Biography

Yu “Jeffrey” Hu is an Associate Professor at the Scheller College of Business at Georgia Institute of Technology. He is also Director of China Programs, Associate Director of Center for Data Analytics, and Chief Scientist of Business Analytics Center. He is an expert on big data, social media analytics, marketing analytics, Internet retailing, consumer behavior, and online advertising. He coauthored the first paper on the "Long Tail" phenomenon in Internet markets and the first paper on the value of social media content in predicting stock markets, and he is among the first to measure the effect of social media promotions on product sales.

His research has been published in top journals such as Management Science, Information Systems Research, Review of Financial Studies, MIT Sloan Management Review, Economic Inquiry, International Journal of Industrial Organization, and Journal of Management Information Systems. His research has been discussed extensively and cited by media outlets such as Wall Street Journal, New York Times, Reuters, Bloomberg, InformationWeek, Wired Magazine, TIME Magazine, INC. Magazine, National Public Radio, Atlanta Journal-Constitution, Atlanta Channel 2 (WSBTV), SeekingAlpha.com, Bankrate.com, etc. His papers have been adopted for classroom use by many top universities in the United States and internationally.

He has conducted research or consulted for many companies including Amazon, HP, Bank of America (BankBoston subsidiary), China Mobile, The Home Depot, Pearson, InterContinental Hotels Group, Kurt Salmon, Civic Consulting, a number of retailing companies, as well as European Commission. He has won several research awards such as the inaugural Management Science Best Paper Award in Information Systems.

Dr. Hu received his Ph.D. in Management Science and Information Technology from MIT’s Sloan School of Management. Prior to coming to Georgia Institute of Technology, he worked for Purdue University and MIT’s Center for Digital Business.