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Department of Management and Marketing
Faculty of Business
The Hong Kong Polytechnic University
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ACADEMIC POSITION

- **Research Assistant Professor of Marketing**
The Hong Kong Polytechnic University, 2021-present

EDUCATION

- **Ph.D. in Marketing**
The University of Hong Kong, 2017-2020
Supervisors: Prof. Sara KIM & Prof. Echo Wen WAN
- **B.Sc. in Psychology**
Nanjing University, 2012-2016

RESEARCH INTERESTES

Prosocial Behavior, Human-Technology Interaction, Anthropomorphism

PUBLICATIONS

- **Wang, Xue**, Liuna Geng, Kexin Zhou, Lijuan Ye, Yinglin Ma, and Shuhao Zhang (2016), "Mindful Learning Can Promote Connectedness to Nature: Implicit and Explicit Evidence," *Consciousness and Cognition*, 44, 1-7.
- **Wang, Xue**, Liuna Geng, Jiawen Qin, and Sixie Yao (2016), "The Potential Relationship between Spicy Taste and Risk Seeking," *Judgment and Decision Making*, 11(6), 547-553.
- Geng, Liuna, **Xue Wang**, Peng Xiang, and Jin Yang (2015), "The Physiological Indicator of Chronic Stress: Hair Cortisol," *Advances in Psychological Science*, 23(10), 1799-1807. (in Chinese)

CONFERENCE PRESENTATIONS

- **Wang, Xue**, He (Michael) Jia, and Sara Kim, “Effects of Recipients’ Negative Emotional Expressions on Donors’ Preference for Survival Helping versus Developmental Helping,” the 2019 *Association for Consumer Research North America Conference*, Atlanta, GA, USA.
- **Wang, Xue** and He (Michael) Jia, “Accumulative Efficacy Belief and Brand Switching for Nutrition Facilitators versus Supplements,” the 2019 *Society for Consumer Psychology Conference*, Savannah, GA, USA.
- **Wang, Xue**, He (Michael) Jia, and Sara Kim, “Effects of Recipients’ Negative Emotional Expressions on Donors’ Preference for Survival Helping versus Developmental Helping,” the 2019 *Society for Consumer Psychology Conference*, Savannah, GA, USA.
- **Wang, Xue**, He (Michael) Jia, and Sara Kim, “Effects of Recipients’ Negative Emotional Expressions on Donors’ Preference for Survival Helping versus Developmental Helping,” the 2018 *Association for Consumer Research North America Conference*, Dallas, TX, USA.

HONORS AND AWARDS

- Postgraduate Scholarship, The University of Hong Kong, 2017-2020
- Second-class Prize, The Association for Chinese Social Psychology Annual Convention, 2016

PROFESSIONAL SERVICES

- Trainee Reviewer, *Journal of Consumer Research*, 2020
- Reviewer, *Society for Consumer Psychology Conference*, 2019