

MEGAN HUNTER

Boston College Carroll School of Management
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ACADEMIC EMPLOYMENT

Carroll School of Management, Boston College
Assistant Professor of Marketing

Chestnut Hill, Massachusetts
July 2020 - Present

EDUCATION

Stanford Graduate School of Business
Ph.D. Quantitative Marketing

Stanford, CA
2020

Harvard University
A.M. Statistics

Cambridge, MA
2012

Pomona College
B.A. Mathematics

Claremont, CA
2010

RESEARCH INTERESTS

Quantitative Marketing, Empirical Industrial Organization, Economics of Information, Consumer Decision-Making and Consumer Choice, Consumer Habit, Reviews/Word-of-Mouth, Consumer Finance, Digitization

PUBLICATIONS

- Fong, Jessica and **Megan Hunter** (2022). “Can Facing the Truth Improve Outcomes? Effects of Information in Consumer Finance,” *Marketing Science*.

WORKING PAPERS

- **Hunter, Megan**. “Chasing Stars: Firms’ Strategic Responses to Online Ratings Platforms.”
 - *Reject and Resubmit at Marketing Science, Revision in progress*
 - Media Mention: WalletHub
- Gardete, Pedro and **Megan Hunter** “Search for Differentiated Products: Empirical Evidence and Information Design”
 - *Under Review*
- Antill, Sam and **Megan Hunter** “Consumer Choice and Corporate Bankruptcy”
 - Invited Blog Posts:
 - * The FinRegBlog - Duke University School of Law

WORK IN PROGRESS

- “Recycle Right: How to Increase Recycling Accuracy Without Decreasing Recycling Rates?”
 - with Gergana Nenkov

CONFERENCES

*denotes presentation by co-author, †scheduled

- Chasing Stars: Firms’ Strategic Responses to Online Ratings Platforms
 - 13th Annual Federal Trade Commission Microeconomics Conference (2020)
 - INFORMS Annual Meeting (2020)
 - 2020 Conference on Artificial Intelligence, Machine Learning, and Business Analytics (2020)
 - Interactive Marketing Research Conference (2021)
 - Theory and Practice in Marketing (2022)

- International Industrial Organization Conference (2022)
- Marketing Analytics Symposium (MASS) (2022)
- 23rd ACM Conference on Economics and Computation (EC '22) (2022)†
- Can Facing the Truth Improve Outcomes? Effects of Information in Consumer Finance (with Jessica Fong)
 - Advances in Field Economics, University of Chicago (2019)
 - BASS FORMS Conference (2020)*
 - Marketing Science (2020)
 - RAND Behavioral Finance Forum (2020)
 - Behavioral IO and Marketing Symposium (BIOM) (2020)* (*cancelled*)
 - Cherry Blossom Financial Education Institute (2021)
- Consumer Choice and Corporate Bankruptcy (with Sam Antill)
 - Asia Pacific Financial Education Institute (2021)
 - 2021 Conference on Artificial Intelligence, Machine Learning, and Business Analytics (2021)
 - University of Chicago Household Finance Conference (2021)*
 - Review of Corporate Finance Studies Winter Conference (2022)*
 - Midwestern Finance Association (2022)*
 - Mid-Atlantic Research Conference in Finance (2022)*
 - Quantitative Marketing Stanford Alumni Conference (2022)
 - University of Kentucky Finance Conference (2022)*
 - International Industrial Organization Conference (2022)
 - Society of Financial Studies Cavalcade (2022)*
 - Financial Intermediation Research Society (2022)*
 - Advances in Field Experiments, University of Chicago (2022)
 - Marketing Science (2022)
 - European Finance Association (2022)*†
- Search for Differentiated Products: Empirical Evidence and Information Design (with Pedro Gardete)
 - 13th Workshop on the Economics of Advertising and Marketing (2022)†
- Invited Seminars
 - 2020: Emerson College; Northeastern University; Boston College
 - 2021: Harvard Business School; Virtual Quantitative Marketing Seminar
 - 2022: University of Toronto, Rotman School of Business; G53 Financial Literacy Network Brown Bag Lunch
- Conference Organizer
 - Boston College Inaugural Consumer Finance Workshop (2021)
- Discussant
 - Boston College Inaugural Consumer Finance Workshop (2021)
 - International Industrial Organization Conference (2022)
- 9th AIM AMA Sheth Foundation Doctoral Consortium - Participant (2021)
- NBER Digitization Workshop - Participant (2018)
- Structural Workshop - Participant (2017)

AWARDS

- *Best Paper Award* - Cherry Blossom Financial Education Institute (2021)
 - “Can Facing the Truth Improve Outcomes?”

TEACHING

Boston College - Carroll School of Management Spring 2021, Fall 2021
Instructor Customer Research

Stanford Graduate School of Business Winter 2018
Course Assistant Marketing Management

REVIEWER ACTIVITIES

MSI Alden G. Clayton Dissertation Competition Reviewer 2021, 2022
Marketing Science Institute

Ad-Hoc Reviewer
Marketing Science

SERVICE

INFORMS
Phd Candidate Resume Review 2020

Mentorship

- 1st Generation Undergradraduate Mentor 2020 - 2021
- STEM Mentor 2018 - 2020

PROFESSIONAL EXPERIENCE

Federal Reserve Bank of New York 2014 - 2015
Senior Research Analyst
Research Analyst 2013

PROFESSIONAL ASSOCIATIONS

INFORMS *Member, Joined 2019*
Marketing Science Institute *Member, Joined 2020*
G53 Financial Literacy and Personal Finance Research Network *Member, Invited 2021*
- <https://www.g53network.org/members/>

Last Updated: June 17, 2022