

Fangyuan Chen

University of Macau, Taipa, Macau

Office: E22-2066, Tel: +853-8822-9191

fangyuanchen@um.edu.mo

ORCID: <https://orcid.org/0000-0001-5148-6280>

EDUCATION

Doctor of Philosophy (PhD) in Marketing, 2015

Hong Kong University of Science and Technology Faculty of Business

Advisors: Prof. Jaideep Sengupta and Prof. Rashmi Adaval

Bachelor of Science (BS) in Marketing, 2009

Fudan University School of Management

Shanghai, China

ACADEMIC POSITIONS

Associate Professor of Marketing, 2023-

Faculty of Business Administration

University of Macau

- Affiliated Member, Asia-Pacific Academy of Economics and Management

Assistant Professor of Marketing, 2016-2022

Faculty of Business

Hong Kong Polytechnic University

- Director, Behavioral Research Laboratory, 2016-2019

Assistant Professor of Marketing, 2015-2016

Guanghua School of Management

Peking University

Visiting Assistant Professor of Marketing, Spring 2015

School of Business

Hong Kong University of Science and Technology

RESEARCH INTERESTS

- Understanding non-human marketing entities using human-based theories
- Investigating ways to improve consumer psychological well-being

PUBLISHED AND FORTHCOMING JOURNAL ARTICLES

Underline denotes the coauthor as a student at the start of the research project

- Cheng, B. H., Zhou, Y., Chen, F. (2023). You've got mail! How work e-mail activity helps anxious workers enhance performance outcomes. *Journal of Vocational Behavior*, 144, 103881.
- Su, L., Sengupta, J., Li, Y., Chen, F. (2023). Want versus need: How linguistic framing influences responses to crowdfunding appeals. *Journal of Consumer Research*, 50(5), 923-944.
- Selected Press: *Stanford Social Innovation Review*
- Chen, F., Huang, S. (2023). Robots or humans for disaster response? Impact on consumer prosociality and possible explanations. *Journal of Consumer Psychology*, 33, 432-40.
- Selected Press: *Insights by Stanford Business, Phys.org, Stanford Business podcasts*
- Chen, F., Sengupta, J., Zheng, J. (2023). When products come alive: Interpersonal communication norms affect how consumers talk about anthropomorphized products. *Journal of Consumer Research*, 49(6), 1032-52.
- Chen, F., Chen, P., Yang, L. (2020). When sadness comes alive, will it be less painful? The effects of anthropomorphic thinking on sadness regulation and consumption. *Journal of Consumer Psychology*, 30, 277-95.
- Selected Press: *The Guardian, Science Daily, Psychology Today*
- Chen, F., Sengupta, J., Adaval, R. (2018). Does endowing a product with life make one feel more alive? The effect of product anthropomorphism on consumer vitality. *Journal of the Association for Consumer Research*, 3, 503-13.
- Chen, F., Wyer, R.S., Shen, H. (2015). The interactive effects of affect and processing goals on information search and product evaluations. *Journal of Experimental Psychology: Applied*, 21, 429-42.
- Chen, F., Wyer, R.S., (2015). The effects of affect, processing goals, and temporal distance on information processing: Qualifications on temporal construal theory. *Journal of Consumer Psychology*, 25, 326-32.
- Chen, F., Sengupta, J. (2014). Forced to be bad: The positive impact of low-autonomy vice consumption on consumer vitality. *Journal of Consumer Research*, 41, 1089-107.
- Selected Press: *Harvard Business Review, Forbes, NBC News*

SELECTED WORKING PAPERS AND ONGOING PROJECTS

- Pang, Y., Wang, L. and Chen, F. "Age and Message Frame Effects"
- Liang, C., Chen, F., He, D., and Jiang, Y. "Brand Alliance Termination"
- Pang, Y., Chen, F., and Wang, L. "Healthcare Chatbots Design and Adoption"
- Chen, F., Zhang, T., and Savani, K. "Age and Lay Belief"

COMPETITIVE RESEARCH GRANTS

"Anthropomorphism and aging consumers," Hong Kong Research Grants Council (RGC) Competitive General Research Fund, HK\$383,137, Principal Investigator, 2022

"Consumer engagement with digital marketing platforms," Hong Kong Polytechnic University Strategic Area Grant, HK\$150,000, Principal Investigator, 2022

"Corporate social responsibility and consumer donation," Hong Kong RGC Competitive General Research Fund, HK\$365,501, Principal Investigator, 2020

"Service robots and consumer reactions," Hong Kong Polytechnic University Central Research Grant, HK\$200,000, Principal Investigator, 2018

"Brand alliance and consumer responses," Hong Kong RGC Competitive General Research Fund, HK\$454,477, Co-Investigator, 2018-2020

TEACHING EXPERIENCE

Digital Marketing, University of Macau

- Course offered in English
- Undergraduate, elective course, 2023, 2024

Consumer Behavior, University of Macau

- Course offered in English
- MBA and MSc, elective course, 2023, 2024

Consumer Behavior, Hong Kong Polytechnic University

- Course offered in English
- MSc, elective course, 2021-2022; Undergraduate, core course, 2016-2021

Consumer Behavior, Peking University

- Course offered in English
- IMBA, elective course, 2016

Experimental Design and Data Analysis, Peking University

- Course offered in English
- Doctoral, core course, 2015

SERVICE

To people

- Doctoral students
He, Dongjin, Co-supervisor, first placement: Lingnan University, Hong Kong
Pang, Yuting, External co-supervisor, ongoing
Liu, Chengchen, External co-supervisor, ongoing
- Undergraduate students
Liu, Zhenji, Honours College thesis supervisor, 2023
Wu, Kefan, Supervisor and nominator, HKIM Marketing Graduate of the Year, 2022

To the field

- Reviewer for Journal of Consumer Research, Journal of Marketing Research, Journal of Consumer Psychology, Journal of the Academy of Marketing Science, Journal of Experimental Psychology: General, ACR conference, SCP conference

To the University of Macau

- FBA Distinguished Visiting Scholar of UM Talent Program, panel member, 2024
- FBA Research Committee, member, 2023 – present
- FBA Salon Series on Marketing and Management, speaker, 11 May 2023
- FBA Salon Series on Data Analysis, speaker, 16 April 2024 (scheduled)
- FBA Research Award Selection, ad-hoc committee member, 2024
- FBA Ph.D. Program Revision Committee, member, 2024
- FBA Faculty Recruitment Committee (Marketing Area), panel member, 2024
- FBA LinkedIn Account, manager, 2024 to present

To Hong Kong Polytechnic University

- Marketing Seminar Series, coordinator, 2022
- BBA in Marketing Admission Interview, panel member, 2020, 2021
- Credit Subject Pool, initiator and coordinator, 2016-2019
- AMA Faculty Recruitment Interview, panel member, 2017

KNOWLEDGE TRANSFER VIA PRESS ARTICLES

Chen, F. and Huang, S. (2023, Fall/Winter). "WALL-E vs. Reality: Why Disaster Response Robots Don't Inspire Us" *UMagazine*, Issue 28, pp. 29-30.

Chen, F., Dai, H. (2022, March). "[When reading news on COVID-related deaths, remember three rules.](#)" *South China Morning Post*, Opinion Piece.

Chen, F., (2022, January). "[Robots are helping us fight COVID-19, but can we learn to love them?](#)" *South China Morning Post*, Opinion Piece.