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Research Area: mobility preferences; privacy and ethics in automated vehicles

HUANG, Youlin
黄幼麟

ACADEMIC POSITIONS

Associate Professor (Research), December 2021 ~ Now

Division of Marketing, School of Business Administration, Zhejiang Gongshang University, Hangzhou, China

Assistant Professor, November 2020 ~ December 2021

International Business School, Zhejiang Gongshang University, Hangzhou, China

EDUCATION AND QUALIFICATIONS

Ph.D. in Business Management (Marketing) (conferred in July, 2020)

Management School, University of Liverpool, United Kingdom (supervised by Dr. Lixian Qian)

M.Res. in Management (conferred in February, 2017)

Management School, University of Liverpool, United Kingdom (supervised by Dr. Lixian Qian)

B.B.A. in Cultural Creativities Management (conferred in July, 2015)

Division of Business Management, Hong Kong Baptist University, Hong Kong SAR, China

JOURNAL PUBLICATIONS

- [1] **Ying, S. (supervised student), Huang, Y. *(corresponding author),** Qian, L., & Song, J. (2023). Privacy paradox for location tracking in mobile social networking apps: The perspectives of behavioral reasoning and regulatory focus. *Technological Forecasting and Social Change* (SSCI Q1, ABS 3, IF: 10.88), 190, 122412.
- [2] Qian, L., Yin, J.*, **Huang, Y.,** & Liang, Y. (2023). The role of values and ethics in influencing consumers' intention to use autonomous vehicle hailing services. *Technological Forecasting and Social Change* (SSCI Q1, ABS 3, IF: 10.88), 188, 122267.
- [3] Li, D., **Huang, Y. *(corresponding author),** & Qian, L. (2022). Potential adoption of robotaxi service: The roles of perceived benefits to multiple stakeholders and environmental awareness. *Transport Policy* (SSCI Q1, ABS 2, IF: 6.17), 126, 120-135.
- [4] Li, D., **Huang, Y. *(corresponding author),** Sun, H., & Zhi, B. (2022). Achieving sustainability in sharing-based product service system: a contingency perspective. *Journal of Cleaner Production* (SSCI/SCI Q1, ABS 2, IF: 11.07), 332, 129997. (Cited by 10)
- [5] **Huang, Y.,** & Qian, L. (2021). Consumer adoption of electric vehicles in alternative business models. *Energy Policy* (SSCI/SCI Q1, ABS 2, IF: 7.58), 155, 112338. (Cited by 19)
- [6] **Huang, Y.,** Qian, L., Tyfield, D., & Soopramanien, D. (2021). On the heterogeneity in consumer preferences for electric vehicles across generations and cities in China. *Technological Forecasting and Social Change* (SSCI Q1, ABS 3, IF: 10.88), 167, 120687. (Cited by 17)
- [7] **Huang, Y.,** & Qian, L. (2021). Understanding the potential adoption of autonomous vehicles in China: The perspective of behavioural reasoning theory. *Psychology & Marketing* (SSCI Q1, ABS 3, IF: 5.51), 38(4), 669-690. (Cited by 23)
- [8] **Huang, Y.,** Qian, L., Soopramanien, D., & Tyfield, D. (2021). Buy, Lease, or Share? Consumer preferences for innovative business models in the market of electric vehicles. *Technological Forecasting and Social Change* (SSCI Q1, ABS 3, IF: 10.88), 166, 120639. (Cited by 31)
- [9] **Huang, Y.,** & Qian, L. (2018). Consumer preferences for electric vehicles in lower tier cities of China: Evidences from south Jiangsu region. *Transportation Research Part D: Transport and Environment* (SSCI Q1, ABS 3, IF: 7.01), 63, 482-497. (Cited by 75)

RESEARCH GRANTS

As the Principal Investigator (PI):

- [1] **National Natural Science Foundation of China (Young Scientist Grant):** “Consumer preferences for autonomous vehicles: The perspective of privacy data management and ethics of algorithm decisions”, January 2023 ~ December 2025, ¥ 300,000.
- [2] **The Fundamental Research Funds for the Provincial Universities of Zhejiang (Young Scientist Grant):** “Consumer Preferences and Behavioral Mechanism for Automated Vehicles: The Perspective of Privacy Data Governance and Algorithm Ethics”, July 2022 ~ June 2024, ¥ 50,000.

As Key Collaborator:

- [1] **The National Natural Science Foundation of China (General Programme Grant):** “Adoption and Diffusion of New Energy Vehicles: The Unified View of Electrification, Sharing and Connected-Autonomous Driving”, January 2020 ~ December 2023, ¥ 480,000. PI: Dr. Lixian Qian
- [2] **The National Natural Science Foundation of China (Young Scientist Grant):** “Collaborative Consumption in Hospitality and Tourism in China: From Customer Engagement Perspective”, January 2019 ~ December 2021, ¥ 181,000. PI: Dr. Ruizhi Yuan
- [3] **Research Enhancement Fund of Xi'an Jiaotong-Liverpool University:** “Consumer Adoption of Connected-Automated Vehicles in China: A Preliminary Study”, September 2019 ~ August 2021, ¥ 49,982. PI: Dr. Lixian Qian

TEACHING

Undergraduate Level:

- [1] **Introduction to Marketing**, School of Business Administration, Domestic Students, February 2023 ~ June 2023
- [2] **Crisis Management (English)**, School of Tourism and Urban-rural Planning, International Students, March 2021 ~ June 2021

Postgraduate Level:

- [1] **Research Agenda in Consumer Behavior**, School of Business Administration, Domestic Students, September 2022 ~ December 2022

SERVICE

As Student Research Supervisor:

- [1] **Excellent Undergraduate Research Fellowship:** Wei Wu, Shiyi Ying, Huiying Tu; International Business School of Zhejiang Gongshang University, December 2021 ~ Now

As External Reviewers:

- [1] Expert Reviewer for Research Fund: **The National Natural Science Foundation of China**, November 2022 ~ Now; **Xi'an Jiaotong Liverpool University Research Development Fund**, November 2021 ~ Now
- [2] Journal Ad Hoc Reviewer: *Journal of International Marketing; Journal of Consumer Behaviour; Applied Economics; Australasian Marketing Journal; SN Business & Economics; Transportation*

As Project Assistant:

- [1] **CRRC (China Railway Rolling Stock Corporation) International Talent Development Executive Education Programme**, at Xi'an Jiaotong Liverpool University, February 2019 ~ June 2019