

MIAO HU

Shidler College of Business, University of Hawaii at Manoa

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EMPLOYMENT

Professor of Marketing, 2024-present

Associate Professor of Marketing, 2019-2024

Assistant Professor of Marketing, 2014-2019

Shidler College of Business, University of Hawaii at Manoa

EDUCATION

Ph.D. Marketing, 2014

Kellogg School of Management, Northwestern University

M.S. Marketing, 2011

Kellogg School of Management, Northwestern University

B.A. Marketing, 2009 (Honors)

Guanghua School of Management, Peking University

RESEARCH INTEREST

Branding

Prosocial and Sustainable Marketing

International Marketing and International Business

HONORS AND AWARDS

Shidler College Faculty Fellow, 2018-present

Shirley M. Lee Research Award, Shidler College of Business, 2017-2018

Dennis Ching Teaching Award, Shidler College of Business, 2016-2017

Professor of the Semester Award (Undergraduate Electives), Shidler College of Business, Fall 2016

AMA National Top 25 Chapters Award (role of faculty advisor), 2016; 2017

Graduate Fellowship, Northwestern University, 2009-2014

Honors Graduate, Peking University, 2009

Olympus Scholarship, Peking University, 2009

PUBLICATIONS

Qimei Chen, Yi He, Miao Hu, and Daoji Li, (2023), “(Em)powering the Underdog: How Power States Enhance Referral Intention-Behavior Consistency for Underdog Entrepreneurs,” *Journal of Business Research*, 169, 114300.

Miao Hu, Jie Chen, Dana L. Alden, and Qimei Chen, (2023), " The Coalescence Effect: How a Combination of Foreign and Local Appeals Enhances Customer Engagement Through Perceived Brand Globalness, *Journal of International Marketing*, 31(1), 49-68.

Qimei Chen, Miao Hu, Yi He, Ingrid Lin, and Anna S. Mattila, (2022), "Understanding Guests' Evaluation of Green Hotels: The Interplay Between Willingness to Sacrifice for the Environment and Intent vs. Quality-Based Market Signals," *International Journal of Hospitality Management*, 104, 103229.

Ya You, Yi He, Qimei Chen, and Miao Hu (2021), “The Interplay Between Brand Relationship Norms and Ease of Sharing on Electronic Word-of-Mouth and Willingness to Pay,” *Information & Management*, 58(2), 103410.

Qimei Chen, Yi He, Miao Hu, and Jaisang (Jay) Kim (2020), “Navigating Relationship Norms: An Exploration of How Content Strategies Improve Brand Valuation over Time,” *Journal of Advertising*, 49(4), 459-476.

Miao Hu, Jie Chen, Qimei Chen, and Wei He (2020), “It Pays Off to be Authentic: An Examination of Direct versus Indirect Brand Mentions on Social Media,” *Journal of Business Research*, 117, 19-28.

Miao Hu, Pingping Qiu, Fang Wan, and Tyler Stillman (2018), “Love or Hate, Depends on Who’s Saying it: How Legitimacy of Brand Rejection Alters Brand Preferences,” *Journal of Business Research*, 90, 164-170.

Yi He, Miao Hu, Qimei Chen, Dana L. Alden, and Wei He (2017), “No Man is an Island: The Effect of Social Presence on Negative Word of Mouth Intention,” *Customer Needs and Solutions*, 4(4), 56-67.

Linlin Zhu, Yi He, Qimei Chen and Miao Hu (2017), “It’s the Thought that Counts: The Effects of Construal Level Priming and Donation Proximity on Consumer Response to Donation Framing,” *Journal of Business Research*, 76, 44-51.

Miao Hu, Derek D. Rucker, and Adam D. Galinsky (2016), “From the Immoral to the Incorruptible: How Prescriptive Expectations Turn the Powerful into Paragons of Virtue,” *Personality and Social Psychology Bulletin*, 42(6), 826-837.

Derek D. Rucker, Miao Hu, and Adam D. Galinsky (2014), “The Experience versus The Expectations of Power: A Recipe for Altering The Effects of Power on Behavior,” *Journal of Consumer Research*, 41(2), 381-396.

SELECT WORK IN PROGRESS

Yiyuan Li, Qimei Chen, Miao Hu, and Yi He, “Does Happiness Reduce Fairness? Gendered Effects of Incidental Positive Emotion on Altruistic Punishment,” under review at *Journal of Business Research*.

Qimei Chen, Yi He, Scott Hachey, Hong Wang, and Miao Hu, “Generative AI Identity: An Exploration of the Role of Relationship Norm in Generative AI Acceptance,” under review at *Journal of Public Policy & Marketing*.

Hong Wang, Miao Hu, Qimei Chen, and Christopher Cannon, “From Financial Desperation to Art Inspiration: How Arts and Culture Experiences Buffer Against Psychological Impact from Income Shocks During COVID-19”, reject and resubmit at *Journal of Marketing*.

Qimei Chen, Yi He, Miao Hu, and Hong Wang, “Knowledge Structure and Evolution in Advertising Research: A 50-Year Review”, reject and resubmit at *Journal of Advertising*.

Hong Wang and Miao Hu, “Education versus Entertainment Motivation in Online Cultural Consumption”, preparing for submission at *Journal of Consumer Research*.

Miao Hu, Jie Chen, and Qimei Chen, “Liking Less But Wanting More: Intentional Versus Incidental Brand-Related User-Generated Content”, manuscript in preparation, target journal: *Journal of Advertising*.

Miao Hu and Jie Chen, “To See and To Remember: Understanding the Effects of Product Type on Advertising Memory in Brand Placements Using Eye-Tracking and Facial Emotion Recognition””, manuscript in preparation, target journal: *Journal of Advertising*.

Miao Hu and Jie Chen, “Deliberation Increases Preference for Autonomous Driving”, manuscript in preparation”, three studies completed, target journal: *Journal of Marketing*.

CONFERENCE PRESENTATIONS AND PROCEEDING PUBLICATIONS

Hong Wang, Miao Hu, Qimei Chen, and Christopher Cannon, “From Financial Desperation to Art Inspiration: Evidence of Arts and Culture Buffer Against Income Shocks During the COVID-19 Pandemic” *Journal of Marketing Virtual Symposium: New Paradigms for a New World*, July 2023.

Rui Du and Miao Hu, "Online Social Status Predicts Subjective Well-being: a Two Population Study," *Association for Consumer Research conference*, working paper session, Dallas, Texas, October 2018.

Rui Du, Qimei Chen, and Miao Hu, "The Dark Side of Competition: Winning or Losing Predicts Unethical Behavior," *Association for Consumer Research conference*, working paper session, San Diego, California, October 2017.

Rui Du, Qimei Chen, and Miao Hu, "The Dark Side of Competition: Winning or Losing Predicts Unethical Behavior," *American Marketing Association conference*, San Francisco, California, August 2017.

Rui Du and Miao Hu, "Leading a Double Life: Online, Offline Status, and Subjective Well-being," *125th Annual Convention of the American Psychological Association conference*, Washington D.C., August 2017.

Miao Hu and Angela Y. Lee, "Discrepancy Between Social Status and Implicit Self-Esteem Prompts Preference for Counterfeit Luxury," *Association for Consumer Research conference*, Baltimore, Maryland, October 2014.

Miao Hu and Derek D. Rucker, "What Makes a Luxury Brand: The Effect of Competence and Warmth Cues on Luxury Perception," *Association for Consumer Research conference*, Chicago, Illinois, October 2013.

Miao Hu, Derek D. Rucker, and Jie Chen, "Cultured Materialism: The Culturally Bound Link Between Materialism and Subjective Well-Being," *Association for Consumer Research conference*, Chicago, Illinois, October 2013.

Miao Hu and Derek D. Rucker, "Competence versus Warmth Cues on Luxury Perception," *Society for Consumer Psychology Annual Conference*, San Antonio, Texas, February 2013.

Miao Hu, Derek D. Rucker, and Adam D. Galinsky, "The Experience of Versus Expectations for Power: A Recipe for Altering the Effects of Power on Thought and Behavior," *Association for Consumer Research Conference*, Vancouver, Canada, October 2012.

Miao Hu, Derek D. Rucker, and Adam D. Galinsky, "The Experience of Versus Expectations for Power: A Recipe for Altering the Effects of Power on Thought and Behavior," *Society for Consumer Psychology Annual Conference*, Las Vegas, Nevada, February 2012. Served as session chair.

Miao Hu and Derek D. Rucker, "Bigger is not Always Better: The Effect of Status on the Preference of Conspicuous Consumption," *Asia-Pacific Conference of the Association for Consumer Research Conference*, Beijing, China, June 2011. Served as session chair.

Miao Hu, Derek D. Rucker, and Adam D. Galinsky, "Power and Consumption: When Do the Powerful (less) Desire Status?" *Asia-Pacific Conference of the Association for Consumer Research Conference*, Beijing, China, June 2011. Served as session chair.

Miao Hu and Derek D. Rucker, "Bigger is not Always Better: The Effect of Status on the Preference of Conspicuous Consumption," *Midwestern Psychological Association Annual Conference*, Chicago, Illinois, May 2011.

Miao Hu, Derek D. Rucker, and Adam D. Galinsky, "Power and Consumption: When Do the Powerful (less) Desire Status?" *Midwestern Psychological Association Annual Conference*, Chicago, Illinois, May 2011.

TEACHING EXPERIENCE

Undergraduate level

International Marketing, 2015-present

Graduate level (MS and MBA)

International Marketing Management, 2015-present

Consumer Behavior and Satisfaction Management, 2020, 2022, 2023

PhD level

Seminar on Consumer Behavior, 2020, 2023

Advanced Topics in Marketing, 2017

ACADEMIC SERVICES

Co-organizer, The Society for Consumer Psychology (SCP) boutique conference on scarcity, luxury, and inequality, July 2022

Reviewer, *Journal of Consumer Research*, *Journal of Marketing Research*, *Personality and Social Psychology Bulletin*, *Psychological Science*, *Social Psychological and Personality Science*, *Journal of Experimental Psychology*, *Journal of Research in Personality*, *Journal of Business Research*

Ad hoc reviewer, *Association for Consumer Research Annual Conference*, *Society for Consumer Psychology Annual Conference*

DEPARTMENTAL AND SCHOOL SERVICES

Master of Science in Marketing Management (MSMM) program faculty director, 2020-present

American Marketing Association (AMA) faculty advisor, 2015-present

Ph.D. Dissertation Committee Co-Chair, Hong Wang, Marketing, 2023

Ph.D. Dissertation Committee Member, Scott Hachey, Marketing, 2023

Ph.D. Dissertation Committee Member, Sakawrat "Gift" Kituakul, Marketing, 2020

Ph.D. Dissertation Committee Member, Jaisang Kim, Marketing, 2020
Departmental Representative for the Faculty Senate Executive Committee (FSEC),
2015-2017
Faculty Search Committee, 2016-2017, 2019-2020, 2023-2024
Scholarship Task Force, Strategic Planning, 2016-2021

PROFESSIONAL AFFILIATIONS

Association of Consumer Research (ACR)
Society for Consumer Psychology (SCP)
American Marketing Association (AMA)
Association for Psychological Science (APS)