

# 胡晓娟

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## 研究兴趣

消费者行为

绿色消费

众筹

创新创业

## 教育经历

2024年，同济大学，管理学博士（工商管理）

2022-2023年，米兰理工大学，联合培养（管理工程）

2018年，东华大学，管理学学士（电子商务）

## 参与项目

1. 国家社会科学基金重点项目：基于人工智能的重大舆情和突发事件舆论引导机制研究，2020-2022

## 发表论著

近期部分代表性论文如下：

1. **Hu, X.**, & Meng H. (2022) Digital literacy and green consumption behavior: Exploring dual psychological mechanisms. *Journal of Consumer Behaviour*, 22(2): 272-287
2. Liang, X., **Hu, X.**, & Meng, H. (2022). How does model type influence consumer and online fashion retailing. *International Journal of Retail & Distribution Management*. 50(6):728-743
3. Liang X., **Hu, X.**, Li, E. Y., & Meng H. (2023) Untangling the influence of perceived sustainability orientation on value-co-creation behavior in crowdfunding process: Investigating a mediation model. *Internet Research*, 33(4): 1544-1572
4. **Hu, X.**, & Buttice V. (2023) Sustainability orientation and crowdfunding performance: A perspective of resourcefulness. *Annual Meeting of the Academy of Management (AOM)*, Boston, USA.
5. **Hu, X.** (2023) Privacy literacy and privacy protection behavior: The roles of privacy concern and self-efficacy. *Annual Meeting of the Academy of International Business (AIB)*, Warsaw, Poland.

## 学术兼职

Internet Research、Asia Pacific Journal of Marketing and Logistics等期刊审稿人

AOM、AIB等会议审稿人