

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
PhD in Marketing, 2013 – 2018
Chief Supervisor: Robert S. Wyer Jr.
The University of Chicago
Visiting PhD student in Marketing, 2017
Host Supervisor: Ayelet Fishbach
Dalian University of Technology
MSc in Marketing, 2010 – 2013
Shandong University of Finance and Economics
BBA in Logistics Management and BA in English, 2006 – 2010

RESEARCH INTERESTS

Consumer Behavior
Sustainability
Marketing Communications
Emotions and Feelings

PUBLICATIONS

Huang, F., & Wong, V. C. (forthcoming). From second-hand to third-hand: Reuse and resale cycle. *Journal of Consumer Research*.

Huang, F., & Fishbach, A. (2021). Feeling lonely increases interest in previously owned products. *Journal of Marketing Research*, 58(5), 968–980.

Huang, F., Wong, V. C., & Wan, E. W. (2020). The influence of product anthropomorphism on comparative judgment. *Journal of Consumer Research*, 46(5), 936–955.

Song, X., **Huang, F.**, & Li, X. (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 UNDER REVIEW

Sustainable consumption, invited for revision at *Journal of Consumer Research*.

The influence of ascription mindset on consumer preference, invited for revision at *Journal of Marketing Research*.

SELECTED RESEARCH GRANTS

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

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

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

SELECTED AWARDS AND HONORS

2022 Faculty Prize for Outstanding Young Researcher, The Hong Kong Polytechnic University
2021 & 2022 Faculty Awards for Incentive Scheme for UTD Journal Publications, The Hong Kong Polytechnic University
2018 Young Scholars Thesis Award, The Chinese University of Hong Kong
2017 Postgraduate Research Output Award, The Chinese University of Hong Kong
2017 Global Scholarship for Research Excellence, The Chinese University of Hong Kong
2017 Best Student Paper Award, Annual Conference of Journal of Marketing Science
2013 – 2017 Ph.D. Fellowship, The Chinese University of Hong Kong

JOURNAL REVIEW

Journal of Marketing Research, Journal of Marketing, Journal of Consumer Psychology, Organization Science, Journal of Business Research, Psychology & Marketing, Journal of Consumer Affairs

TEACHING EXPERIENCE

Most recent average ratings are included.

Postgraduate Level (teaching evaluation: 4.8/5.0)

MM573 Marketing Strategy (MBA Program & MSc Program), 2020/21 – present
MM5935 Independent Projects (MBA Program), 2022/23 – present

Undergraduate Level (teaching evaluation: 4.6/5.0)

MM4751 Marketing Strategy, (BBA Program), 2021/22 – present
MM2711 Introduction to Marketing, (BBA Program), 2018/19 – 2019/20