

Feifei HUANG

Department of Management and Marketing
The Hong Kong Polytechnic University
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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.

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

Young Scholars Thesis Award, CUHK, 2018

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