

Szu-chi Huang

Curriculum Vitae (*Updated on 9.24.2019*)

Stanford Graduate School of Business
655 Knight Way
Stanford, CA 94305

Phone: 650-725-5040 (office)
Fax: 650-725-9932

EMPLOYMENT

Associate Professor of Marketing, Stanford University, 2017–present
Business School Trust Faculty Scholar, 2017–2018, 2018–2019, 2019–2020
Assistant Professor of Marketing, Stanford University, 2013–2017
Spence Faculty Scholar, 2014–2015
Account Manager, J. Walter Thompson, 2004–2006
Account Executive, J. Walter Thompson, 2002–2004

EDUCATION

Ph.D., Marketing, McCombs School of Business, University of Texas at Austin, 2013
M.A., Advertising, University of Texas at Austin, 2008
B.S., Business Administration (Summa Cum Laude), National Taiwan University, Taiwan, 2002
B.S., Economical and Financial Laws (Summa Cum Laude), National Taiwan University,
Taiwan, 2002

HONORS AND AWARDS

Trust Faculty Scholar, Stanford Graduate School of Business, 2019–2020
Alumni Excellence Award, Zhongshan Elementary School, Taiwan, 2019
Hong Kong Research Council Grant, “Corporate Social Responsibility and Consumer Donation Behavior,” 2019 (Co-Investigator)
Finalist, Erin Anderson Award (Emerging Female Marketing Mentor and Scholar), 2019
Trust Faculty Scholar, Stanford Graduate School of Business, 2018–2019
Trust Faculty Scholar, Stanford Graduate School of Business, 2017–2018
Poets & Quants “Top 40 Business School Professors under 40,” 2017
AMA-Sheth Distinguished Faculty Fellow, 2017
Marketing Science Institute (MSI)’s Young Scholar, 2017
Stanford GSB All-Star (recognition of teaching/advisory excellence for STEP), 2016–2017
Discovery Award, Stanford Institute for Innovation in Developing Economies, 2015
Spence Faculty Scholar, Stanford Graduate School of Business, 2014–2015
Stanford Center at Peking University (SCP KU) Faculty Fellowship Award, 2014–2015
Wharton Customer Analytics Initiative Grant, “Measuring Skill Level and Optimizing Player-Matching Algorithms in Online Games,” 2014

Science of Philanthropy Initiative (SPI) Partnership Grant, 2014
American Marketing Association Consumer Behavior Special Interest Group's (AMA CBSIG)
Rising Star Award, 2013
William Powers, Jr. Presidential Graduate Fellowship, University of Texas at Austin, 2012–2013
AMA-Sheth Doctoral Consortium Fellow, 2011
Dean's Fellowship, University of Texas at Austin, 2009–2011
Morris Hite/Tracy Locke Endowed Presidential Scholarship, University of Texas at Austin,
2007–2008
Best Presenter of the Year, J. Walter Thompson (JWT), 2006
Top Team Award, J. Walter Thompson (JWT), 2006

RESEARCH INTERESTS

Consumer Motivation and Self-Regulation
Social Dynamics in Goal Pursuit
Artificial Intelligence (AI) and Social Impact
Field Experimentation

PEER-REVIEWED ARTICLES

Szu-chi Huang & Jennifer Aaker (forthcoming). It's the Journey, Not the Destination: How
Metaphor Drives Growth After Goal Attainment. *Journal of Personality and Social
Psychology*.

Jacob Suher, Szu-chi Huang, & Leonard Lee (forthcoming). Planning for Multiple Shopping
Goals in the Marketplace. *Journal of Consumer Psychology*.

Daniella Kupor, Melanie Brucks, & Szu-chi Huang (forthcoming). And the Winner Is...?
Forecasting the Outcome of Others' Competitive Efforts. *Journal of Personality and Social
Psychology*.

Szu-chi Huang, Stephanie C. Lin, & Ying Zhang (2019). When Individual Goal Pursuit Turns
Competitive: How We Sabotage and Coast. *Journal of Personality and Social Psychology*,
117(3), 605–620.

Szu-chi Huang, Daniella Kupor, Michal Maimaran, & Andrea Weihrauch (2019).
Leveraging Means–Goal Associations to Boost Children's Water Consumption:
Persuasion in a Four-School Three-Month Field Experiment. *Journal of the Association for
Consumer Research*, 4(1), 77–86. (All authors contributed equally)

Szu-chi Huang (2018). Social Information Avoidance: When, Why, and How It Is Costly in Goal
Pursuit. *Journal of Marketing Research*, 55(3), 382–395.

- Szu-chi Huang, Liyin Jin, & Ying Zhang (2017). Step by Step: Sub-Goals as a Source of Motivation. *Organizational Behavior and Human Decision Processes*, 141, 1–15. (Lead article)
- Szu-chi Huang, Jordan Etkin, & Liyin Jin (2017). How Winning Changes Motivation in Multiphase Competitions. *Journal of Personality and Social Psychology*, 112(6), 813–837. (First two authors contributed equally)
- Szu-chi Huang, Susan M. Broniarczyk, Ying Zhang, & Mariam Beruchashvili (2015). From Close to Distant: The Dynamics of Interpersonal Relationships in Shared Goal Pursuit. *Journal of Consumer Research*, 41(5), 1252–1266.
- Liyin Jin, Szu-chi Huang, & Ying Zhang (2013). The Unexpected Positive Impact of Fixed Goal Structures on Goal Completion. *Journal of Consumer Research*, 40(4), 711–725. (All authors contributed equally)
- Szu-chi Huang & Ying Zhang (2013). All Roads Lead to Rome: The Impact of Multiple Attainment Means on Consumer Motivation. *Journal of Personality and Social Psychology*, 104(2), 236–248.
- Szu-chi Huang, Ying Zhang, & Susan M. Broniarczyk (2012). So Near and Yet So Far: The Mental Representation of Goal Progress. *Journal of Personality and Social Psychology*, 103(2), 225–241.
- Marlone D. Henderson, Szu-chi Huang, & Chiu-chi Angela Chang (2012). When Others Cross Psychological Distance to Help: Highlighting Prosocial Actions Toward Outgroups Encourages Philanthropy. *Journal of Experimental Social Psychology*, 48(1), 220–225.
- Szu-chi Huang & Ying Zhang (2011). Motivational Consequences of Perceived Velocity in Consumer Goal Pursuit. *Journal of Marketing Research*, 48(6), 1045–1056.
- Ying Zhang, Jing Xu, Zixi Jiang, & Szu-chi Huang (2011). Been There, Done That: The Impact of Effort Investment on Goal Value and Consumer Motivation. *Journal of Consumer Research*, 38(1), 78–93.
- Ying Zhang & Szu-chi Huang (2010). How Endowed Versus Earned Progress Affects Consumer Goal Commitment and Motivation. *Journal of Consumer Research*, 37(4), 641–654.
- Ying Zhang, Szu-chi Huang, & Susan M. Broniarczyk (2010). Counteractive Construal in Consumer Goal Pursuit. *Journal of Consumer Research*, 37(1), 129–142.

INVITED TALKS

University of Toronto, Rotman Marketing Seminar, 2020

University of Manitoba, Distinguished Speaker, Bill Moir Speaker Series, 2020
Conference on Artificial Intelligence, Machine Learning, and Digital Analytics (Keynote Speaker), 2019
Stanford Catalyst Project, Stanford University, 2019
Inaugural Stanford Food Institute Conference, Stanford Residential & Dining Enterprises, 2019
McGill University, Disruptions Shaping the Customer/User Experience Conference, 2019
Johns Hopkins Carey Business School, 2019
UCLA, Marketing Camp, 2019
Cornell University, Behavioral Economics and Decision Research Seminar, 2019
University of Pennsylvania, 2019
INSEAD, Marketing Research Seminar Series, Fontainebleau, 2019
AMA Winter Conference, Special Panel on Machine Learning for CB Research, 2019
University of Texas at Austin, 2019
Best of Marketing Science Institute (MSI) Webinar, 2019
University of California, Berkeley, 2019
Marketing Science Institute (MSI) Immersion Conference, 2018
University of Chicago (Behavioral Science Group), 2018
Society of Consumer Psychology (SCP) Preconference on Field Experiment, 2018
University of Arizona, Weiland Speaker Series, 2018
Stanford University, 2018
University of Melbourne, Marketing Camp, 2018
KU Leuven (Behavioral Engineering Research Group), 2017
Maastricht University, 2017
Frankfurt School of Finance & Management, Marketing Research Camp, 2017
Hong Kong Polytechnic University, 2017
University of Wisconsin-Madison, 2017
Northwestern University, Kellogg Marketing Camp, 2017
University of California, Irvine, 2017
Stanford University (Psychology Department), 2016
University of Colorado at Boulder, 2016
Tilburg University, 2016
Erasmus University, Joint Seminar of Rotterdam School of Management and the Erasmus School of Economics, 2016
University of Amsterdam, 2016
Tulane University, 2016
University of Missouri (Economics Department), 2015
Stanford University (Psychology Department), 2014
Columbia Business School, 2014
University of California, Berkeley, 2013
University of Pennsylvania, 2013
University of Alberta, 2013
Yale University, 2013
Hong Kong University of Science and Technology, 2012

Harvard University, 2012
University of Colorado at Boulder, 2012
Stanford University, 2012
University of Maryland, 2012
University of Houston, 2012
Northwestern University, 2012
London Business School, 2012
Dartmouth College, 2012
University of Georgia, 2012
University of Connecticut, 2012
Duke University, 2012

REVIEWING ACTIVITIES

Editorial Review Board

Journal of Consumer Research
Journal of Consumer Psychology

Associate Editor

Society for Consumer Psychology, symposia and competitive papers, 2019

Ad-hoc Journal Reviewing

Psychological Bulletin
Journal of Personality and Social Psychology
Psychological Science
Journal of Experimental Social Psychology
Cognition and Emotion
Motivation Science
Emotion
Journal of Consumer Research
Journal of Marketing Research
Journal of Consumer Psychology
Journal of Public Policy and Marketing
Journal of Marketing
Organizational Behavior and Human Decision Processes
Journal of Economic Psychology
Journal of the Association for Consumer Research
Journal of the Academy of Marketing Science
International Journal of Research in Marketing
Marketing Letters

Conference Organization

Co-chair, Society for the Study of Motivation (APS), 2020

Conference Program Committee

Society for the Study of Motivation (APS), 2019
American Marketing Association, 2019
GW Inaugural Conference on the Intelligence of Things, 2019
Society for Consumer Psychology, 2015–present
Association for Consumer Research, 2015–present

TEACHING

Stanford Graduate School of Business

MRKT The Human Factor (Executives), 2019–present
ELD The Human Factor (Executives), 2018–present
EPGC The Human Factor (Executives), 2017–present
GSBGEN 598 Stanford Tsinghua Exchange Program (MBA), 2015–present
MKTG 622 Consumer Behavior Classics (PhD seminar), 2014–present
MKTG 575 Consumer Behavior (MBA), 2013–present

University of Texas at Austin

Principles of Marketing (Undergraduate), 2011

UNIVERSITY SERVICE

Stanford Graduate School of Business & Stanford University

Academic Coordinating Committee (ACC), 2017–present
Board Member of Stanford Faculty Club, 2015–present
Invited Speaker for Intensive English and Academic Orientation Program, 2016–present
Executive Challenge Judge, 2016
Global Study Trip Faculty Advisor, 2015, 2016
PhD Organization of Women (POW) Panel, 2014, 2016, 2017, 2018

Dissertation/Thesis Committee

Liang Huang, 2021 (University of Arizona)
Jae Hyuck Park, 2020 (OIT, Stanford GSB)
Melanie Brucks, 2019 (primary chair; co-chair: Jonathan Levav)
Joshua Ira Morris, 2019 (chair)
Zeynep Kutsal, 2018 (KU Leuven)
Stephanie C. Lin, 2017
Nathaniel Nakashima, 2017 (Organizational Behavior, Stanford GSB)
Mariam Hambarchyan, 2016 (chair)
Bella Rozenkrants, 2015
Emily Garbinsky, 2015 (co-chair; primary chair: Jennifer Aaker)

Omair Akhtar, 2014

PROFESSIONAL AFFILIATIONS

American Marketing Association (Consumer Behavior Special Interest Group)
Association for Consumer Research
Society for Consumer Psychology
American Psychological Association

CONFERENCE PRESENTATIONS AND PUBLICATIONS

Szu-chi Huang (2020). Competition and Cooperation: Novel Methods, New Discoveries (Co-Chair). *Society for Personality and Social Psychology (SPSP) Annual Convention*, New Orleans, LA.

Szu-chi Huang & Jennifer Aaker (2019). Looking Back on a Journey to Derive Growth: Using Conceptual Metaphor to Shape Perceptions of an Attained Goal. *Association for Consumer Research, North American Conference*, Atlanta, GA.

Szu-chi Huang & Michal Maimaran (2019). Children are Price Sensitive Too: Using Price Promotions to Increase Children's Choice of Healthy Food (Session Co-Chair). *Association for Consumer Research, North American Conference*, Atlanta, GA.

Fangyuan Chen & Szu-chi Huang (2019). Why Professional Service Robots Aren't Inspiring and Can Demotivate Consumers' Pro-social Behaviors (Session Co-Chair). *Association for Consumer Research, North American Conference*, Atlanta, GA.

Christopher Bechler, Joshua I. Morris, & Szu-chi Huang (2019). Eliminating the Paper Trail: Consumers Use Less Trackable Payment Methods for Hard-to-Justify Purchases. *Association for Consumer Research, North American Conference*, Atlanta, GA.

Jacob Suher, Szu-chi Huang, & Leonard Lee (2019). Planning for Multiple Shopping Goals in the Marketplace. *Association for Consumer Research, North American Conference*, Atlanta, GA.

Jen H. Park & Szu-chi Huang (2019). Augmented Reality Dissected: Decoupling the Visual and Interactive Elements of AR in Encouraging Consumers to Read Food Reviews. *Association for Consumer Research, North American Conference*, Atlanta, GA.

Eunyoung Camilla Song, Yanping Tu, & Szu-chi Huang (2019). When Water Turns into Soda: The Curvilinear Effect of Crowdedness on Consumer Misbehavior (Session Co-Chair). *Association for Consumer Research, North American Conference*, Atlanta, GA.

Tong (Joy) Lu, Pinar Yildirim, Szu-chi Huang, & Yanhao Wei (2019). Asymmetric Conformity

- During Altruistic Decisions. *Science of Philanthropy (SPI) Conference*, Chicago, IL.
- Mohamed Hussein & Szu-chi Huang (2019). *BIG Ideas Doctoral Workshop*, Harvard University, Cambridge, MA.
- Mohamed Hussein, Szu-chi Huang, & Joshua Clarkson (2019). Seeking Help From Experts for Addiction and Stress: The Importance of Relatability. *Society for Consumer Psychology, Boutique Conference*, Seattle, WA.
- Szu-chi Huang & Michal Maimaran (2019). Children are Price Sensitive Too: Using Price Promotions to Increase Children's Consumption of Healthy Food. *41st ISMS Marketing Science Conference*, Rome, Italy.
- Fangyuan Chen & Szu-chi Huang (2019). When Robots Come to Our Rescue: Why Professional Service Robots Aren't Inspiring and Can Demotivate Consumers' Prosocial Behaviors. *41st ISMS Marketing Science Conference*, Rome, Italy.
- Andrea Weihrauch & Szu-chi Huang (2019). When Humans Look Like Machines: The Divergent Impact of Human-as-Machine Representations on Health Decisions. *The La Londe Conference*, La Londe Les Maures, France.
- Szu-chi Huang (2019). A Multidisciplinary Analysis of Long-Term Behavior Change: Beyond Incentives and Choice Architecture. *Choice Symposium*, Cambridge, MD.
- Szu-chi Huang & Jennifer Aaker (2019). Looking Back on a Journey to Move Forward: How a Conceptual Metaphor Sustains Behaviors After Attaining an Original Goal (Invited Session Chair). *Society for the Science of Motivation*, Washington, DC.
- Fangyuan Chen & Szu-chi Huang (2019). What Happens When Robots Join Force with Humans? How Robots' Assistance Affects Consumers' Feeling of Inspiration and Subsequent Prosocial Behaviors (Invited Session Chair). *TPM & JM Special Issue Conference*, New York, NY.
- Andrea Weihrauch & Szu-chi Huang (2019). When Humans Look Like Machines: The Divergent Impact of Human-as-Machine Representations on Health Decisions. *TPM & JM Special Issue Conference*, New York, NY.
- Fangyuan Chen & Szu-chi Huang (2019). What Happens When Robots Join Force with Humans in Disaster Response? *Inaugural Conference on the Intelligence of Things*, The George Washington University School of Business, Washington, DC.
- Szu-chi Huang (2019). How Artificial Intelligence Affects Us: Belief of Free Will, Prosocial

- Behavior, and Search-Term Biasing (Symposium Chair). *International Convention of Psychological Science*, Paris, France.
- Szu-chi Huang & Michal Maimaran (2019). Children are Price Sensitive Too: Using Price Promotions to Increase Children's Consumption of Healthy Food (Symposium Chair). *Society for Consumer Psychology*, Savannah, GA.
- Jacob Suher, Szu-chi Huang, & Leonard Lee (2019). A Complete Consumer Journey: Tracking Motivation in the Marketplace. *American Marketing Association Winter Conference*, Austin, TX.
- Szu-chi Huang & Fangyuan Chen (2018). Trust in the Age of Digital Revolution (Forum Chair). *Association for Consumer Research, North American Conference*, Dallas, TX.
- Joshua I. Morris, Szu-chi Huang, & Christopher Bechler (2018). Doing it the Hard Way: More Effortful Saving Leads to Less Investing. *Association for Consumer Research, North American Conference*, Dallas, TX.
- Jordan Etkin & Szu-chi Huang (2018). The Inimical Lure of Intense Means. *Association for Consumer Research, North American Conference*, Dallas, TX.
- Jacob Suher, Szu-chi Huang, & Leonard Lee (2018). A Complete Consumer Journey: Tracking Motivation in the Marketplace. *Association for Consumer Research, North American Conference*, Dallas, TX.
- Fangyuan Chen & Szu-chi Huang (2018). When AI-Powered Robots Come to Our Rescue: The Impact of Robots' Prosocial Acts on Consumer Inspiration. *JACR Boutique Conference on Prosocial Consumer Behavior*, Vancouver, BC, Canada.
- Andrea Weihrauch & Szu-chi Huang (2018). When Humans Look Like Machines: The Impact of Mechanistic Dehumanization on Health Choices. *European Marketing Academy Conference (EMAC)*, Glasgow, UK.
- Szu-chi Huang (2018). When, Why, and How Social Information Avoidance Costs You in Goal Pursuit (Invited Session Chair). *American Marketing Association Winter Conference*, New Orleans, LA.
- Melanie Brucks & Szu-chi Huang (2018). The Pursuit of Creativity. *American Marketing Association Winter Conference*, New Orleans, LA.
- Szu-chi Huang & Jennifer Aaker (2018). Journey Takes You Beyond the Destination: Using Metaphor to Sustain Actions After Goal Attainment. *Society for Consumer Psychology*, Dallas, TX.

- Szu-chi Huang, Melissa Ferguson, Ying Zhang, & Ayelet Fishbach (2018). Motivated Construals: How Goals Implicitly Change Object Meaning. *Society for Consumer Psychology*, Dallas, TX.
- Szu-chi Huang & Jennifer Aaker (2018). Journey Takes You Beyond the Destination: Using Metaphor to Sustain Actions After Goal Attainment. *Society for Consumer Psychology, Boutique Conference*, Sydney, Australia.
- Szu-chi Huang (2017). Social Information Avoidance: When, Why, and How It Is Costly in Goal Pursuit. *JACR special issue on Goals and Motivation*, Miami, FL.
- Szu-chi Huang & Jennifer Aaker (2017). Journey Takes You Beyond the Destination: Using Metaphor to Sustain Actions After Goal Attainment. *Association for Consumer Research, North American Conference*, San Diego, CA.
- Szu-chi Huang, Melissa Ferguson, Ying Zhang, & Ayelet Fishbach (2017). Motivated Construals: How Goals Implicitly Change Object Meaning. *Association for Consumer Research, North American Conference*, San Diego, CA.
- Katherine Flaschen & Szu-chi Huang (2017). The Motivating Effect of Expectation-Inconsistent Social Information. *Association for Consumer Research, North American Conference*, San Diego, CA.
- Szu-chi Huang & Jennifer Aaker (2017). Journey Takes You Beyond the Destination: Using Metaphor to Sustain Actions After Goal Attainment. *Society of Experimental Social Psychology*, Boston, MA.
- Szu-chi Huang, Stephanie C. Lin, & Ying Zhang (2017). Hurting You Hurts Me Too: The Consequences of Sabotaging Behaviors in Shared Goal Pursuit. *Society for Consumer Psychology, Boutique Conference*, New York, NY.
- Joshua Morris & Szu-chi Huang (2017). When Your Hands Are Tied: The Dual-Route Effects of Expense Ownership on Pain of Payment. *Consumer Financial Decision Making, Boulder Summer Conference*, Boulder, CO.
- Szu-chi Huang (2017). Stuck in the Shell: Middle-Stage Goal Pursuers Avoid (But Need) a Social Reference Point. *Society for Consumer Psychology*, San Francisco, CA.
- Melanie Brucks & Szu-chi Huang (2017). The Pursuit of Creativity in Idea Generation Contests. *Society for Consumer Psychology*, San Francisco, CA.
- Melanie Brucks & Szu-chi Huang (2017). The Pursuit of Creativity in Idea Generation Contests. *13th Annual Whitebox Advisors Graduate Student Conference at Yale University*, New Haven, CT.

- Szu-chi Huang, Stephanie C. Lin, & Ying Zhang (2017). Hurting You Hurts Me Too: The Antecedents and Consequences of Sabotaging Behaviors in Shared Goal Pursuit. *Society for Consumer Psychology*, San Francisco, CA.
- Joshua Morris & Szu-chi Huang (2017). When Your Hands Are Tied: The Effect of Expense Ownership on Financial Decisions. *Society for Consumer Psychology*, San Francisco, CA.
- Melanie Brucks & Szu-chi Huang (2016). The Pursuit of Creativity in Idea Generation Contests. *Association for Consumer Research*, Berlin, Germany.
- Joshua Morris & Szu-chi Huang (2016). When Your Hands Are Tied: The Effect of Expense Ownership on Financial Decisions. *Association for Consumer Research*, Berlin, Germany.
- Szu-chi Huang & Andrea Weihrauch (2016). When Humans Feel Like Machines: The Impact of Mechanistic Dehumanization on Food Consumption. *Society for Consumer Psychology (Division 23) Conference at the American Psychological Association Annual Convention*, Denver, CO.
- Szu-chi Huang & Bella Rozenkrants (2016). Feeling Older and Giving Back: The Impact of Felt-Age on Pro-social Behaviors. *28th Association for Psychological Science Annual Convention*, Chicago, IL.
- Szu-chi Huang (2016). Choice and Well-Being: Determinants and Interventions. *Choice Symposium*, Lake Louise, AB, Canada.
- Andrea Weihrauch & Szu-chi Huang (2016). When Humans Feel Like Machines: The Impact of Mechanistic Dehumanization on Food Consumption. *Society for Consumer Psychology*, St. Pete Beach, FL.
- Joshua Morris & Szu-chi Huang (2016). When Your Hands Are Tied: The Impact of Expense Ownership on Financial Decisions. *Society for Consumer Psychology*, St. Pete Beach, FL.
- Szu-chi Huang, Jordan Etkin, & Liyin Jin (2015). Win Early, Lose Later: A Dynamic Longitudinal Perspective on Motivation in Multiphase Competitions. *Association for Consumer Research, North American Conference*, New Orleans, LA.
- Szu-chi Huang, Liyin Jin, & Ying Zhang (2015). Step-by-Step: The Motivational Consequences of Subgoals. *27th Association for Psychological Science Annual Convention*, New York, NY.
- Szu-chi Huang, Susan M. Broniarczyk, Ying Zhang, & Mariam Beruchashvili (2015). From Close to Distant: The Dynamics of Interpersonal Relationships in Shared Goal Pursuit. *Society for Consumer Psychology*, Phoenix, AZ.

- Szu-chi Huang, Liyin Jin, & Ying Zhang (2015). Step-by-Step: The Motivational Consequences of Subgoals. *Society for Consumer Psychology*, Phoenix, AZ.
- Szu-chi Huang (2014). Honored Guest and Session Chair. *Science of Philanthropy Initiative*, University of Chicago Booth School of Business, Chicago, IL.
- Bella Rozenkrants & Szu-chi Huang (2014). Feeling Older and Giving Back: The Impact of Felt-Age on Pro-social Behaviors. *Association for Consumer Research, North American Conference*, Baltimore, MD.
- Mariam Hambarchyan & Szu-chi Huang (2014). Knowing What You Need When You Need It Most: The Impact of Relative Progress Feedback During the Middle Stage of Goal Pursuit. *Association for Consumer Research, North American Conference*, Baltimore, MD.
- Stephanie Lin, S. Christian Wheeler, & Szu-chi Huang (2014). Have Your Cake and Make Her Eat It Too: Sabotaging Others While Maintaining Moral Self-Integrity. *Association for Consumer Research, North American Conference*, Baltimore, MD.
- Szu-chi Huang (2013). If At First You Succeed, Try Something Else: Shifting Motivation in Different Stages of Pro-Social Campaigns. *Science of Philanthropy Initiative*, University of Chicago Booth School of Business, Chicago, IL.
- Szu-chi Huang & Amir Zelazny (2013). Financial Planning and the Dynamics in Consumer Goal Pursuit. *Marketing Science Institute, Beyond the Product: Designing Customer Experiences*, Stanford, CA.
- Szu-chi Huang & Ying Zhang (2012). Kids in the Candy Store: The Motivational Consequences of Multiple Goals. *Association for Consumer Research, North American Conference*, Vancouver, BC, Canada.
- Szu-chi Huang, Ying Zhang, & Susan M. Broniarczyk (2011). So Near and Yet So Far: The Mental Representation of Goal Progress. *Association for Consumer Research, North American Conference*, St. Louis, MO.
- Szu-chi Huang & Julie R. Irwin (2010). Slam the Good Guys: Consequences of Willful Ignorance About Ethical Product Information. *Society for Judgment and Decision Making*, St. Louis, MO.
- Szu-chi Huang & Ying Zhang (2010). Motivational Consequences of Perceived Velocity in Goal Pursuit. *Association for Consumer Research, North American Conference*, Jacksonville, FL.
- Ying Zhang & Szu-chi Huang (2010). How Endowed Versus Earned Progress Affects Consumer

- Goal Commitment and Motivation. *European Association for Consumer Research*, London, UK.
- Ying Zhang, Szu-chi Huang, & Susan M. Broniarczyk (2010). Counteractive Construal in Consumer Goal Pursuit. *European Association for Consumer Research*, London, UK.
- Szu-chi Huang & Ying Zhang (2010). Motivational Consequences of Perceived Velocity in Goal Pursuit. *Marketing Doctoral Symposium*, University of Houston, Houston, TX.
- Szu-chi Huang & Ying Zhang (2010). Motivational Consequences of Perceived Velocity in Goal Pursuit. *Society for Consumer Psychology*, St. Pete Beach, FL.
- Szu-chi Huang & Raj Raghunathan (2010). Liking Exceeds Reason for Liking: Affect-Based Revision of Attribute Importance. *Society for Consumer Psychology*, St. Pete Beach, FL.
- Ying Zhang, Szu-chi Huang, & Susan M. Broniarczyk (2009). Counteractive Construal in Consumer Goal Pursuit. *Association for Consumer Research, North American Conference*, Pittsburgh, PA.
- Szu-chi Huang (2009). Deception in Covert Marketing: From the Perspectives of Law and Consumer Behavior. *American Marketing Association, Winter Marketing Educators Conference*, Tampa, FL.
- Brad Love, Michael Mackert, Harrison McKnight, Szu-chi Huang, & Adriana Garcia (2009). Comparing Trust and Credibility Perceptions of Online Health Information Sources. *American Marketing Association, Winter Marketing Educators Conference*, Tampa, FL.
- Szu-chi Huang & Shu-Chuan Chu (2008). Global Youths' Attitudes Toward Global Brands: Implications for Global Advertising Strategy. *Association for Education in Journalism and Mass Communication*, Chicago, IL.
- Taofang Huang, Wei-Ching Wang, & Szu-chi Huang (2008). Internet Use, Group Identity, and Political Participation among Taiwanese Americans. *Association for Education in Journalism and Mass Communication*, Chicago, IL.
- Shu-Chuan Chu, Szu-chi Huang, Kelty Logan, & Terry Daugherty (2008). Understanding Consumer Perceptions of Advertising: A Theoretical Framework of Attitude and Confidence. *American Academy of Advertising*, San Francisco, CA.