

Fangyuan Chen

Curriculum Vitae (Summer 2019)

Department of Management and Marketing
The Hong Kong Polytechnic University
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Academic Positions

- 2016.07 -present Assistant Professor of Marketing
Faculty of Business, Hong Kong Polytechnic University, Hong Kong
- 2015.08-2016.06 Assistant Professor of Marketing
Guanghua School of Management, Peking University, Beijing

Education

- 2014 Ph.D. in Marketing
School of Business, Hong Kong University of Science and Technology
- 2009 B.B.A. in Marketing
Fudan University, Shanghai

Research Interests

Emotion Regulation, Vitality and Well-being, Brand Anthropomorphism, Prosocial Behaviors

Publications & Working Papers

1. Chen, Fangyuan and Jaideep Sengupta (2014), "Forced to be Bad: The Positive Impact of Low-Autonomy Vice Consumption on Consumer Vitality," *Journal of Consumer Research*, 41 (4), 1089–1107.
 - Presented at 2012 Association for Consumer Research Conference, Vancouver, Canada (special session)
 - Presented at 2012 Society for Consumer Psychology Conference, Las Vegas, US (competitive paper)
2. Chen, Fangyuan and Robert S. Wyer (2015), "The Effects of Affect, Processing Goals, and Temporal Distance on Information Processing: Qualifications on Temporal Construal Theory," *Journal of Consumer Psychology*, 25 (2), 326–332.
3. Chen, Fangyuan, Robert S. Wyer, and Hao Shen (2015), "The Interactive Effects of Affect and Processing Goals on Information Search and Product Evaluations," *Journal of Experimental Psychology: Applied*, 21 (4), 429–442.
4. Chen, Fangyuan, Jaideep Sengupta, and Rashmi Adaval (2018), "Does Endowing a Product with Life Make One Feel More Alive? The Effect of Product Anthropomorphism on

Consumer Vitality,” *Journal of the Association for Consumer Research*, 3 (4), 503–513.

- Presented at 2013 Association for Consumer Research Conference, Chicago, US

5. Chen, Fangyuan, Rocky Peng Chen, Li Yang (2019), “When Sadness Comes Alive, Will It Be Less Painful? The Effects of Anthropomorphic Thinking on Sadness Regulation and Consumption,” accepted at *Journal of Consumer Psychology*.

Working Papers

6. *How Do Consumers React to Anthropomorphized Brand Alliance Termination? Empathy, Compassion, and Pro-Brand Behaviors*, with Yuwei Jiang and Dongjin He,

- Under 2nd round review at *Journal of Consumer Research*
- Presented at 2018 European Association for Consumer Research Conference, Ghent, Belgium (poster session)
- Presented at 2018 Association for Consumer Research Conference, Dallas, US (competitive paper)
- Presented at the 3rd Annual Consumer Behavior Symposium, Zhejiang University, China

7. *When Brands Come Alive: Applying Interpersonal Communication Norm to Word-of-Mouth Transmission for Anthropomorphized Brand*, with Jaideep Sengupta and Frank Zheng

- Invited for revision at *Journal of Consumer Research*
- Presented at 2019 Society for Consumer Psychology Conference, Savannah, US (competitive paper)

8. *Prosocial Robots: The Impact on Inspiration, Donations, and Possible Solutions*, with Szu-chi Huang

- Under review at *Journal of Marketing*
- To be presented at the 2019 Association for Consumer Research Conference, Atlanta, (special session)
- Presented by co-author at the 41st ISMS Marketing Science Conference, Rome, Italy
- Presented by co-author at the 2019 TPM & JM Special Issue Conference, New York
- Presented by co-author at 2019 GW Inaugural Conference on the Intelligence of Things, Washington,
- Presented at 2018 Association for Consumer Research Conference, Dallas (Forum Co-chair)
- Presented by co-author at 2018 JACR Boutique Conference, Canada
- Presented at 2018 National Science Foundation Council (NSFC) and Hong Kong Research Grant Council (RGC) Young Scholar Forum, Harbin, China (invited talk)

9. *Being Alive and Vital: Understanding More about the Causes of Vitality and the Implications for Consumers*, manuscript in preparation.
10. *Social Responsible Corporate Behaviors and Implications for Consumers*, with Rui (Juliet) Zhu and Wei (Vivian) Guo, in progress.

Honors, Awards, and Grants

“Corporate Social Responsibility and Consumer Donation Behavior,” awarded by Hong Kong Research Grants Council with HK\$365,501, 2020–2022 (Principal Investigator)

“Robots and Consumer Prosocial Behavior,” awarded by Hong Kong Polytechnic University with HK\$200,000, 2019–2021 (Principal Investigator)

“Consumer Response to Anthropomorphized Brand Alliances,” awarded by Hong Kong Research Grants Council with HK\$454,477, 2017–2020 (Co-Investigator)

“Consumer Vitality, Emotions and Positive Experiences,” awarded by Hong Kong Polytechnic University with HK\$300,000, 2016–2019 (Principal Investigator)

Early Career Fund, Social Sciences Foundation (RMB50,000), Peking University, 2015–2016

AMA Sheth Foundation Doctoral Consortium Fellow, Seattle, WA, 2012

TEACHING

At Hong Kong Polytechnic University:

Consumer Behavior (undergraduate), 2016–now

At Peking University:

Consumer Behavior (IMBA), 2016 Spring

Experimental Design (doctoral), 2015 Fall

At Hong Kong University of Science and Technology:

Consumer Behavior (undergraduate), 2014 Spring

UNIVERSITY SERVICE

HK PolyU Management and Marketing Subject Pool Initiator and Coordinator 2017.01–now

HK PolyU Management and Marketing Behavioral Lab Director 2017.01–now

HK PolyU Management and Marketing Departmental Health, Safety & Environmental

Committee Member 2018.09–now

SERVICES TO THE FIELD

Ad Hoc Journal Reviewer

Journal of Consumer Research

Journal of Consumer Psychology

Ad Hoc Conference Reviewer

Association for Consumer Research Annual Conference

American Marketing Association Annual Conference