

# Resume of Fenfen Zhao

## **Basic Information**



School :	School of Economics and Management
Gender:	Female
Date of Birth:	198404
Title:	Associate Professor
Education:	Ph.D of Management
Tutor:	Master degree
Email:	56967032@qq.com
Interest of research:	Marketing Management, Consumer Behavior, Individual Donation Behavior.

## **Enrollment information**

1. Admission Disciplines: Business Administration
2. Research Direction: Marketing Management, Consumer Behavior, Individual Donation Behavior.
3. Enrollment Year: 2023-2024

## **Representative Projects**

1. Research on Creating Mechanism of Donor Value and Its Effects on the Public Continuous Donation in the Online Public Welfare Projects, The Project of National Natural Science Foundation of China(NO: 71704049), 201801-2020.12.
2. Research on the Influence Mechanism of Shared Value on Individual Donation Decision Based on the Background of Internet, The Humanities and Social Science Youth Fund Project of Hubei Province Education Department,(NO: 17Q066), 201701-201912.

## **Representative Articles**

1. Fenfen Zhao.The influence mechanism of individual donation behavior in China[M]. Beijing: Economic Science Press, 2021,11.
2. Fenfen Zhao, Xiaohui Shi, Xiumei Li. The influence mechanism of social interaction on intention to continue using mobile public welfare applications [J]. Social Behavior and Personality: an international journal, 2021.
3. Fenfen zhao, Lanying Du and Jundong Hou. The Influence of Organization Fundraising Technique on Employees' Donation Amount: The Moderating Effect of Face Orientation and Power Distance [J]. Management Review, 2018.
4. Fenfen Zhao and Lanying Du. Research on the Influencing Factors of Employees' Donation Intention Based on Chinese Situation [J]. Science-Technology and Management, 2016.