undergraduate	Spring 2016, Spring 2018, Spring 2019, Spring 2020, Fall 2020, Spring 2021
Marketing Analytics, MBA	Winter 2016, Spring 2017, Fall 2018
Marketing Principles, Undergraduate	Fall 2015, Winter 2016, Spring 2016, Summer 2016, Winter 2017, Fall 2019

Marketing Research, Undergraduate	Fall 2015, Fall 2016, Winter 2017, Spring 2017, Fall 2018, Spring 2019, Fall 2019, Spring 2020, Fall 2020, Spring 2021
Consumer Behavior, Undergraduate	Fall 2016, Spring 2018

SELECTED CONFERENCE PRESENTATIONS

1. “Managing Salesperson Expectations with a Multi-Stage Expectation-Confirmation Framework,” AMA Summer Conference, 2016, Atlanta, GA.
2. “Marketing’s Role in Capturing Value from Innovation: Knowledge Resources, Strategic Emphasis, and Firm Value,” PICMET Annual Conference, 2016, Honolulu, HI.
3. “Organizational Learning in Differentiated Structures: The Characteristics of Radical Innovation Hubs,” PDMA Research Forum, 2016, Atlanta, GA.
4. “Digital Advertising and Firm Value,” CSUEB Research Symposium, 2016, Hayward, CA.
5. “How much did I like it? Examining Mood-Based Biases in Consumer Reviews,” 37th INFORMS Marketing Science Conference, 2015, Baltimore, MD.
6. “Determinants of the Performance of Radical Innovation Hubs,” Strategic Management Symposium Annual Conference, 2015, Denver, CO.
7. “Symptom Weighted Importance Determination Using Conjoint Analysis,” Society for Academic Emergency Medicine Annual Meeting, 2015, San Diego, CA.
8. “Does Sunshine Put Products in a Better Light? The Impact of Weather on Consumer Reviews,” 36th INFORMS Marketing Science Conference (Session Chair), 2014, Atlanta, GA.
9. “Management Practices for Breakthrough Innovation: An Organizational Systems Perspective,” Academy of Management Annual Meeting, 2014, Philadelphia, PA.
10. “Marketing’s Role in Capturing Value from Innovation: Knowledge Resources, Strategic Emphasis, and Firm Value,” 51st Annual Meeting of the Eastern Academy of Management, 2014, Newport, RI.
11. “Seasonality in the Movie Industry,” Lally Research Symposium, 2014, Troy, NY.
12. “Should Small Firms Launch New Products in High or Low Seasons?” Academy of Management Annual Meeting (Selected as Best Paper), 2013, Orlando, FL.
13. “Should Small Firms Launch New Products in High or Low Seasons? A Framework and Empirical Analysis,” 7th Annual Frank M. Bass UT Dallas Frontiers in Marketing Science Conference, 2013, Dallas, TX.
14. “Getting to Innovation: Sequentially Exploring and Exploiting Technological Capabilities,” Academy of International Business SE USA Chapter Conference (Award Finalist), 2013, Atlanta, GA.

15. "Should Small Firms Launch New Products in High or Low Seasons?" 34th INFORMS Marketing Science Conference, 2012, Boston, MA.

SELECTED HONORS, AWARDS, AND GRANTS

Department of Marketing Summer Research Grant, 2020
CSUEB Faculty Support Grant for Research, 2019
Department of Marketing Summer Research Grant, 2019
Best Paper Award, American Marketing Association, 2016
CSUEB Faculty Support Grant for Collaborative Research, 2015
INFORMS Society for Marketing Science Doctoral Consortium Fellow, 2014
Founders Award of Excellence, Rensselaer Polytechnic Institute, 2014
AMA-Sheth Foundation Doctoral Consortium Fellow, 2013
Best Paper Award, Academy of Management, 2013
Sawtooth Software Grant Recipient, 2013
Best Paper Finalist, Academy of International Business-Southeast, 2013

SERVICES AND AFFILIATIONS

University Committees

University Honorary Degree Committee, 2019-2021
Dept. of Marketing Summer Grant Review Committee, Chair, 2020-2021
Committee for the Certificate of Digital Marketing and Analytics, 2019-2020
College of Business and Economics Marketing Strategy Committee, Co-Chair, 2018-2020
College of Business and Economics Scholarship Review Committee, 2015-2020
Dept. of Marketing Peer Review for Temporary Faculty Committee, Chair, 2018-2019

Reviewer

Journal of Cultural Economics, 2014-Present
AMA Winter Marketing Educators' Conference, 2014, 2017
Academy of Management Annual Conference, 2015, 2014, 2013
Academy of International Business-SE Annual Conference, 2013

Member

American Marketing Association, 2012-Present
Academy of Management, 2012-2015