

Resume of Changchun Hu

Basic Information



School :	School of Economics and Management
Gender:	Male
Date of Birth:	1976
Title:	Lecturer
Education:	Ph.D of Management
Tutor:	Master degree
Email:	3217336@qq.com
Interest of research:	Strategic Management, Brand Management, Consumer Behavior

Enrollment information

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

Representative Projects

Presided over Philosophy and Social Science Research Project of Department of Education of Hubei Province under the grant number 19Y042, "Research on the Influence of Professional Smile Intensity on Customers in the Video Third-Party Reviews Scenario" , which has been concluded.

Representative Articles

1. **Hu Changchun**, Ning Changhui. For “Me” or for “Us” ? A Study on the Influences of Different Types of Garbage Classification Propaganda on the Willingness of Garbage Classification Behavior[J].Forecasting, 2021,40(02):9-16
2. **Hu Changchun**, Ning Changhui. When Is the Perceived Usefulness of Online Additional Reviews Greater than the Initial Reviews? Based on an Analysis of Moderating Effects of Temporal Distance and Product Types[J]. Forecasting, 2017, 36 (04):36-42
3. **Hu Changchun**, Ning Changhui. The Impact of Third-party Reviews Information Structure on Its Passing-along Intentions[J]. Business Research, ,2015,29(03): 49-55
4. **Hu Changchun**. An Empirical Study on the Impact of Consumer Innovativeness on Customer Loyalty[J]. China Business and Market, 2015,29(03):49-55
5. **Hu Changchun**. An Empirical Study on Differences in Responses of Face to Different Luxury Marketing Contexts[J]. China Business and Market, 2014,28(12):99-105