MEGAN HUNTER

Boston College Carroll School of Management
megan.hunter@bc.edu

ACADEMIC EMPLOYMENT

Carroll School of Management, Boston College — Chestnut Hill, Massachusetts
Assistant Professor of Marketing — July 2020 - Present
Maternity Leave Fall '22

EDUCATION

Stanford Graduate School of Business — Stanford, CA
Ph.D. Quantitative Marketing — 2020

Harvard University — Cambridge, MA
A.M. Statistics — 2012

Pomona College — Claremont, CA
B.A. Mathematics — 2010

RESEARCH INTERESTS

Empirical IO, Economics of Information, Reviews/Word-of-Mouth, Consumer Finance, Sustainability

PUBLICATIONS

- Gardete, Pedro and **Megan Hunter** (2024). "Multiattribute Search: Empirical Evidence and Information Design" *Forthcoming at Marketing Science*

- **Hunter, Megan** (2022). "Chasing Stars: Firms' Strategic Responses to Online Ratings Platforms." Extended Abstract. EC '22: Proceedings of the 23rd ACM Conference on Economics and Computation.

- 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*

- Antill, Sam and **Megan Hunter**; "Consumer Choice and Corporate Bankruptcy"

    - *Revise and Resubmit at the Journal of Finance*

- Cakanlar, Aylin, **Megan Hunter** and Gergana Nenkov; "Recycle Right: How to Increase Recycling Accuracy Without Decreasing RecyclingRates?"

    - *Minor Revision at Journal of the Academy of Marketing Science*

PRESENTATIONS

*denotes presentation by co-author, †scheduled

- **Recycle Right: How to Increase Recycling Accuracy Without Decreasing Recycling Rates (with Aylin Cakanlar and Gergana Nenkov)**

    - **2023:** Theory and Practice in Marketing (TPM), Advances in Field Experiments University of Chicago (AFE), Association of Consumer Research (ACR)*, Stanford's Sustainability and Marketing Conference

    - **2022:** JAMS Thought Leadership Forum*, American Marketing Association (AMA) Summer Conference*

- **Consumer Choice and Corporate Bankruptcy (with Sam Antill)**

    - **2023:** Bank of Canada's Workshop on Financial Intermediation and Regulation, Joint Harvard/MIT Financial Economics Workshop*, SKEMA Corporate Restructuring Conference*, 7th Annual Canadian Economics Association Meetings, Theory and Practice in Marketing (TPM), 2023 BYU Red Rock Conference*

- **2022:** Review of Corporate Finance Studies Winter Conference*, Midwestern Finance Association (MFA)*, Mid-Atlantic Research Conference (MARC) in Finance*, Quantitative Marketing Stanford Alumni Conference, University of Kentucky Finance Conference*, International Industrial Organization Conference (IIOC), Society of Financial Studies (SFS) Cavalcade*, Financial Intermediation Research Society (FIRS)*, Advances in Field Experiments, University of Chicago (AFE), Marketing Science, Stanford GSB Darrell Duffie Alumni Conference*, European Finance Association (EFA)

    - **2021:** Asia Pacific Financial Education Institute, 2021 Conference on Artificial Intelligence, Machine Learning, and Business Analytics, University of Chicago Household Finance Conference*

- **Search for Differentiated Products: Empirical Evidence and Information Design (with Pedro Gardete)**

    - **2022:** 13th Workshop on the Economics of Advertising and Marketing

- **Chasing Stars: Firms' Strategic Responses to Online Ratings Platforms**

    - **2022:** Theory and Practice in Marketing (TPM), International Industrial Organization Conference (IIOC), Marketing Analytics Symposium (MASS), 23rd ACM Conference on Economics and Computation (EC '22), Platform Strategy Research Symposium at BU

    - **2021:** Interactive Marketing Research Conference

    - **2020:** 13th Annual Federal Trade Commission Microeconomics Conference, INFORMS Annual Meeting, 2020 Conference on Artificial Intelligence, Machine Learning, and Business Analytics

- **Can Facing the Truth Improve Outcomes? Effects of Information in Consumer Finance (with Jessica Fong)**

    - **2021:** Cherry Blossom Financial Education Institute

    - **2020:** BASS FORMS Conference*, Marketing Science, RAND Behavioral Finance Forum, Behavioral IO and Marketing Symposium (BIOM) (*cancelled*)

    - **2019:** Advances in Field Experiments, University of Chicago (AFE)

- **Invited Seminars**

    - **2024:** University of Michigan, Ross School of Business†

    - **2023:** University of Texas, Austin McCombs School of Business

    - **2022:** University of Toronto, Rotman School of Business; G53 Financial Literacy Network Brown Bag Lunch

    - **2021:** Harvard Business School; Virtual Quantitative Marketing Seminar (VQMS)

    - **2020:** Emerson College; Northeastern University; Boston College

- **Conference Organizer**

    - **2021:** Boston College Inaugural Consumer Finance Workshop

- **Discussant**

    - **2022:** International Industrial Organization Conference

    - **2021:** Boston College Inaugural Consumer Finance Workshop

- **Conference Participation**

    - **2023**: ISMS Early Career Scholars Camp

    - **2021**: 9th AIM AMA Sheth Foundation Doctoral Consortium

    - **2018**: NBER Digitization Workshop

    - **2017**: Structural Workshop

AWARDS

- *Best Paper Award* - Cherry Blossom Financial Education Institute (2021)

    - "Can Facing the Truth Improve Outcomes?"

MEDIA MENTIONS

- WalletHub (2021)
- "How do Consumers Respond to Corporate Bankruptcy?" - The FinRegBlog - Duke University School of Law (2022)

TEACHING

Boston College - Carroll School of Management   Spring 2021, Fall 2021, Fall 2023
Instructor   Customer Research

Stanford Graduate School of Business   Winter 2018
Course Assistant   Marketing Management

SERVICE

Reviewer Activities
Ad-Hoc: MSI Alden G. Clayton Dissertation Competition Reviewer, INFORMS Phd Candidate Resume Review, Marketing Science, Management Science, Journal of Marketing, Frontiers in Psychology

PROFESSIONAL EXPERIENCE

Federal Reserve Bank of New York
Senior Research Analyst   2014 - 2015
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: March 21, 2024