

SAM K. HUI

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University of Houston
Bauer College of Business
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Education

Ph.D., Marketing, May 2008
University of Pennsylvania, Wharton School

M.S., Statistics, June 2003
Stanford University

B.S., Mathematical and Computational Science (Minor in Physics), June 2003
Stanford University

Academic Positions

C. T. Bauer College of Business, University of Houston

- Professor (with tenure), September 2023 — present
- Associate Professor (with tenure), August 2014 — August 2023

Stern School of Business, New York University,

- Assistant Professor, July 2008—July 2014

Research Interests

Consumer Tracking and Shopper Marketing, Internet Retailing, Entertainment Industry (Movies, TV, Casino, Mobile Games), Retailing, Healthcare Marketing, Bayesian Non-parametrics, Bayesian models, Machine Learning.

Honors & Awards

- Bauer Research Star award, 2022
- Marketing Science Institute (MSI) Scholar, Class of 2020
- Lucile and Leroy Melcher Excellence in Teaching Award, 2020
- Fast Company Top 10 Most Innovative Companies Award (Data Science), 2018
 - For Dash Labs, based on research in collaboration with Johnson Controls International “Remote Diagnostics and Monitoring of Battery State-of-Health using OBD-based Vehicle Tracking”
- ARF Innovators A-list, 2017

- For Canvs.tv, venture-backed startup, raised more than \$20M.
- AMA Retail and Pricing SIG Young Scholar Award, 2014
- Winner, MSI/H. Paul Root Award, 2014
- Marketing Science Institute (MSI) Young Scholar, 2013
- Securities & Futures Institute best paper award, 2012 Asian Financial Association International Conference
- AMA Innovation, Technology and Interactivity SIG Best Article of the Year, 2010
- AMA-Sheth Foundation Doctoral Consortium Faculty Fellow, 2011, 2013
- Finalist, NYU Technology Venture Competition, 2011
 - For Mashwork.com: commercialization based on paper “Unsupervised Emotional, Behavioral, and Topical Clustering of Social Media Conversations”
- Second Prize, George B. Dantzig Dissertation Award, 2008
- Winner, John Howard Dissertation Award, 2008
- Winner, AMA EXPLOR Award, 2007
- Winner, Levy and Weitz Retailing Dissertation Proposal Award, 2007
- Honorable Mention, Mary Kay Dissertation Competition, 2007
- Fellow, AMA-Sheth Foundation Doctoral Consortium, 2007
- Russell Ackoff Doctoral Student Award for Research on Human Decision Processes, 2007

Patents

- “Automated Emotional Clustering of Social Media Conversations,” U.S. Patent #9,430,738 B1
- “Systems and Methods for Estimating and/or Improving User Engagement in Social Media Content,” U.S. Patent #10,990,883 B2
- “Provision of Recommendations to Adjust the Advertisement Campaign based on Real-Time Generation of a Campaign Outcome Index,” U.S. Patent #11,349,585 B1

Academic Publications

1. Eliashberg, Jehoshua, Sam Hui, and John Zhang (2007), “From Story Line to Box Office: A New Approach for Green-Lighting Movie Scripts,” *Management Science*, 53(6), 865-880.
2. Hui, Sam, Yanliu Huang, and Edward George (2008), “Model-based Analysis of Concept Maps,” *Bayesian Analysis*, 3(3), 479-512.

3. Eliashberg, Jehoshua, Charles Weinberg, and Sam Hui (2008), "Decision Models for the Movie Industry," in *Handbook of Marketing Decision Models* (Eds: Berend Wierenga), Springer, p437-468.
4. Hui, Sam, Jehoshua Eliashberg, and Edward George (2008), "Modeling DVD Pre-Order and Sales: An Optimal Stopping Approach," *Marketing Science*, 27(6), 1097-1110.
5. Netzer, O., O. Toubia, E. Bradlow, E. Dahan, T. Evgenious, F. Feinberg, E. Feit, S. Hui, J. Johnson, J. Liechty, J. Orlin, V. Rao (2008), "Beyond Conjoint Analysis: Advances in Preference Measurement," *Marketing Letters*, 19(3/4), 337-354.
6. Hui, Sam, Peter Fader, and Eric Bradlow (2009), "Path Data in Marketing: An Integrative Framework and Prospectus for Model Building," *Marketing Science*, 28(2), 320-335.
 - Winner, Levy and Weitz Retailing Dissertation Proposal Award, 2007
7. Hui, Sam, Eric Bradlow, and Peter Fader (2009), "The Traveling Salesman Goes Shopping: The Systematic Deviations of Grocery Paths from TSP-Optimality," *Marketing Science*, 28(3), 566-572.
 - Winner, AMA EXPLOR Award, 2007
8. Hui, Sam, Eric Bradlow, and Peter Fader (2009), "Testing Behavioral Hypotheses using An Integrated Model of Grocery Store Shopping Path and Purchase Behavior," *Journal of Consumer Research*, 36 (3), 478-493.
 - Second Prize, George B. Dantzig Dissertation Award, 2008
 - Winner, John Howard Dissertation Award, 2008
9. Hui, Sam, Alvin Cheung, and Jimmy Pang (2010), "A Hierarchical Bayesian Approach for Residential Property Valuation: Application to Hong Kong Housing Market," *International Real Estate Review*, 13(1), 1-29.
 - Lead Article
 - Methodology implemented by homeprice.com.hk (top real estate valuation website in Hong Kong; acquired by Baryes in October 2019)
10. Choi, Jeonghye, Sam Hui, and David Bell (2010), "Spatiotemporal Analysis of Imitation Behavior Across New Buyers at an Online Grocery Retailer," *Journal of Marketing Research*, 47 (Feb), 75-89.
 - AMA Innovation, Technology and Interactivity SIG Best Article of the Year, 2010
11. Deng, Xiaoyan, Sam Hui, and J. Wesley Hutchinson (2010), "Consumer Preferences for Color Combinations: An Empirical Analysis of Similarity-Based Color Relationships," *Journal of Consumer Psychology*, 20(4), 476-484.

12. George, Edward, and Sam Hui (2012), "Optimal Pricing Using Online Auction Experiments: A Polya Tree Approach," *Annals of Applied Statistics*, 6(1), 55-82.
13. Hui, Sam and Eric T. Bradlow (2012), "Bayesian Multi-Resolution Spatial Analysis with Applications to Marketing," *Quantitative Marketing and Economics*, 10(4), 419-452.
14. Hui, Sam (2013), "A Parsimonious Stochastic Model for Forecasting Gamers' Revenues in Casinos," *Applied Stochastic Models in Business and Industry*, 29(3), 254-263.
15. Hui, Sam, Jeffrey Inman, Yanliu Huang, and Jacob Suher (2013), "Estimating the Effect of Travel Distance on Unplanned Spending: Applications to Mobile Promotion Strategies" *Journal of Marketing*, 77 (March), 1-16.
 - Winner, MSI/H. Paul Root Award
 - Lead Article selected for AMA publicity program
16. Hui, Sam, Yanliu Huang, Jacob Suher, and Jeffrey Inman (2013), "Deconstructing the 'First Moment of Truth': Understanding Unplanned Consideration and Purchase Conversion Using In-Store Video Tracking," *Journal of Marketing Research*, 50 (4), 445-462.
 - Selected for AMA publicity program
17. Hui, Sam, Tom Meyvis, and Henry Assael (2014), "Analyzing Moment-to-Moment Data Using a Bayesian Functional Linear Model: Application to TV Show Pilot Testing," *Marketing Science*, 33(2), 222-240.
18. Eliashberg, Jehoshua, Sam Hui, and John Z. Zhang (2014), "Assessing Box Office Performance Using Movie Scripts: A Kernel-Based Approach," *IEEE Transactions on Knowledge and Data Engineering*, 26(11), 2639-2648.
19. Choi, Darwin, and Sam K. Hui (2014), "The Role of Surprise: Understanding Over- and Underreaction Using In-Play Soccer Betting Market," *Journal of Economic Behavior and Organization*, 107, 614-629.
 - Securities & Futures Institute best paper award, 2012 Asian Financial Association International Conference
20. Andrew, Michelle, Jody Goehring, Sam Hui, Joseph Pancras, and Lance Thornswood (2016), "Mobile Promotions: A Framework and Research Priorities," *Journal of Interactive Marketing*, 34, 15-24.
21. Krishnamurthy, P., S. Hui, N. Shivkumar, C. Gowda, and R. Pushpalatha (2016), "Assessing the Impact of Peer Educator Outreach on the Likelihood and Acceleration of Clinic Utilization among Sex Workers," *PLOS ONE*, 11(7): e0159656.

22. Hui, Sam K. (2017), "Understanding Repeat Playing Behavior in Casual Games Using a Bayesian Data Augmentation Approach," *Quantitative Marketing and Economics*, 15(1), 29-55.
23. Hui, Sam K., Parthasarathy Krishnamurthy, Shivkumar Narayanan, B.S. Hareesh, Prachi Patel (2020), "Understanding the Effectiveness of Peer Educator Outreach on Reducing Sexually Transmitted Infections: The Role of Prevention vs. Early Detection," *Marketing Science*, 39(3), 500-515.
24. Hu, Ye, Kitty Wang, Ming Chen, and Sam Hui (2021), "Herding Among Retail Shoppers: The Case of Television Shopping Network," *Customer Needs and Solutions*, 8, 27-40.
25. Ming Chen, Ray Burke, Sam Hui, and Alex Leykin (2021), "Understanding Lateral and Vertical Biases in Consumer Attention: An In-Store Ambulatory Eye-Tracking Study," *Journal of Marketing Research*, 58(6), 1120-1141.
26. Hu, Ye, Ming Chen, and Sam Hui (2023), "Sentiment Deviations in Responses to Movie Trailers Across Social Media Platforms," 34, 463-481, *Marketing Letters*.
27. Chen, Ming, Raymond Burke, Sam Hui, and Alex Leykin (June 2024), "Understanding Shoppers' Attention to Price Information at the Point of Consideration using In-store Ambulatory Eye-Tracking," forthcoming at *Journal of Retailing*.

Working Papers

Qiang, Zhang, Ming Chen, and Sam Hui (June 2024), "The Role of Engagement Spikes in Consumption Experience: An Examination of YouTube Video Engagement Graph," under review at *International Journal of Research in Marketing*.

Teaching

Classes taught at University of Houston

- MARK 4338 Marketing Research (UG)
- MARK 7362 Management of Marketing Information (MBA)
- MARK 8335 Marketing Models (PhD)

Doctoral Advising

- Doctor advisor and Dissertation Committee chair, Ming Chen, Marketing Department (First placement: University of North Carolina-Charlotte)

- Dissertation Committee member, Chien-Wei Ho, Management Department
- Dissertation Committee member, Parichehr Kianian, Marketing Department
- Dissertation Committee member, Irene Nahm
- Dissertation Committee member, Yashar Atefi

Services

Academic reviewing

- Editorial Review Board, *International Journal of Research in Marketing*
- Editorial Review Board, *Consumer Needs and Solutions*
- Ad hoc reviewer: *Marketing Science*, *Journal of Marketing*, *Journal of Marketing Research*, *Journal of Consumer Research*, *Management Science*, *Journal of Retailing*,

College Faculty Grievance Committee

Department P&T Committee

Department faculty search committee

Department seminar committee

Conference Proceedings

Deng, Xiaoyan, Sam K. Hui, and Wes Hutchinson (2010), "Assisted Aesthetic Self-Design: Application to Nike Shoe Configurator," in Margaret C. Campbell, Jeff Inman, and Rik Pieters (Eds), *Advances in Consumer Research*, Vol. 37.

Huang, Yanliu, Sam Hui, and Barbara Kahn (2008), "Health Communication Effectiveness: Using Underlying Processes to Understand the Relationship between Risk Attitude and Behavioral Intentions," in Angela Y. Lee and Dilip Soman (Eds), *Advances in Consumer Research*, Vol. 35.

Invited Talks

Hong Kong University of Science and Technology (Aug 2007)

University of Maryland (Sept 2007)

New York University (Sept 2007)

INSEAD (Sept 2007)

Stanford University (Sept 2007)
Yale University (Sept 2007)
Northwestern University (Oct 2007)
Columbia University (Oct 2007)
Duke University (Oct 2007)
MIT (Feb 2008)
Goethe University, Frankfurt (May 2009)
Singapore Management University (Jan 2010)
Chinese University of Hong Kong (Feb 2010)
University of Michigan, Ann Arbor (April 2010)
Cornell University (April 2010)
University of Delaware (April 2011)
Hong Kong University of Science and Technology (Jan 2012)
Carnegie Mellon University (April 2012)
London Business School (July 2012)
University of Chicago (May 2013)
University of Texas, Austin (Sept 2013)
Cornell University (Economics) (Sept 2013)
Penn State University (Oct 2013)
Chinese University of Hong Kong (Dec 2013)
University of Southern California (Feb 2014)
University of California, San Diego (Mar 2014)
Southern Methodist University (Apr 2014)
University of Houston (Apr 2014)
Temple University (Apr 2014)
Erasmus University (June 2014)
Indiana University (Feb 2015)
Northwestern University (Sept 2016)
University of Illinois at Chicago (Oct 2017)
Tulane University (Nov 2017)
Penn State University (Mar 2018)
KAIST (June 2021)

Conference presentations

“Analysis of Path Data in Marketing”, AMA Winter Educators’ Conference, San Diego, CA (Jan 2007)

“Analysis of Path Data in Marketing”, Academy of Marketing Science Conference, Coral Gables, FL (May 2007)

“Combining Multiple Sources of Information Using Latent Variable Models,”
7th Invitational Choice Symposium, Wharton, Philadelphia, PA (June 2007)

“Analysis of Path Data in Marketing”, AMA Summer Educator’s Conference, San Diego, CA (Aug 2008)

“Analysis of Path Data in Marketing’, INFORMS annual meeting, Washington, DC (Oct 2008)

“Nonparametric Demand Estimation Using Online Auction Experiments: A Polya Tree Approach,” Marketing Science Conference, Ann Arbor, MI (June 2009)

“Green-lighting Movie Scripts: Revenue Forecasting and Risk Management”, Marketing Modelers Conference, New York, NY (April 2010)

“Green-lighting Movie Scripts: Revenue Forecasting and Risk Management”, Four School Conference (Wharton, Yale, NYU, Columbia) (April 2010)

“Tracking Consumers’ In-Store Shopping Behavior,” MSI Shopper Marketing Conference, New York, NY (June 2010)

“Optimal Pricing Using Online Auction Experiment: A Polya Tree Approach,” Marketing Science Conference, Cologne, Germany (June 2010)

“Green-lighting Movie Scripts: Revenue Forecasting and Risk Management”, UCLA/Mallen Conference (November 2010)

“Understanding Unplanned Purchase Behavior using In-store Path and Eye Tracking,” Marketing Science Conference, Houston, TX (June 2011)

“Green-lighting Movie Scripts: A Nearest-Neighbor Regression Approach” Marketing Science Conference, Boston, MA (June 2012)

“Understanding Unplanned Purchase Behavior using In-store Path and Eye Tracking,” Path-to-Purchase conference, NYU (September 2012)

“Understanding Unplanned Purchase Behavior using In-store Path and Eye Tracking,” Marketing Modelers (April 2013)

“Deconstructing the First Moment of Truth: Understanding Unplanned Consideration and Purchase Conversion Using In-Store Video Tracking” Marketing Dynamics Conference, UNC Chapel Hill (May 2013)

“Understanding Unplanned Purchase Behavior using In-store Path and Eye Tracking,” AMA/EMAC/ECMI Invitation Symposium, Erasmus University (June 2014)

“Understanding Gamer Retention in Social Games using Aggregate DAU and MAU data: A Bayesian Data Augmentation Approach,” Marketing Science Conference, Emory University (June 2014)

“Mobile Promotion”, 2015 Thought Leadership Conference, College Station (Feb 2015)

“Understanding the Effectiveness of Peer Educator Outreach on Reducing Sexually Transmitted Infections using a Bayesian Latent Variable Model,” Marketing Science Conference on Health, St. Louis (Nov 2016)

“Cracking the Teamwork Code: A Study of Personality” Birkman 2018 Conference, Atlanta (Feb 2018).

“Understanding Shoppers’ Attention to Price Information at the Point of Consideration Using In-Store Ambulatory Eye-Tracking,” SIG Retailing by European Academy of Marketing (EMAC) (April 2023)