

DER-WEI HUANG

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ACADEMIC POSITIONS

The Chinese University of Hong Kong, Shenzhen, School of Management and Economics and Shenzhen Finance Institute, China

Assistant Professor of Marketing, July 2023-present

EDUCATION

Indiana University Bloomington, Kelley School of Business, IN, USA

Ph.D. *Marketing (Consumer Behavior)*, minor in *Psychology*, June 2023

London School of Economics and Political Science, London, UK

M.Sc. *Management and Strategy*, 2016

Honor: *Distinction*

National Taiwan University, Taiwan, ROC

B.S. *Business Administration* – Business Management Division, Global Program, 2015

Honor: *Summa Cum Laude*

Valedictorian, Class of 2015

University of Edinburgh, Scotland, UK

Visiting Student, 2013-2014

RESEARCH INTERESTS

Digital Consumption of Personal Experiences (Social Media, Online Reviews, Crowdfunding)

Consumer Relationships (Trust, Confrontation, Secrets)

PUBLICATIONS († denotes equal authorship)

- Mansur Khamitov†, Koushyar Rajavi†, **Der-Wei Huang†**, and Yuly Hong†, “Consumer Trust: Meta-analysis of 20 Years of Empirical Research”, forthcoming at *Journal of Consumer Research*
 - Featured in *Showing up for Yourself Podcast* by VP of Miller Zell branding agency
 - SSRN's Top Ten download list

WORKING PAPERS

- **Der-Wei Huang**, Edward Hirt, and Kathryn Kroeper, “Confrontation.”
- Chethana Achar, **Der-Wei Huang**, Nidhi Agrawal, and Adam Duhachek, “Onset Controllability in Crowdfunding.”
- **Der-Wei Huang** and Elanor F. Williams, “Happy Secrets.”

SELECTED WORKS IN PROGRESS

- **Der-Wei Huang**, Kelley Gullo Wight, Danielle J. Brick, and Beth Fossen, “Time of Day Effects on Online Reviews.”
- **Der-Wei Huang**, H. Shanker Krishnan, and Mansur Khamitov, “Experiential Consumption Photos and Social Media Engagement.”

CHAired CONFERENCE SYMPOSIA

- Sharing and Consumer Experience: How Do Different Forms of Sharing Affect Consumer

- Evaluations of Experience, *Association for Consumer Research*, Virtual Conference, Oct. 2020.
- Toward a Further Understanding of How Political Ideology Drives Motivation and Values, *Association for Consumer Research*, Virtual Conference, Oct. 2020.
 - Toward a Further Understanding of How Political Ideology Drives Motivation and Values, *Society for Consumer Psychology*, Huntington Beach, CA, Mar. 2020.

PEER-REVIEWED CONFERENCE PRESENTATIONS

*denotes presenter

- **Der-Wei Huang***, Discussant, *Haring Symposium*, April 2022.
- **Der-Wei Huang*** and H. Shanker Krishnan, “Blending In or Popping Out? Which Consumption Experience Photos Generate Positive Consumer Engagement?” *Association for Consumer Research*, Competitive Paper, Virtual Conference, Oct. 2021.
- **Der-Wei Huang*** and Edward Hirt, “Don’t Cross the Line: When “Others” Are More Important Than the Self”, *Midwestern Psychological Association*, Paper Talk, Virtual Meeting, April 2021.
- **Der-Wei Huang*** and Elanor F. Williams, “The Occasional Enjoyment of Having A Secret,” *Midwestern Psychological Association*, Paper Talk, Virtual Meeting, April 2021.
- **Der-Wei Huang*** and H. Shanker Krishnan, “Blending In or Popping Out? Which Consumption Experience Photos Generate Positive Consumer Engagement?” *Haring Symposium*, April 2021.
- **Der-Wei Huang*** and H. Shanker Krishnan, “Let Me See How I Look: How Visual Perspective Affects Consumer Experience and Sharing Behavior,” *Association for Consumer Research*, Special Session, Virtual Conference, Oct. 2020.
- **Der-Wei Huang*** and Adam Duhachek, “Political Ideology and Differential Experience of Change,” *Association for Consumer Research*, Special Session, Virtual Conference, Oct. 2020.
- **Der-Wei Huang*** and Adam Duhachek, “Political Ideology and Differential Experience of Change: Political Ideology and Innovation,” *China Marketing International Conference*, Virtual Conference, Jun. 2020.
- **Der-Wei Huang***, Discussant, *Haring Symposium*, April 2020.
- **Der-Wei Huang*** and Adam Duhachek, “Political Ideology and Differential Experience of Change,” *Society for Consumer Psychology*, Symposium, Huntington Beach, CA, Mar. 2020.
- **Der-Wei Huang*** and H. Shanker Krishnan, “Let Me See How I Look: How Visual Perspective Affects Consumer Experience and Sharing Behavior,” *Society for Consumer Psychology*, Working Paper Session, Huntington Beach, CA, Mar. 2020.
- **Der-Wei Huang*** and H. Shanker Krishnan, “Let Me See How I Look: How Visual Perspective Affects Consumer Experience and Sharing Behavior,” *Association for Consumer Research*, Working Paper Session, Atlanta, GA, Oct. 2019.

HONORS & AWARDS

- Doctoral Fellow, *2022 ISMS Doctoral Symposium*, Jun. 2022.
- First Place Winner, Research Poster Competition, Indiana University, April 2021.
 - **Der-Wei Huang**, and H. Shanker Krishnan, “Blending In or Popping Out? Which Consumption Experience Photos Generate Positive Consumer Engagement?”
- Best Discussant Award (Runner-up), *2020 Haring Symposium*, Indiana University, April 2020.
- Recipient, “2020 Ministry of Science and Technology Taiwanese Overseas Pioneers Grants (TOP Grants) for PhD Candidates,” Taiwan, ROC, Aug. 2020-May 2021.
- Recipient, “Government Scholarship to Study Abroad,” Taiwan, ROC, Aug. 2018-May 2020.
- Winner, Shark Tank Idea Competition, Doctoral Symposium, *Association for Consumer Research*, Atlanta, GA, 2019.

TEACHING EXPERIENCE

- Instructor, Kelley School of Business, Indiana University

- M300 Introduction to Marketing (Undergraduate)
 - Spring 2020 (transitioned from an in-person to an online synchronous format mid-semester): no teaching evaluation collected by the university due to COVID-19.
 - Fall 2020 (virtual; synchronous)
- Teaching Assistant (with Dr. Kelley Gullo Wight), Kelley School of Business, Indiana University
 - M432 Digital Marketing (Undergraduate)
 - Fall 2021 (in-person)
- Guest Speaker, Kelley School of Business, Indiana University
 - M431 Brand Management (Undergraduate)
 - Spring 2022 (in-person)
 - M550 Consumer Insights (MBA)
 - Spring 2022 (in-person)

SERVICE

- Ad Hoc Reviewer, *Association for Consumer Research*, 2023.
- Ad Hoc Reviewer, *Society for Consumer Psychology*, 2018-present.
- Trainee Reviewer, *Journal of Consumer Research*, 2020, 2021.
- Student Organizer, *Haring Symposium*, Kelley School of Business, Indiana University, 2019.
- Ph.D. Recruiting, Marketing Department, Kelley School of Business, Indiana University, 2018-present.
- Faculty Recruiting, Marketing Department, Kelley School of Business, Indiana University, 2017-present.

PROFESSIONAL EXPERIENCE

- Student Organizer, 2019 *Haring Symposium*, Indiana University, USA, 2019.
- Research Associate, Chung-Hua Institution for Economics Research, Taiwan ROC, 2017.
- Research Assistant of Prof. Amitav Chakravarti, London School of Economics and Political Science (LSE), London, UK, 2015-2017.
- Interpreter, American International Education Foundation, American Education Fair, Taiwan, ROC, Oct. 2014.
- Student Ambassador, National Taiwan University, Taiwan, ROC, 2012-2013.

ANALYTICAL & PROGRAMMING SKILLS

- JMP, SPSS, Python, R, Stata, Amos.

PROFESSIONAL AFFILIATIONS

- Association of Consumer Research, USA
- Society for Consumer Psychology, USA
- Midwestern Psychological Association, USA

LANGUAGES

Chinese (Native); English (Professional); French (Intermediate, DELF B1); Spanish (Introductory)