

# Feifei HUANG

Department of Management and Marketing  
The Hong Kong Polytechnic University  
Hung Hom, Kowloon, Hong Kong  
Email: [feifei.huang@polyu.edu.hk](mailto:feifei.huang@polyu.edu.hk)

Sep 2023

## **ACADEMIC POSITION**

---

Assistant Professor of Marketing, The Hong Kong Polytechnic University

## **EDUCATION**

---

The Chinese University of Hong Kong  
PhD in Marketing  
Chief Supervisor: Robert S. Wyer Jr.  
The University of Chicago  
Visiting PhD student in Marketing  
Host Supervisor: Ayelet Fishbach  
Dalian University of Technology  
MSc in Marketing  
Shandong University of Finance and Economics  
BBA in Logistics Management and BA in English

## **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**

---

Best Poster Award, Society for Consumer Psychology Annual Conference  
Faculty Prize for Outstanding Young Researcher, The Hong Kong Polytechnic University  
Faculty Awards for Incentive Scheme for UTD Journal Publications, The Hong Kong Polytechnic University  
Young Scholars Thesis Award, The Chinese University of Hong Kong  
Postgraduate Research Output Award, The Chinese University of Hong Kong  
Global Scholarship for Research Excellence, The Chinese University of Hong Kong  
Best Student Paper Award, Annual Conference of Journal of Marketing Science  
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