

Huixin Deng

Visiting International Research Student, Marketing

Tel: (+1) 236 987 3613

Email: hxdeng@student.ubc.ca

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

Huixin Deng, Qian Xu*, Liyin Jin, “‘Right’ on the day: How the timing of date-specific promotions influences consumer responses,” invited for 2nd round review at *Psychology and Marketing*. [See Appendix for Abstract.](#)

Yaxin Ming, **Huixin Deng**, Xiaoyue Wu*. “The negative effect of air pollution on people's pro-environmental behavior,” invited for 2nd round review at *Journal of Business Research*. [See Appendix for Abstract.](#)

ALEX CHIEN PO YEN, **Huixin Deng***, Liyin Jin, “How Parents’ Social Comparison Orientation Influences Children’s Decision in a Public Good Game,” *Early Child Development and Care* (SSCI, forthcoming)

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

SELECTED WORKS IN PROGRESS

Huixin Deng, Qian Xu, Liyin Jin, “Assertive language in referral program persuasion”, manuscript in preparation for submission to *Journal of Marketing Research*.

Nuoya Chen, **Huixin Deng**, Jinfeng (Jenny) Jiao, Xiucheng Fan, “The Meaning Behind 280 Calories: Understand the Nutrition Facts Label by Numeral Interpretation,” manuscript in preparation for submission to *Journal of Marketing*.

Liyin Jin, **Huixin Deng**, “The Behavioral Impact of the Spread of COVID-19: A before-after experiment,” manuscript in preparation.

Huixin Deng, Qian Xu, Liyin Jin, “Uncertainty Referral.”

Huixin Deng, Yunlu Yin, 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 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

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

Professor of Marketing
School of Management, Fudan University
Email: jinliyin@fudan.edu.cn
Phone: (86) 137 6163 9005

Qian Xu

Associate Professor of Marketing
School of Management, Fudan University
Email: qianxu@fudan.edu.cn
Phone: (86) 021 2501 1090

Yanwen Wang

Associate Professor
Sauder Business School, University of British
Columbia
Email: yanwen.wang@sauder.ubc.ca
Phone: (+1) 604 827 0078

Yunlu Yin

Assistant Professor of Marketing
School of Management, Fudan University
Email: yinyunlu@fudan.edu.cn
Phone: (86) 021 2501 1209

APPENDIX: SELECTED ABSTRACTS

Huixin Deng, Qian Xu*, Liyin Jin, “Right’ on the day: How the timing of date-specific promotions influences consumer responses,” invited for 2nd round review at *Psychology and Marketing*.

While it is common for companies to send greetings that include special promotions to their customers on special days (e.g., birthdays, holidays, etc.), consumers express mixed responses to such date-specific promotions. Building upon the persuasion knowledge model, the present work examines the conditions under which sending date-specific promotions lead to favorable consumer responses. In four studies, we demonstrate that consumers respond to date-specific promotions more positively when they are sent in advance than when they are sent on specific days, especially for companies perceived as less warm (vs. warm). Sending promotions on the exact day elicits an ulterior motive inference from consumers regarding the company, which can be alleviated by sending promotions in advance. We further find that this effect is weakened when the message includes only greetings without highlighting specific promotional information. These findings have important implications for marketers regarding how firms should design date-specific promotions and communicate with their customers.

Yaxin Ming, **Huixin Deng**, Xiaoyue Wu*. “The negative effect of air pollution on people's pro-environmental behavior,” invited for 2nd round review at *Journal of Business Research*.

Air pollution has been a major environmental problem impacting billions of people worldwide. Despite a large stream of literature discussing the psychological, economic, and environmental effects of air pollution, limited research has explored how people's pro-environmental behavior (PEB) is affected by air pollution. The present research indicates that people are less willing to engage in PEB when air pollution is severe. Our results show that public attention to PEB is significantly negatively related to air quality (Pilot Study). Additionally, when exposed to air pollution, people are less likely to purchase pro-environmental products (Studies 1 and 2), engage in recycling (Study 3), participate in sustainable travel (Study 4) and donate to environmental organizations (Studies 4 and 5). This is because the negative mood triggered by air pollution inhibits their willingness to engage in PEB (Studies 1 and 3). The theoretical and practical implications of the present research are also discussed.