

# Fangyuan Chen

Curriculum Vitae (Spring 2021)

Department of Management and Marketing  
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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

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.
  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.
  5. Chen, Fangyuan, Rocky Peng Chen, Li Yang (2020), "When Sadness Comes Alive, Will It Be Less Painful? The Effects of Anthropomorphic Thinking on Sadness Regulation and Consumption," *Journal of Consumer Psychology*, 30 (2), 277–295.
- Selected media coverage: <https://www.theguardian.com/lifeandstyle/2019/dec/08/how-can-you-conquer-ordinary-everyday-sadness-think-of-it-as-a-person>

6. Cheng, Yue, Lingyun Qiu, and Fangyuan Chen (2020), “The Effect of Cuteness Design on Perceived Quality of Anthropomorphic Systems,” *China Journal of Information System*, forthcoming.

### **Working Papers & Work in Progress**

- “Product anthropomorphism and WOM,” with Jaideep Sengupta and Frank Zheng, R&R.  
“Service robots and prosocial behaviors,” with Szu-chi Huang, R&R.  
“Brand alliances and consumer reaction,” with Yuwei Jiang and Dongjin He, in progress.  
“Covid-19 and workplace anxiety,” with Bonnie Cheng and Yaxian Zhou, in progress.  
“Corporatae social responsibility and consumer reaction,” With Szu-chi Huang, 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)

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

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

### **Services to the Department**

Behavioral lab director, credit subject pool initiator and coordinator	2017.01–2021.01
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