



## Szu-chi Huang

Associate Professor of Marketing at the Graduate School of Business

 Curriculum Vitae available Online

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### Bio

#### BIO

Szu-chi Huang is an Associate Professor of Marketing at the Graduate School of Business, Stanford University. She received her PhD in Marketing and a Master's degree in Advertising from the University of Texas at Austin. She also holds two Bachelor's degrees from the National Taiwan University in Business Administration and in Business/Financial Law. Prior to her academic career, Professor Huang worked at JWT Advertising Agency as an Account Manager. While at JWT, she managed global brands such as Unilever and Estee Lauder.

Professor Huang's main research interest is consumer motivation. Her research has been published in the Journal of Consumer Research, the Journal of Marketing Research, the Journal of Experimental Social Psychology, and the Journal of Personality and Social Psychology. Her findings were featured in the popular press, including Harvard Business Review, Inc., Men's Health, Inside Marketing, Chief Executive, Quartz, and The Huffington Post. She has been awarded prestigious fellowships and awards, including the American Marketing Association (AMA) Consumer Behavior Special Interest Group's Rising Star Award (2013), AMA-Sheth Distinguished Faculty Fellow (2017), and Marketing Science Institute (MSI)'s Young Scholar (2017). Professor Huang was named one of Poets & Quants' Best 40 Under 40 Professors in 2017.

#### ACADEMIC APPOINTMENTS

- Associate Professor, Marketing

#### BOARDS, ADVISORY COMMITTEES, PROFESSIONAL ORGANIZATIONS

- Board member, Stanford Faculty Club (2015 - present)

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### Research & Scholarship

#### CURRENT RESEARCH AND SCHOLARLY INTERESTS

Consumer Motivation and Self-Regulation

Social Dynamics in Goal Pursuit

Artificial Intelligence (AI) and Social Impact

Field Experimentation

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### Teaching

#### COURSES

2025-26

- Motivation Science: MKTG 611 (Spr)
- Stanford-Tsinghua Exchange Program (A): GSBGEN 598 (Aut)
- Stanford-Tsinghua Exchange Program (B): GSBGEN 599 (Win)

#### 2024-25

- Consumer Behavior: MKTG 575 (Win)
- Motivation Science: MKTG 611 (Aut)
- Stanford-Tsinghua Exchange Program (A): GSBGEN 598 (Aut)
- Stanford-Tsinghua Exchange Program (B): GSBGEN 599 (Win)

#### 2022-23

- Consumer Behavior: MKTG 575 (Win)
- Motivation Science: MKTG 611 (Aut)
- Research Fellows Practicum: GSBGEN 697 (Sum)

### STANFORD ADVISEES

#### Doctoral Dissertation Advisor (AC)

Abigail Bergman, Courtney Lee, Samuel Pertl

#### Doctoral (Program)

Courtney Lee

### Publications

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#### PUBLICATIONS

- **Purchase Justifiability Drives Payment Choice: Consumers Pay with Card to Remember and Cash to Forget** *JOURNAL OF THE ASSOCIATION FOR CONSUMER RESEARCH*  
Bechler, C. J., Huang, S., Morris, J. I.  
2023
- **Working hard for money decreases risk tolerance** *JOURNAL OF CONSUMER PSYCHOLOGY*  
Bechler, C. J., Lutfekali, S., Huang, S., Morris, J. I.  
2023
- **Robots or humans for disaster response? Impact on consumer prosociality and possible explanations** *JOURNAL OF CONSUMER PSYCHOLOGY*  
Chen, F., Huang, S.  
2023
- **The 5S's of Consumer Health: A Framework and Curation of JCR Articles on Health and Medical Decision-Making** *JOURNAL OF CONSUMER RESEARCH*  
Huang, S., Lee, L.  
2022
- **Portraying Humans as Machines to Promote Health: Unintended Risks, Mechanisms, and Solutions** *JOURNAL OF MARKETING*  
Weihrauch, A., Huang, S.  
2021; 85 (3): 184-203
- **Subjective Age and the Greater Good** *JOURNAL OF CONSUMER PSYCHOLOGY*  
Park, J. H., Huang, S., Rozenkrants, B., Kupor, D.  
2020

- **Having less, giving more? Two preregistered replications of the relationship between social class and prosocial behavior** *JOURNAL OF RESEARCH IN PERSONALITY*  
Stamos, A., Lange, F., Huang, S., Dewitte, S.  
2020; 84
- **It's the Journey, Not the Destination: How Metaphor Drives Growth After Goal Attainment** *JOURNAL OF PERSONALITY AND SOCIAL PSYCHOLOGY*  
Huang, S., Aaker, J.  
2019; 117 (4): 697–720
- **When Individual Goal Pursuit Turns Competitive: How We Sabotage and Coast** *JOURNAL OF PERSONALITY AND SOCIAL PSYCHOLOGY*  
Huang, S., Lin, S. C., Zhang, Y.  
2019; 117 (3): 605–20
- **Planning for Multiple Shopping Goals in the Marketplace** *JOURNAL OF CONSUMER PSYCHOLOGY*  
Suher, J., Huang, S., Lee, L.  
2019
- **And the winner is . . . ? Forecasting the outcome of others' competitive efforts.** *Journal of personality and social psychology*  
Kupor, D., Brucks, M. S., Huang, S.  
2019
- **When individual goal pursuit turns competitive: How we sabotage and coast.** *Journal of personality and social psychology*  
Huang, S., Lin, S. C., Zhang, Y.  
2019
- **Social Information Avoidance: When, Why, and How It Is Costly in Goal Pursuit** *JOURNAL OF MARKETING RESEARCH*  
Huang, S.  
2018; 55 (3): 382–95
- **How Winning Changes Motivation in Multiphase Competitions** *JOURNAL OF PERSONALITY AND SOCIAL PSYCHOLOGY*  
Huang, S., Etkin, J., Jin, L.  
2017; 112 (6): 813-837
- **From Close to Distant: The Dynamics of Interpersonal Relationships in Shared Goal Pursuit** *JOURNAL OF CONSUMER RESEARCH*  
Huang, S., Broniarczyk, S. M., Zhang, Y., Beruchashvili, M.  
2015; 41 (5): 1252-1266
- **The Unexpected Positive Impact of Fixed Structures on Goal Completion** *JOURNAL OF CONSUMER RESEARCH*  
Jin, L., Huang, S., Zhang, Y.  
2013; 40 (4): 711-725