



Stanford
FOOD INSTITUTE
Residential & Dining Enterprises
CONFERENCE 11.4.2019



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Szu-chi Huang is an associate professor of marketing at Stanford Graduate School of Business. She received her PhD in marketing and a master's degree in advertising from the University of Texas at Austin. She holds two bachelor's degrees from the National Taiwan University in business administration and business law. Prior to her academic career, Professor Huang worked at JWT Advertising Agency as an account manager, managing global brands such as Unilever and Estee Lauder.

Professor Huang's main research interest is consumer motivation. Her research has been published in top marketing, management, and psychology journals, such as the *Journal of Consumer Research*, the *Journal of Marketing Research*, and the *Journal of Personality and Social Psychology*. Her findings were featured in the popular press, including *Harvard Business Review*, *Inc.*, *Forbes* and *Men's Health*. She has received prestigious awards, including the American Marketing Association's Rising Star Award (2013), AMA-Sheth Distinguished Faculty Fellow (2017), and Marketing Science Institute's Young Scholar (2017). Professor Huang was named one of Poets & Quants' Best 40 Under 40 Professors in 2017.