

# Ling Hu

Department of Management and Marketing  
College of Business  
Central Washington University  
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## ACADEMIC APPOINTMENT

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**Assistant Professor** 09.2024 - present  
Central Washington University, College of Business, Department of Management and Marketing

## EDUCATION

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- **Ph.D.** University of South Florida, Muma College of Business 08.2019 - 08.2024  
*Major: Marketing*
- **MBA** Boston University, Questrom School of Business 08.2017 - 05.2019  
*Concentration: Marketing*
- **B.E.** Tianjin University of Commerce 08.1996 - 05.2000  
*Major: International Trade*

## RESEARCH INTERESTS

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Empirical Marketing Strategy, Service Marketing (Health Care), Digital Marketing, Measurement Development, Entrepreneurship

## RESEARCH ACTIVITY

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### Under Review

**Ling Hu**, Sajeev Varki and Daniel Zantedeschi, “Advancing Patient-Centered Hospital Care through Latent Service Quality Modeling: A Longitudinal Analysis of HCAHPS Data”

- Status: under the 3<sup>rd</sup> round review of *Scientific Reports (a Nature Portfolio journal)*

Daniel Zantedeschi, **Ling Hu**, and Sajeev Varki, “Longitudinal Analysis of Latent Hospital Service Quality using HCAHPS Data: Pre- and Post-COVID”,

- Status: under the 1<sup>st</sup> round review of *Decision Sciences*.

### Manuscript Ready to Submit by Fall 2026

**Ling Hu**, Sajeev Varki, Jee Won (Brianna) Paulich, and Dirk Libaers, “A Methodological Guide for Developing Short form Scales Using Multidimensional Item Response Theory (MIRT) in Entrepreneurship”

- Status: manuscript preparation
- Target Journal: *Entrepreneurship Theory and Practice (FT50)*

## **Working Papers**

**Ling Hu**, “Brand Authenticity as a Unified or Fragmented Construct: Evidence From Scale Harmonization and IRT Linking”, targeting *Journal of the Academy of Marketing Science*, data collection stage.

## **CONFERENCE /SYMPOSIUM PRESENTATIONS:**

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- 2024 INFORMS Annual Meeting, paper presentation: “Bayesian Analysis of Hospital Service Quality: Pre- and Post-Covid,” Seattle, Washington, October 2024
- 2024 Winter AMA Conference, competitive paper presentation: “Bayesian Analysis of Hospital Service Quality: Pre- and Post-Covid,” St. Petersburg, FL, February 2024
- 45th Marketing Science Conference, paper presentation: “Untangling the Mixture of Entrepreneurial Approaches using Beta Regression,” Miami, FL, June 2023
- 2023 Winter AMA Conference, poster presentation: “Healthcare Service Quality: A Multilevel Multi-Facet Item Response Theory Approach to Improve Patient Satisfaction Using HCAHPS,” Nashville, TN, February 2023

## **SERVICES**

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- Member of AI Task Force of the College of Business 03.2026 – present
- Library liaison of the Management and Marketing Department 06.2025 - present
- Member of Student Scholarship Committee of the College of Business 06.2025 – present
- Member of Library Advisory Council of the University 11. 2024 – present
- Member of Educating Whole Person Committee of the College of Business 09.2024 - 05.2025
- Reviewer of 2026 Summer AMA Conference 12.2025 - 03.2026
- Reviewer of 2026 Winter AMA Conference 08.2025 - 10.2025
- Reviewer of 2025 Summer AMA Conference 12.2024 - 03.2025
- Reviewer of 2025 AMA Marketing and Public Policy Conference 11.2024 - 01.2025

## **TEACHING**

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### **Central Washington University**

- “Advanced Digital Marketing” (Undergraduate course; Hyflex) Winter 2026
  - Average Teaching evaluation of Overall Evaluation of the Instructor: 4.47/5.0
- “Essential Marketing Concepts” (Undergraduate course; in-person/asynchronous online) Fall 2025
  - Average Teaching evaluation of Overall Evaluation of the Instructor: 4.33/5.0
- “Advanced Digital Marketing” (Undergraduate course; asynchronous online) Summer 2025
  - Average Teaching evaluation of Overall Evaluation of the Instructor: 4.30/5.0
- “Essential Marketing Concepts” (Undergraduate course; in-person) Spring 2025
  - Average Teaching evaluation of Overall Evaluation of the Instructor: 4.30/5.0
- “Foundation of Digital Marketing” (Undergraduate course; asynchronous online) Spring 2025
  - Average Teaching evaluation of Overall Evaluation of the Instructor: 4.50/5.0
- “Essential Marketing Concepts” (Undergraduate course; hybrid) Winter 2025
  - Average Teaching evaluation of Overall Evaluation of the Instructor: 4.75/5.0

- “Marketing Research” (Undergraduate course; hybrid) Winter 2025
  - Average Teaching evaluation of Overall Evaluation of the Instructor: 4.30/5.0
- “Essential Marketing Concepts” (Undergraduate course; hybrid) Fall 2024
  - Average Teaching evaluation of Overall Evaluation of the Instructor: 4.50/5.0

## **CERTIFICATES AND AWARDS**

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- Certificate of AMA Conference Reviewer 04.2026  
2026 Summer AMA Conference
- Certificate of AMA Conference Reviewer 04.2025  
2025 Summer AMA Conference
- Certificate of AMA Conference Reviewer 11.2024  
2025 Winter AMA Conference
- Certificate of AMA Conference Reviewer 11.2023  
2024 Winter AMA Conference
- Certificate of Teaching Digital Marketing Workshop: 05.2023  
2023 Academy of Marketing Science (AMS) Annual Meeting
- Certificate of Partial Least Squares Structural Equation Modeling 05.2023  
(PLS-SEM) Using SmartPLS 4 Workshop:  
2023 Academy of Marketing Science (AMS) Annual Meeting
- ISMS Marketing Science Doctoral Consortium Fellow 06.2023
- AMS Doctoral Consortium Fellow 05.2023
- University Graduate Fellowship: University of South Florida 2019 to 2020
- Dean’s Achievement Scholarship: Boston University 2017 to 2019

## **WORKING EXPERIENCE**

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- Senior Key Account Manager 2014 to 2016  
Li & Fung Limited., Shanghai, China
- Division Merchandising Manager 2002 to 2014  
Walmart China, Shenzhen, China

## **PROFESSIONAL AFFILIATION**

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Academy of Marketing Association (AMA)  
Institute for Operations Research and the Management Sciences (INFORMS)