

Stanford



Szu-chi Huang

Associate Professor of Marketing at the Graduate School of Business

 Curriculum Vitae available Online

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)

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

Teaching

COURSES

2021-22

- Behavioral Research in Marketing III: Consumer Behavior Classics: MKTG 622 (Spr)
- Consumer Behavior: MKTG 575 (Spr)
- Stanford-Tsinghua Exchange Program (A): GSBGEN 598 (Aut)
- Stanford-Tsinghua Exchange Program (B): GSBGEN 599 (Win)

2020-21

- Behavioral Research in Marketing III: Consumer Behavior Classics: MKTG 622 (Spr)
- Consumer Behavior: MKTG 575 (Spr)
- Stanford-Tsinghua Exchange Program (A): GSBGEN 598 (Aut)
- Stanford-Tsinghua Exchange Program (B): GSBGEN 599 (Win)

2019-20

- Behavioral Research in Marketing III: Consumer Behavior Classics: MKTG 622 (Spr)
- Consumer Behavior: MKTG 575 (Spr)
- Stanford-Tsinghua Exchange Program: GSBGEN 598 (Win)

2018-19

- Stanford-Tsinghua Exchange Program: GSBGEN 598 (Win)

STANFORD ADVISEES

Doctoral Dissertation Reader (AC)

Shwetha Mariadassou, Heewon Park

Postdoctoral Faculty Sponsor

Yiwei Qian

Doctoral (Program)

Abigail Bergman, Samina Lutfeali, Samuel Pertl, Jaehwan Song

Publications

PUBLICATIONS

- **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