

MengQi (Annie) Ding

updated June 2025

Marketing Department
Isenberg School of Management
University of Massachusetts Amherst
121 Presidents Drive, Amherst, MA 01003

Email: mengqiding@umass.edu
Phone: 413-824-0760

ACADEMIC POSITION

Assistant Professor of Marketing, University of Massachusetts Amherst

2024 – Present

EDUCATION

Ph.D., Marketing, 2024
Ivey Business School, Western University.

Bachelor of Arts, Honors Business Administration, 2019
Ivey Business School, Western University

RESEARCH INTEREST

- Substantive Interests: Online WOM, Digital Platform, Intangible Assets
- Method: Machine Learning, Econometric Model, Experimental Methods

PUBLICATIONS * denotes equal contribution.

Eunsoo Kim, MengQi (Annie) Ding, Xin (Shane) Wang and Shijie Lu (2023), “Does Topic Consistency Matter? A Study of Critic and User Reviews in the Movie Industry”, *Journal of Marketing*, 87(3), 428–450.

- Selected Media Coverage: AMA, Notre Dame News

MengQi (Annie) Ding* and Avi Goldfarb* (2023), “The Economics of Artificial Intelligence: A Marketing Perspective”, *Review of Marketing Research*, Vol 20, 13-26.

- Special Issue on Artificial Intelligence in Marketing

WORKING PAPERS

Ding, MengQi (Annie), Shirley Chen, Xin (Shane) Wang and Neil Bendle, “The Impact of Image Content for Online Reviews”, Under review at *Journal of Consumer Psychology*

Ding, MengQi (Annie) and Xin (Shane) Wang, “The Effect of Image-Audio Emotional Similarity on NFT Product Sales”

Cheng He and Ding, MengQi (Annie), “Beyond Proximity: Network Location Features and Store Performance in Retail Agglomeration”

CONFERENCE PRESENTATIONS

Presenting Author is Underlined

Ding, MengQi (Annie) and Xin (Shane) Wang, “The Effect of Image-Audio Emotional Similarity on NFT Product Sales”, ACR Conference 2024, September 26-28, 2024

MengQi (Annie) Ding, BingQing Li and Xin (Shane) Wang, “Fact or Opinion: Investigating the Effect of Headlines on Online Engagement and Approval”, Artificial Intelligence in Management Conference, March 16-17, 2023, hosted by USC Marshall

MengQi (Annie) Ding, Shirley Chen, Xin (Shane) Wang and Neil Bendle, “Show Me You or The Goods? Effect of Image Content on Review Helpfulness”, ACR Conference 2021, October 28-30, 2021, hosted virtually

MengQi (Annie) Ding and Xin (Shane) Wang, “Fact or Opinion: Investigating the Effect of Headlines on Online Engagement and Approval,” ISMS Marketing Science Conference 2021, June 3-5, 2021, hosted virtually by the Simon Business School, University of Rochester

MengQi (Annie) Ding, Xin (Shane) Wang, “Fact or Opinion: Investigating the Effect of Headlines on Online Engagement and Approval,” Artificial Intelligence in Management Conference 2021, May 14-15, 2021, hosted virtually by USC Marshall

MengQi (Annie) Ding, Shirley Chen, Xin (Shane) Wang and Neil Bendle, “Show Me You or The Goods? Effect of Image Content on Review Helpfulness”, Society for Consumer Psychology Conference 2021, March 4-6, 2021, hosted virtually

HONORS AND AWARDS

- ACR-Sheth Foundation Dissertation Award, 2023
- INFORMS Marketing Science Doctoral Consortium, Fellow, University of Miami, 2023
- Marketing Strategy Consortium, Fellow, University of Georgia, 2023
- SSHRC Doctoral Fellowship (\$20,000), 2023
- Designing a Career in Marketing Academia - development program for junior female marketing scholars (invitational only), Vanderbilt University, 2022
- AMA-Sheth Foundation Doctoral Consortium, Fellow, University of Texas – Austin, 2022
- C.B. (Bud) Johnston Ontario Graduate Scholarship (\$10,000), Ivey Business School, Western University, 2021-23
- Ontario Graduate Scholarship (\$20,000), Province of Ontario, Canada, 2021-23
- Berdie & Irvin Cohen Doctoral Business Scholarship, 2021; \$2,500 (awarded to one student), Ivey Business School, Western University, 2021

TEACHING

University of Massachusetts Amherst, Instructor
“Social Media & Marketing Analytics” (2024-2025)

SERVICE

Editorial Review Board	Journal of the Academy of Marketing Science
Ad-Hoc Reviewer	International Journal of Research in Marketing, Production and Operations Management, Journal of Retailing, Journal of Marketing, Journal of Interactive Marketing