

Hua (Ariel) LI, PhD



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ACADEMIC EXPERIENCE

- 09/2021- *Director of MSc in Marketing Management*
Assistant Professor of Marketing
EDHEC Business School, Lille, France
- 09/2017-08/2021 *Lecturer in Marketing*
CEFAM Business School, Lyon, France
- 09/2010 – 08/2017 *Assistant Professor of Marketing*
EMLYON Business School, Ecully, France
- 01/2008 – 08/2010 *Lecturer & Research Fellow,*
SKEMA Business School, Sophia Antipolis, France
- 09/2007 – 12/2008 *Lecturer*
KEDGE Business School, Marseille, France

EDUCATION

Doctorate in Marketing (2012) Mention très honorable avec félicitations

IAE Aix-en-Provence, **University Aix-Marseille, France**

M.S in Management Science (DEA en Sciences de Gestion) (2006)

IAE Aix-en-Provence, **University Aix-Marseille, France**

B.A in Management of Information Systems (2003)

Xi'an Jiaotong University, Xi'an China

RESEARCH INTERESTS

Information Processing, Consumer Socialization and Communication, Information Privacy Concerns, Cross-Cultural Quantitative Research, Measurement Models

TEACHING FIELD

International Marketing Strategy, Consumers & Markets, Marketing Management,
Data Analysis and Marketing Performance (with SPSS), Digital Marketing,
Business Statistics (with Excel), Marketing Analytics (with R)

PUBLICATIONS

Peer-Reviewed Journals

- Grosso, Monica, Sandro Castaldo, Hua (Ariel) Li, and Bart Larivière (2020). "What Information Do Shoppers Share? The Effect of Personnel-, Retailer-, and Country-Trust on Willingness to Share Information." *Journal of Retailing* 96 (4), 524-47. *Equal Authorship* (CNRS 2 / FNEG 1) <https://doi.org/10.1016/j.jretai.2020.08.002>
- Zawadzka, Anna Maria, Agnes Nairn, Tina M. Lowrey, Liselot Hudders, Aysen Bakir, Andrew Rogers, Veroline Cauberghe, Elodie Gentina, Hua Li, and Fiona Spotswood (2020). "Can the Youth Materialism Scale Be Used across Different Countries and Cultures?" *International Journal of Market Research* (CNRS 4 / FNEG 3) <https://doi.org/10.1177/1470785320956794>
- with PRANGE C., BRUYAKA O. (2018) Measuring Dynamic Capabilities: A Construct level Analysis of Empirical Studies, *Academy of Management Proceedings*, vol. 2018, No.1 <https://doi.org/10.5465/AMBPP.2018.13227abstract>
- with Merunka Dwight (2011) Eager Vigilance in Consumer Response to Negative Information: The Role of Regulatory Focus and Information Ambiguity. in *European Advances in Consumer Research*, vol.9 <https://www.acrwebsite.org/volumes/1007157/eacr/vol9/E-09>

Book Chapters

- with Lowrey Tina M., Chaplin Lan N., Nairn Agnes, Bakir Aysen, Cauberghe Veroline, Gentina Elodie, Hudders Liselot, Spotswood Fiona, and Zawadzka Anna Maria (2017). « Conducting International Consumer Research with Children: Challenges and Potential Solutions», in *CONSUMER BEHAVIOR*, Eds. M. R. Solomon and T. M. Lowrey, Routledge: UK. <https://www.routledgehandbooks.com/doi/10.4324/9781315526935.ch22>
- with Yao Grenot (2016). « Danone-Dumex in China: The First Drink of Milk», in *MARKET ENTRY IN CHINA*, pp. 197-213, Ed. C. Prange, Springer Publication https://link.springer.com/chapter/10.1007/978-3-319-29139-0_16

CONFERENCE PROCEEDINGS AND PRESENTATION

- LI A.H., GROSSO M., MO T. and NAIRN A. (2023) "Fitting In" yet "Standing Out": A Motivational Perspective on the Relation Between Materialism and Adolescents' Attitudes towards Advertising. Global Marketing Conference, Seoul, 2023

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- GROSSO M., CASTALDO S., LI H., and LARIVIERE B. (2019) *Privacy Concerns and the Willingness to Provide Personal Information to Retail Companies: Modeling Heterogeneity among Customers, Retail Contexts and Cultures*. Thought Leaders' Conference, Florence, 2019
 - PRANGE C., BRUYAKA O. and LI H. (2018). *Measuring Dynamic Capabilities: A Construct Level Analysis of Empirical Studies*. 2018 Academy of Management Conference, Chicago, United States.
 - PRANGE C., BRUYAKA O. and LI H. (2018). *How to Measure Dynamic Capabilities? Formative or Reflective*. 2018 Strategic Management Society Conference (SMS), Paris, France
 - GROSSO M., LI H., CASTALDO S. (2018). *One Piece of Information Leads to Another: Consumers' Privacy Concern, Trust and the Trap of Willingness to Share Information*. 2018 Global Marketing Conference, Tokyo, Japan.
 - NAIRN A., CHAPLIN L., GENTINA E., et LI H. (2015). *Children and Materialism. Innovative tracks for action and engagement furthering cross-cultural empirical work on childhood materialism*. Transformative Consumer Research Conference (TCR), Villanova, PA, United States
 - LI H., MERUNKA, D., (2010) *Eager Vigilance in Consumer Response to Negative Information: The Role of Regulatory Focus and Information Ambiguity*. 2010 AMA Summer Marketing Educator Conference, Boston, Massachusetts, United States
 - LI H., MERUNKA, D., (2010) *Goal Orientations and Consumer Response to Uncertain Negativity*. 2010 European Conference of the Association for Consumer Research (EACR), London, UK
 - LI H., MERUNKA, D., (2007) *Brand Personality Construct in China: Reflection of Changing Culture*. 36th European Marketing Academy Conference (EMAC), Reykiavik, Iceland

AWARDS

Best Conference Track Paper Award

2023 Global Marketing Conference at Seoul, Track: Transformative Consumer Research

Pedagogical Excellence Award

EDHEC Business School 2022-2023

Pedagogical Innovation Award

EMLYON Business School 2013-2014

LANGUAGE SKILLS

English (Fluent); French (Very good command); Mandarin (Mother tongue)
