**Haojun Chen**

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| HKU Business School | dylanmkt@connect.hku.hk |
| The University of Hong Kong |  |
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| **EDUCATION** |  |
| The University of Hong Kong, Hong Kong | 2026 summer (expected) |
| Ph.D. Candidate in Marketing |  |
| University of British Columbia | 2024 |
| Exchange student in Sauder School of Business |  |
| The Chinese University of Hong Kong, Hong Kong | 2017 |
| MSc in Information and Technology Management |  |
| Xiamen University, Xiamen | 2016 |
| Bachelors in Accounting and Economic |  |
| |  | | --- | | **SKILLS** | | Languages: Hokkien (Native); Cantonese (Fluent); Mandarin (Native); English (Fluent) | | |  |

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| **RESEARCH INTERESTS** |  |
| Theoretical: Gift-Giving; Behavioral Pricing; Choice Structure | |
| Substantive: Digital Marketing; Prosocial Behavior | |
| Methodological: Lab, Online, and Field Experiments; Platform A/B Tests; Eye-Tracking; Analysis of Longitudinal and Secondary Data | |

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| **SELECT RESEARCH IN PROGRESS** |
| 1. **Haojun Chen**, Zhengyu Shi, Chu (Ivy) Dang, and Tak Huang, “Title Removed for Blind Review [Digital Marketing]” |
| * *Revising for invited resubmission at Journal of Marketing Research* |
| 1. **Haojun Chen**, Marina Puzakova**,** Fine F. Leung, and Sara Kim, “Title Removed for Blind Review [Gift-Giving]” |
| * *Under review at International Journal of Research in Marketing* |
| 1. **Haojun Chen**, Chu (Ivy) Dang, and Sara Kim, “[Gift-Giving]” |
| * *Under review at International Journal of Research in Marketing* |
| 1. Jin Sun, Jiajia Zhang, **Haojun Chen**, Hongwei He, Sumin Kim, “[Sustainability]” |
| * *Manuscript in preparation, targeting Journal of Marketing Research* |
| 1. **Haojun Chen**, Sara Kim**,** and Shaobo Li “[Sensory Marketing]” |
| * *Data Collection in Progress* |
| 1. **Haojun Chen**, Khyati Gupta, and Krishna Savani, “[Tipping]” |
| * *Data Collection in Progress* |

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| **TEACHING EXPERIENCE** |  |
| Teaching Assistant |  |
| * Applied Marketing Research and Metrics, MSc program, Sara Kim | Spring 2025 |
| * Marketing Strategy, FT MBA program, Tingting Fan | Fall 2022 Fall 2023 |
| * Marketing Strategy, PT MBA program (Shenzhen), Tingting Fan | Spring 2024 |
| * Marketing Strategy (Strategic Marketing Management), PT MBA program, Tingting Fan | Winter 2021 Spring 2025 |
| * Marketing Management, MSc program, Tingting Fan | Fall 2023 |
| * Behavioral Research Methods, DBA Program, Echo Wan | Summer 2022 Fall 2023 |
| * Consumer Insights: Foundations & Practial Tools, PT MBA program, Alison Xu | Spring 2023 |
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| Guest Presentations |  |
| * Topic, “Basic use of Eye-Tracking Devices in Consumer Behavior Research” (DBA) | Winter 2021 Fall 2023 |
| * Topic, “A/B Test and Eye-Tracking Applied in Consumer Behavior Research” (Ph.D.) | Winter 2023 |
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| Tutorial Mentorship |  |
| * Behavioral Research Methods, DBA Program, Kevin Zhou & Echo Wan (mentored 46 students on research proposals and led a workshop to guide them in conducting research beyond the proposal stage) | Summer 2022 |
| * Behavioral Research Methods, DBA Program, Kevin Zhou & Echo Wan (advising 48 students in research proposals) | Fall 2023 |
| * Applied Marketing Research and Metrics, MSc program, Sara Kim (advising 23 groups in survey designs) | Spring 2025 |
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| Guest Lecturer |  |
| * Data Analysis and Making Comparisons Ratings: 4.73/5 (class A, class size = 41) and 4.49/5 (class B, class size = 37), Applied Marketing Research & Metrics (MSc, HKU) | Spring 2023 |
| * Marketing Mix – Product Rating: 5/5 (class size = 11), Financial Marketing (Undergraduate, SUSTech) | Fall 2023 |
| * Platform A/B Tests and Eye-Tracking Devices for Marketing Research Rating: 4.70/5 (class size = 27), Research Methods for Consumer Behavior Research (Ph.D., HKU) | Fall 2023 |
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| Teaching Interests |  |
| * Consumer Behavior |  |
| * Digital Marketing |  |
| * Research Methodology |  |