

HUIXIN DENG

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CURRENT POSITIONS

Royal Holloway, University of London **2024 - Current**
School of Business and Management
Lecturer of Marketing

EDUCATION

Fudan University, Shanghai, China **2018 - 2024**
School of Management
Ph.D. in Marketing

University of British Columbia, Vancouver, Canada **2021 - 2022**
Sauder Business School
Visiting Scholar in Marketing

Fudan University, Shanghai, China **2013 - 2018**
School of Management
B.A. in Financial Management

RESEARCH INTEREST

Consumer Judgment and Choice
Sustainable Consumption
Marketing Communication

JOURNAL PUBLICATIONS

Deng, H., Yang, S., & Jin, L. (in press). Too assertive to recommend: The effect of assertive tone on referral behavior, *Journal of Retailing*.

Deng, H., Jin, L., & Xu, Q. (2022). "Right" on the day: How the timing of date-specific promotions influences consumer responses. *Psychology & Marketing*, 39(2), 429-440.

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, Mengran Xu, Liyin Jin, “Mind the Gap: Sender-Recipient Differential Preferences for Message Sidedness in the Referral Context”, manuscript in preparation for submission to *Journal of Marketing Research*

Huixin Deng, Shaoguang Yang, “Bundle promotion in the near expiration-dates product.”, manuscript in preparation for submission to *Journal of Consumer Psychology*

Huixin Deng, Xiaoyue Wu, Liyin Jin, “How uncertainty reward influences consumer referral behavior”, manuscript in preparation

Huixin Deng, Qian Xu, Liyin Jin, “firm-centric promotion.”, manuscript in preparation

Huixin Deng, “AIGC in the Marketing Practice”, data collection

INVITED TALKS AND PRESENTATIONS

Nuoya Chen, **Huixin Deng**, Jinfeng (Jenny) Jiao, Xiucheng Fan, “Behind 280 calorie: understand the nutrition facts label by intelligible units” competitive paper accepted at Society for Consumer Psychology (SCP), Las Vegas, USA, 2025 (expected)

Nuoya Chen, **Huixin Deng**, Jinfeng (Jenny) Jiao, Xiucheng Fan, “Behind 280 calorie: understand the nutrition facts label by intelligible units” competitive paper accepted at Australian & New Zealand Marketing Academy (ANZMAC), Tasmania, Australia, 2024

Huixin Deng, Mengran Xu, Liyin Jin, “Mind the Gap: Sender-Recipient Differential Preferences for Message Sidedness in the Referral Context”, poster accepted at Society for Judgment and Decision Making (SJDM), New York City, USA, 2024

Nuoya Chen, **Huixin Deng**, Jinfeng (Jenny) Jiao, Xiucheng Fan, “Behind 280 calorie: understand the nutrition facts label by intelligible units” competitive paper accepted at Association for Consumer Research (ACR), Seattle, 2023

Nuoya Chen, **Huixin Deng**, Jinfeng (Jenny) Jiao, Xiucheng Fan, “Behind 280 calorie: understand the nutrition facts label by intelligible units” competitive paper accepted at the American Marketing Association (AMA) Summer Academic Conference, San Francisco, CA, 2023

Huixin Deng, Shaoguang Yang, “Freshness Matters: How quantity (vs. price) discounts influences consumer response when purchasing near-expiration products.” poster accepted at the American Marketing Association (AMA) Summer Academic Conference, San Francisco, CA, 2023

Huixin Deng*, Shaoguang Yang, Liyin Jin, “A tone for your thoughts: The effect of assertive language on referral behaviors” Journal of Marketing Science Conference (JMS), Chongqing, China, 2022

Huixin Deng*, Qian Xu, Liyin Jin (2019), Not all greetings are welcomed: How strategic ambiguity influence consumer’s purchase intension? 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

Royal Holloway, University of London

- MN 5613 Search and Metrics (Graduate), Instructor
- MN 5614 Design Thinking (Graduate), Instructor

Fudan University

- Consumer Behavior (Undergraduate), Teaching Assistant
- Marketing Management (MBA, EMBA), Teaching Assistant
- Digital Marketing Strategy (IMBA), Teaching Assistant

NYU Shanghai

- Statistics of Business and Economics, Grader & Teaching Assistant

PROFESSIONAL AFFILIAGIONS

Society for Judgement and Decision Making (SJDM)

Society for Consumer Psychology (SCP)

Association for Consumer Research (ACR)

SERVICES

Journal Reviewer:

- Psychology & Marketing
- Humanities and Social Sciences Communications

Conference Reviewer:

- American Marketing Association (AMA)
- Association for Consumer Research (ACR)
- Australian & New Zealand Marketing Academy (ANZMAC)
- European Marketing Academy (EMAC)
- Pacific Asia Conference on Information Systems (PACIS)

Royal Holloway, University of London

- Doctoral School Advisory Group

SKILLS

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.

Podcast Producer 周五晚 Friday Night (in Mandarin)
Breaking Marketing Insight (co-host with The Khoa Do (Bin))

Hobbies Marathon, Piano and Harmonica