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Chinese Name

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Employment

Assistant Professor

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Hong Kong Baptist University
1 Apr 2023 → present

Research outputs

Indulgent Consumption Signals Interpersonal Warmth

Tang, Q., Zhang, K. & Huang, X. I., Dec 2022, In: Journal of Marketing Research. 59, 6, p. 1179-1196

Research output: Contribution to journal › Journal article › peer-review