

Dr. Jia Hao (Jessie)



Short Bio

Dr. Jia Hao is the Associate Professor of Marketing and senior MBA Lecturer at Guang Dong University of Foreign Studies, China. She has rich experiences in teaching and research of international marketing and consumer behavior. She was the German InWent Program visiting scholar at FHW Berlin School of Economics and a one year full-time visiting scholar at Carlson School of Management, University of Minnesota. Dr. Hao also served as the Research Associate at Hong Kong Institute of Asia-Pacific Studies and she was the honorary research fellow at Chinese University of Hong Kong from 2017 to 2019. Her academic publications have appeared in top national academic journals (CSSCI) such as Foreign Economics & Management, Journal of Marketing Science, Journal of Business Economics, and China Marketing.

Course Taught

- Marketing Management
- Consumer Behavior

- Marketing Research
- International Marketing
- Marketing Theories & Studies
- Marketing Practices and Case Studies
- Introduction to Research Methods

Research Interests

- Branding & Brand Management
- Cultural Psychology
- Culture Mixing
- Brand Co-creation
- Brand Community
- e-WOM
- Consumer Innovation

Research Grants

- Guang Zhou International City Transmission of Innovation Research Center 2019: GBA Brand Image Establishment and Its Global Transmission Research. Project Leader
- NSFC (The National Natural Science Foundation of China) 2018: The Formation of Inspiration Effect in Virtual Brand Communities and Its Impacts on User Generated Content (UGC). Project No. 71802060. Project Leader
- NSFC (The National Natural Science Foundation of China) 2013: The Mechanism of Consumer Brand Co-creation and the Construction of Brand Co-creation Platform. Project No. 71372182. Key Member.
- GDUFS (Guangdong University of Foreign Studies) Youth Research Project 2012: Study of Consumer Identity Conflict in Social Media. Project Leader.

Research Publications

- Zhu, L.Y., Yuan, D.H., Hao, J. 2018. Research on the Effect of Customer Engagement in Brand Co-Creation on Brand Commitment in Virtual Brand

Community - The Mediating Effects of Brand Experience, Chinese Journal of Management, 15(2)

- Hao, J., Li, D., Peng, L., Peng, S., & Torelli, C. J. 2016. Advancing our understanding of culture mixing. *Journal of Cross-Cultural Psychology*, 47(10), 1257-1267.
- Keh, H. T., Torelli, C. J., Chiu, C. Y., & Hao, J. 2016. Integrative responses to culture mixing in brand name translations: The roles of product self-expressiveness and self-relevance of values among bicultural Chinese consumers. *Journal of Cross-Cultural Psychology*, 47(10), 1345-1360.
- Solomon, Lu, Yang, Hao 2014 *Consumer Behavior: Buying, Having and Being*, (10th Edition) (Chinese Edition) Pearson, Beijing
- Hao, J. 2013. Brand-added Value of E-business in the Age of Big Data *China Marketing* 472(2): 62-64.
- Zhou, Y.-j., Jiang, L.-x., & Hao, J. 2011. A Review of Propitious Consumption. *Foreign Economics & Management*, 33(3).
- Zhou, Y.-j., Hao, J., & Gao, H. 2010. Cultural Extension of Local Brand in the Globalized Market. Paper presented at the 2010 JMS Annual Conference of Chinese Marketing Bei Jing
- Hui Gao, Hao, J., Zhou, Y.-j., & Xu, J. J. 2010. "Foreign Name" or "Local Name"? - Research on Chinese Brands' Foreign Branding and Local Branding *Journal of Business Economics* 228(10): 61-68.
- Hao, J., & Zhou, Y.-j. 2010. Dual Consumer Cultural Identities in Globalizing Markets and Their Impacts on Brand Name Positioning *International Economics and Trade Research* 26(9): 66-71.

Conference Presentations

- Hao, J. 2019 Teaching Business Courses in the Era of Globalization (The 2019 Asia Faculty Workshop, Guang Zhou)
- Hao, J. 2018 Brand Inspirability: Conceptualization, Structure & Its Impacts on UGC (The 2018 Annual Conference of China Marketing Science, Shen Zhen)

- Hao, J. 2017 The Geopolitical Web of Science: Traveling of Knowledge Across the NATO Countries (The Inaugural Cultural Evolution Society Conference, Jena, Germany)
- Hao, J. 2016 The Geopolitical Web of Science: Traveling of Knowledge Along Belt and Road Countries (2016 Academy of International Business Southeast Asia Regional Conference, Guangzhou)
- Hao, J. 2013. Brand Personality Strategies in Social Media Context (2013 Culture Mixing Conference, Guangzhou)
- Hao, J. 2012. Consumer Identity Conflict in The Era of Me Media (2012 Culture Mixing Conference, Beijing)
- Hao, J. 2011. Brand Identity Construction Strategies in Weibo Marketing (2011 Biannual Conference of Asian Association of Social Psychology, AASP, Kunming)
- Hao, J. 2010. Global or Local? – a Student-based Assessment of the Globalization Effects on Marketing Programs in China (2010 INTHIED, Guangzhou)