

Huixin Deng

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EDUCATION

- Fudan University, Shanghai, China** **Sept. 2018-present**
School of Management
Major: Business Administration (Marketing, PhD Candidate)
- University of British Columbia, Vancouver, Canada** **Sept. 2021-present**
Sauder Business School
Visiting International Research Student (VIRS)
- Fudan University, Shanghai, China** **Sept. 2013-July.2018**
Major: Financial Management
- The University of Mannheim, Mannheim, Germany** **Sept.2016-Dec.2016**
Exchange Program (International Student)
Major: Business Administration

RESEARCH INTEREST

Consumer Judgment and Choice
Goal and Motivation
Managing Incentives
Uncertainty

PUBLICATIONS AND MANUSCRIPTS UNDER REVIEW

Deng, H., Jin, L., Xu, Q.*, “Right” on the day: How the timing of date-specific promotions influences consumer responses, forthcoming at *Psychology and Marketing*.

Ming, Y., **Deng, H.**, Wu, X.*, (2022). The negative effect of air pollution on people's pro-environmental behavior, *Journal of Business Research*, 142, 72-87.

Yen, A. C. P., **Deng, H.***, & Jin, L. (2021). How parents' social comparison orientation influences children's decision in a public goods game. *Early Child Development and Care*, 191(15), 2440-2458.

Yang, S.*, **Deng, H.**, Wang, H., “Liquid Consumption and Sharing Economic: A Literature Review,” *modernization of management*, 2019 (2), 31-34 (in Chinese)

SELECTED WORKS IN PROGRESS

Huixin Deng, Liyin Jin, “Assertive language in referral program persuasion”, manuscript in preparation

Huixin Deng, Qian Xu, Liyin Jin, “How uncertainty reward influences consumer referral behavior”

Huixin Deng, Shaoguang Yang, “Bundle promotion in the near expiration-dates product.”

Huixin Deng, Liyin Jin, “A field experiment on overdue payment reminder.”

Invited Talks and Presentations

Huixin Deng*, Qian Xu, Liyin Jin (2019), Not all greetings are welcomed: How strategic ambiguity influence consumer's purchase intention? Talk given at the *International Symposium of Attitude Research, Innovation, and Management*, Shanghai, China

ALEX CHIEN PO YEN, **Huixin Deng***, Liyin Jin (2018), How Parents' Social Comparison Orientation Influences Children's Decision in a Public Good Game. Talk given at NYU Shanghai, 2018

Teaching and Advising

Assistant: Consumer Behavior, Undergraduate

Assistant: Marketing Management, Daytime MBA

Assistant: Marketing Management, EMBA

Xu, Qian

Zou, Deqiang

Jin, Liyin

Industry Experience

Bilibili Inc. (Shanghai)

Jul.2020-Aug.2021

Algorithm intern

- Analyzing user's experience during watching videos by using NLP technology. Supporting software engineers to train the deep-learning models.

Case studies and consulting project of Neobio Family Park

Apr. 2019-July 2019

Student Analyst

- Assisted Neobio family park in completing user surveys in Shanghai and Hangzhou (a total of 60 people), drawing user portraits, and helping companies gain insight into customers' real needs through decision maps. This work laid the foundation for the store's subsequent expansion in Chengdu and Shenzhen.

Interbrand Brand Consulting (Shanghai) Co., LTD

Jan. 2017- Mar.2017

Consulting Intern

- Joined the strategy consulting team BCB2017 (Best China Brand) by analyzing brand value of "Huawei", "Lenovo", "New Original" etc. Assisting to predict the growing trend of ICT and Online Education industry.

Experience

Languages

English: Fluent; Chinese: Native; Cantonese: Native; German: Basic

Popular science writer

Have more than 10 thousand followers at Zhihu (Chinese Quora); love science, and want more people love it.

Hobbies

Marathon, Piano and Harmonica

References

Liyin Jin

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Qian Xu

Associate Professor of Marketing
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Yanwen Wang

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Columbia
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