

# 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

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## RESEARCH INTEREST

Consumer Judgment and Choice  
Goal and Motivation  
Managing Incentives  
Uncertainty

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## PUBLICATIONS AND MANUSCRIPTS UNDER REVIEW

- Deng, H.**, Xu, Q.\*, Jin, L., “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)

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## 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*.
- 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, “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.”

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## 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

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## Teaching and Advising

**Assistant:** Consumer Behavior, Undergraduate  
**Assistant:** Marketing Management, Daytime MBA  
**Assistant:** Marketing Management, EMBA

**Xu, Qian**  
**Zou, Deqiang**  
**Jin, Liyin**

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## 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.

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## 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

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## References

### **Liyin Jin**

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### **Qian Xu**

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Phone: (86) 021 2501 1090

### **Yanwen Wang**

Associate Professor  
Sauder Business School, University of British  
Columbia  
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### **Yunlu Yin**

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