

THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

Departmental Research Seminar

Social Media Influencer Content Strategy in the Digital Era By



Prof. Xingyu Chen
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Date : 30 Mar 2026 (Mon)
Time : 10:30 am – 12 noon
Venue : M714, PolyU

Abstract

As content creators on social media platforms, influencers dynamically generate and deliver content to audiences. To incentivize audience engagement and enhance their influence, influencers must continuously optimize their content strategies in response to dynamic interactions with audiences. However, existing literature has paid limited attention to modeling how influencer content strategies affect audience behavior while explicitly accounting for such dynamic and interactive features. At the platform level, maximizing the effectiveness of marketing campaigns requires not only selecting the most suitable influencers but also optimally scheduling their promotional content under budget constraints. Quantifying and modeling the joint problem of influencer selection and content scheduling, while incorporating heterogeneous influencer characteristics, remains both theoretically and empirically challenging. To address these gaps, this study examines influencers' optimal content strategies for maximizing audience influence and develops an integrated framework for influencer selection and content scheduling. Combining machine learning methods, empirical modeling, and operations optimization, this research uncovers how different content strategies shape audience responses and campaign outcomes. The findings extend the literature on the modeling and optimization of influencer content strategies and offer actionable insights for both influencers and platforms regarding content generation and monetization.

Prof. Xingyu Chen is currently a Distinguished Professor of Marketing and the Associate Dean of the College of Management at Shenzhen University. She received her Ph.D. in Systems and Engineering Management from Nanyang Technological University and was a visiting scholar at the University of Michigan, Ann Arbor. Prof. Chen's research interests focus on online user behaviors and social media marketing modeling. Her research has been published in a number of prestigious journals, including *Marketing Science*, *Journal of Marketing Research*, *Production and Operations Management*, *Journal of the Academy of Marketing Science*, *Journal of the Association for Information Systems*, *International Journal of Research in Marketing*, *Decision Support Systems*, *New Media & Society*, etc. Her cases were published in the *Ivey Business Cases* and *CMCC*. Prof. Chen also serves as an Associate Editor for *Industrial Management & Data Systems (IMDS)* and on the Editorial Board of the *Journal of Business Research*. Her research has been funded by National Natural Science Foundation of China (Youth and General). She has received the University Outstanding Youth Scientist Award, Tencent Best Teaching Award, MBA Best Teaching Award, and multiple conference awards. Before joining academia, Prof. Chen also worked as Head of Product Manager at leading Internet firms in Singapore.

All interested are welcome.



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