

# THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

## Departmental Research Seminar



Let's E-Converse:  
How Firms Can Steer  
Social Media Conversations  
By

Dr Kelly Hewett  
University of Tennessee

Date : 8 Apr 2021 (THU)  
Time : 10 am – 11:30 am  
Venue : Online via Zoom

### Abstract

This study aims to demonstrate how firms can develop effective strategies for their interactions with individuals in online, firm-relevant conversations. More specifically, we investigate characteristics of both firm- and user-generated content in firms' online conversations with individuals, and the resulting user-generated content after firm interventions. These relationships are examined at the conversation level, with valence and arousal measured as key dependent variables. We test our model using conversations containing tweets to and from the four largest U.S. banks (Bank of America, Wells Fargo, Citibank, and JP Morgan Chase) over a 10-year period from 2011 to 2020. We also show the relevance of our measures by demonstrating their power to predict key consumer mindset metrics, namely Brand Buzz (YouGov). Finally, we run a simulation to offer practical recommendations to managers as to which "levers" they can use to fine-tune their social media content to steer conversations. The study's findings have important implications for managers with regards to how to frame their messages when engaging with consumers in social media. Our simulation results furthermore suggest specific strategies firms should implement when participating in a conversation based on the current context of that conversation.

**Dr Kelly Hewett** is Associate Professor and the Reagan Professor of Marketing, and Haslam Family Faculty Research Fellow at the University of Tennessee's Haslam College of Business. She also serves as Editor-in-Chief of *the Journal of International Marketing*. Prior to joining UT, she worked for five years at Bank of America, where she was a senior vice president in the firm's corporate marketing group. Previously, she had a 10-year academic career, and also held prior positions in international marketing and marketing research. Her research has been published in the *Journal of Marketing*, the *Journal of International Business Studies*, the *Journal of the Academy of Marketing Science*, and the *Journal of International Marketing*, among others. She has received numerous awards and recognitions for her research, teaching, and service. She has served as a Corporate Trustee for the Marketing Science Institute, and as a member of the boards for the AMA's Marketing Strategy and Global Marketing Special Interest Groups. She currently leads several abroad experiences for both graduate and undergraduate students, teaches a Ph.D. seminar on marketing strategy, and teaches in UT's full-time, Executive, and Professional MBA programs.

**All interested are welcome.**



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