

Han Jia Ph.D.

Research Assistant Professor
School of Management
State University of New York at Binghamton (Binghamton University)
Binghamton, New York 13902-6000, USA
Email: hjia@binghamton.edu Work: (607)777-4214

WORK EXPERIENCE

Aug 2020-Current	Research Assistant Professor	Binghamton University	Binghamton, NY
Aug 2018-Aug 2020	Adjunct Assistant Professor	Binghamton University	Binghamton, NY
Dec 2017-Aug 2018	Instructor	West Texas A&M University	Canyon, TX
Aug 2013-Dec 2017	Research Assistant	The University of Alabama	Tuscaloosa, AL
Aug 2012-May 2013	Marketing Consultant	Tuscaloosa Arts Council	Tuscaloosa, AL

EDUCATION

- Ph.D.** Aug 2013–Dec 2017 Advertising The University of Alabama, USA
Dissertation title: Luxury Fashion Brands: How Brand Personality, Perceived Brand Luxury, and Brand Experience Contribute to Brand Equity
- M.S.** Aug 2012–May 2013 Marketing The University of Alabama, USA
- B.S.** Sep 2008–Jun 2012 Business Management University of Surrey, UK
- B.S.** Sep 2008–Jun 2012 Business Management Dongbei University of Finance and Economics, China

DISSERTATION

Title: Luxury Fashion Brands: How Brand Personality, Perceived Brand Luxury, and Brand Experience Contribute to Brand Equity

Proposal defense: November 21, 2016 Dissertation defense: May 9, 2017

Committee: Dr. Shuhua Zhou, Chair

Dr. Arthur W. Allaway; Dr. William Gonzenbach
Dr. Lance T. Kinney; Dr. Joseph E. Phelps

RESEARCH INTERESTS

My research interests fall broadly within the consumer behavior domain, with a focus on brand marketing strategy and sustainable consumption, including:

- Luxury brand consumption;
- How brand personality influences luxury brands;
- Effects of social media on luxury brands;
- Social media marketing
- Green travel behaviors;

- Environmental attitude and knowledge.

TEACHING EXPERIENCES

My teaching interests include, but are not limited to **consumer behavior, marketing strategy, brand management, marketing analysis and social media marketing.**

Instructor	MKTG311 –Intro to Marketing	Spring 2020	Binghamton University, NY
Instructor	MKTG311 –Intro to Marketing	Fall 2019	Binghamton University, NY
Instructor	MKTG311 –Intro to Marketing	Spring 2019	Binghamton University, NY
Instructor	MKTG311 –Intro to Marketing	Fall 2018	Binghamton University, NY
Instructor	MKT411 –Principles of Marketing	Spring 2018	West Texas A&M University, TX

Teaching Assistant at the University of Alabama, Tuscaloosa, AL

MKT530 –Advanced Marketing Analysis	Fall 2016
MC407 –Research Methods	Fall 2015
MKT310 – Principles of Social Media	Spring 2015
MKT313 – Consumer Behavior	Spring 2013

PEER-REVIEWED JOURNAL PUBLICATIONS

*Corresponding author

Jia, H.*, Zhou, S., and Allaway, A. W., 2018. Understanding the evolution of consumer psychology research: A bibliometric and network analysis. *Journal of Consumer Behaviour*, 7(5), 491-502.

Jia, H.*, Appolloni, A., and Wang, Y, 2017. “Green Travel: Exploring the Characteristics and Behavior Transformation of Urban Residents in China,” *Sustainability*, 9(6), 1043.

Jia, H.*, 2018. Green travel behavior in urban China: Influencing factors and their effects. *Sustainable Development*, 26(4), 350-364.

Jia, H.*, and Ki, E. J., 2017, “Relationship Strategies in Social Media: How Luxury Brand Corporations Use Facebook,” *Asian Journal of Information and Communication*, 2287-4224:172-187.

Qu, Y., Li, M., **Jia, H.**, and Guo, L., 2015, “Developing More Insights on Sustainable Consumption in China Based on Q Methology,” *Sustainability*, 7(10), 14211-14229.

Liu, Y., Qu, Y., Lei, Z., and **Jia, H.**, 2017, “Understanding the Evolution of Sustainable Consumption Research,” *Sustainable Development*, 25:414-430.

MANUSCRIPTS UNDER REVIEW and WORKING-ON PAPERS

Jia, H.*, Shin, S., and Jiao, J., "Perceived Helpfulness of Electronic Word-of-Mouth: A Content Analysis on the Effects of Product Types on Online Consumer Review Dimensions." (Under Review)

Jia, H.* and Jiao, J., "The Role of Brand Personality, Perceived Brand Luxury, and Brand Experience in Evaluating Luxury Fashion Brand Equity." (Under Review)

Jia, H., Phelps, J. E. and S. Zhou, "The Applicability of Materialism Value Scale Among Chinese Luxury Brand Consumers," (Under Review).

Shin, S., and **Jia, H.**, "Applying Image Restoration Theory on Facebook: The Case of Target's Data Breach," (Under Review).

Jia, H., Jiao, J., and Chen, "Surprise and Purchase Intention," (Four Study Competed).

BOOK CHAPTER

Zhou, S., and **Jia, H.**, (2015). Chapter 5 The Review of Agenda Setting in the 2.0. Internet World, in *Media Effects and Social Change*. China Renmin University Press (in Chinese).

CONFERENCE PRESENTATIONS

Jia, H., and Shin, S., 2016, "Effects of Product Types on Online Consumer Reviews and Their Helpfulness: The Case of Amazon.com." Proceeding in the 65th Annual Conference of the International Communication Association, San Juan, Puerto Rico, 2015.

Shin, S., and **Jia, H.**, 2018, "Applying Image Restoration Theory on Facebook: The Case of Target's Data Breach." Proceeding in the 2018 AEJMC (The Association for Education in Journalism and Mass Communication) Midwinter Conference, Norman, Oklahoma, 2018.

Jia, H., 2018, "How Luxury Brand Corporations Use Facebook as a Social Media Weapon" 2018 AMA (American Marketing Association) Winter Conference, New Orleans, Louisiana.

HONORS AND AWARDS

Graduate Student Travel Award from Graduate School, 2015.

Graduate student assistantship, 2013-2016.

Excellent Academic Scholarship, 2012.

Award for excellent academic standing and high GPA, 2010-2012.

Best Innovation Team& Best Performance in Acasia Deli Case Competition of the University, 2010.

PROFESSIONAL SERVICE AND MEMBERSHIPS

Reviewers

Journal of Sustainable Development, 2015 to Present

Journal of Brand Management, 2016 to Present

European Journal of Marketing 2018 to present

Journal of Research in Interactive Marketing 2019 to present

Professional Memberships

American Marketing Association, 2012-Present

AMA DocSIG, Member, 2016

American Advertising Academy, Member, 2014-Present