

# Feifei HUANG

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## ACADEMIC POSITION

### **The Hong Kong Polytechnic University**

Assistant Professor of Marketing, July 2018 - present

## EDUCATION

### **The Chinese University of Hong Kong**

Ph.D. in Marketing, 2013 - 2018

Supervisor: Robert S. Wyer Jr.

### **The University of Chicago**

Visiting Ph.D. student in Marketing, 2017

Host Supervisor: Ayelet Fishbach

### **Dalian University of Technology**

M.Sc. in Marketing, 2010 - 2013

### **Shandong University of Finance and Economics**

B.B.A. in Logistics Management and B.A. in English, 2006 - 2010

## RESEARCH INTERESTS

Consumer Behavior, Marketing Communications, Emotions and Feelings

## PUBLICATIONS

**Huang, Feifei**, Vincent Chi Wong, and Echo Wen Wan (in press), "The Influence of Product Anthropomorphism on Comparative Judgment," *Journal of Consumer Research*.

Song, Xiaobing, **Feifei Huang**, and Xiuping Li (2017), "The Effect of Embarrassment on Preferences for Brand Conspicuousness: The Roles of Self-Esteem and Self-Brand Connection," *Journal of Consumer Psychology*, 27 (1), 69-83.

## MANUSCRIPTS IN THE REVIEW PROCESS

**Huang, Feifei** and Ayelet Fishbach, "An Upside to Feeling Down: Loneliness and Product Choice," Invited revision at *Journal of Marketing Research*.

Li, Xiuping, Meng Zhang, and **Feifei Huang**, "The Effect of Images of Physically Attractive Females on Young Women's Pro-Social Behavior," Invited revision at *Journal of Consumer Research*.

## **GRANTS**

Hong Kong Research Grants Council: Early Career Scheme, ECS25504319  
Principal Investigator, HK\$ 578,560, 2020 - 2021

The Hong Kong Polytechnic University: Start-up Grant  
Principal Investigator, HK\$ 300,000, 2018 - 2021

National Natural Science Foundation of China, NSFC71472020  
Co-Investigator, RMB 600,000, 2015 - 2018

## **SELECTED AWARDS AND HONORS**

Postgraduate Research Output Award, CUHK, 2017  
Global Scholarship for Research Excellence, CUHK, 2017  
Best Student Paper Award (First Prize), Annual Conference of JMS China, 2017  
Ph.D. Fellowship, CUHK, 2013 - 2017