

HAIYUE (FELIX) XU

Curriculum Vitae

Gatton College of Business and Economics, University of Kentucky
Lexington, KY, 40506

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ACADEMIC POSITIONS

University of Kentucky, Gatton College of Business and Economics 2022–present
Assistant Professor of Marketing

EDUCATION

The Pennsylvania State University, Smeal College of Business 2016–2022
Ph.D., Marketing

Brock University, Goodman School of Business 2013–2015
M.Sc., Management (Marketing)

Nanjing University of Information Science & Technology 2008–2012
B.A., Business Administration (Marketing)

RESEARCH INTERESTS

Consumer and marketplace morality (e.g., social responsibility, sustainability, and moral transgressions by both companies and consumers); Cross-cultural consumer behavior; Consumer lay beliefs

JOURNAL PUBLICATIONS

Xu, Haiyue (Felix) and Lisa E. Bolton (forthcoming), “How Do Consumers React to Production Waste,” *Journal of Consumer Research*

Xu, Haiyue (Felix), Lisa E. Bolton, and Karen Page Winterich (2021), “How Do Consumers React to Company Moral Transgressions? The Role of Power Distance Belief and Empathy for Victims,” *Journal of Consumer Research*, 48 (1), 77-101.

SELECT RESEARCH IN PROGRESS

Yan, Xiao, Xinyue Zhou, **Haiyue (Felix) Xu**, and Haipeng (Allan) Chen “Consumer Response to Virtual Influencers” under review at the *Journal of Marketing Research*

Xu, Haiyue (Felix), Lisa E. Bolton, and Haipeng (Allan) Chen, “Consumer Reactions to Company Profitability” preparing manuscript for submission

Xu, Haiyue (Felix), “Should Social Marketing Messages Be Assertive?” preparing manuscript for submission

Xu, Haiyue (Felix), “Consumer Responses to Carbon Labelling,” data collection in progress

Chen, Qihui and **Haiyue (Felix) Xu**, “Consumer Adoption of New Products” data collection in progress

Cheng, Andong, Gretchen Ross, and **Haiyue (Felix) Xu**, “Waste Aversion Scale” data collection in progress

Gretchen Ross, Franziska Schmid, and **Haiyue (Felix) Xu**, “Charitable Purchase” data collection in progress

Chen, Jinjie (J.J.) and **Haiyue (Felix) Xu**, “Go Paperless: When Do Existing Sustainable Initiatives Backfire?” data collection in progress

CONFERENCE PRESENTATIONS

Xu, Haiyue (Felix) (September 2022), “Should Marketing Messages Be Assertive? The Role of Power Distance Belief,” *CB-CLIK*, University of Louisville, Louisville, KY

Xu, Haiyue (Felix), Lisa E. Bolton, and Karen Page Winterich (July 2022), “How Do Consumers React to Company Moral Transgressions? The Role of Power Distance Belief and Empathy for Victims,” *Society for Consumer Psychology Boutique Conference on the Global Consumer*, Singapore

Xu, Haiyue (Felix) and Lisa E. Bolton (October 2021), “Consumer Aversion Toward Company Waste: An Environmental Harm-Based Moral Perspective,” in special session on consumer morality, *Association for Consumer Research*, Virtual

Xu, Haiyue (Felix) and Lisa E. Bolton (April 2021), “Consumer Aversion Toward Company Waste: An Environmental Harm-Based Moral Perspective,” *Haring Symposium*, Virtual

- Winner of the Best Paper Award

Xu, Haiyue (Felix) and Lisa E. Bolton (March 2021), “Consumer Aversion Toward Company Waste: An Environmental Harm-Based Moral Perspective,” *Society for Consumer Psychology*, Virtual

Xu, Haiyue (Felix), Lisa E. Bolton, and Karen Page Winterich (October 2020), “How Do Consumers React to Company Moral Transgressions? The Role of Power Distance Belief and Empathy for Victims,” *Association for Consumer Research*, Virtual

Xu, Haiyue (Felix), Karen Page Winterich, and Lisa E. Bolton (May 2018), “When Companies Do Wrong: Moral Foundations and Power Distance Belief,” poster presentation, *Marketing Academic Research Colloquium*, Penn State University, State College, PA

Xu, Haiyue (Felix), Karen Page Winterich, and Lisa E. Bolton (April 2018), “When Companies Do Wrong: Moral Foundations and Power Distance Belief,” poster presentation, *Lazaridis Marketing Symposium*, Wilfrid Laurier University, Waterloo, ON

INVITED TALKS

DePaul University, Driehaus College of Business	2021
Iowa State University, Ivy College of Business	2021
University of Kentucky, Gatton College of Business and Economics	2021
University of Miami, Herbert Business School	2021
Penn State Sustainability Institute	2021
UMass Amherst, Isenberg School of Management	2021

HONORS AND AWARDS

ACR-Sheth Foundation Dissertation Award	2021
Rise Above Graduate Student Award on Ethics and Integrity, Smeal College of Business	2021
Best Paper Award, Haring Doctoral Symposium	2021
Haring Doctoral Symposium Fellow	2020–2021
AMA-Sheth Doctoral Consortium Fellow	2020
Paul F. Anderson Dissertation in Marketing Award, Smeal College of Business	2020
The Jeanne and Charles Rider Graduate Fellowship, Smeal College of Business	2020–2022
The Jerome E. Scott Scholarship, Smeal College of Business	2018–2020
Distinguished Graduate Fellowship, Penn State University	2016–2017
Distinguished Graduate Student Award, Brock University	2015
Goodman Convocation Award, Brock University	2015
Best Thesis Award, Nanjing University of Information Science & Technology	2012

TEACHING EXPERIENCE

University of Kentucky, Gatton College of Business and Economics

Marketing Strategy and Planning (Capstone), Spring 2022, 2023

Course Rating: 4.5/5, Instructor Rating: 4.55/5

The Pennsylvania State University, Smeal College of Business

Marketing Research, Summer 2020 (one section, online), Rating: 6.40/7.00

Consumer Behavior, Fall 2019 (one section, in-person), Rating: 6.14/7.00

PROFESSIONAL SERVICES

Ad Hoc Reviewer, *Journal of Consumer Research*

Ad Hoc Reviewer, *Journal of Marketing Research*

Ad Hoc Reviewer, *Journal of the Academy of Marketing Science*

Ad Hoc Reviewer, *Journal of the Association for Consumer Research*

Ad Hoc Reviewer, *Journal of Business Ethics*

Ad Hoc Reviewer, *Journal of Business Research*

Trainee Reviewer, *Journal of Consumer Research*

Reviewer, *Association for Consumer Research Conferences*

Reviewer, *Society for Consumer Psychology Conferences*