

Jiangang Huang

Bryan School of Business and Economics
University of North Carolina Greensboro
468 Bryan Building
516 Stirling Street
Greensboro, NC 27412
Email: j_huang3@uncg.edu
Phone: (336) 334-4975

ACADEMIC APPOINTMENT

Assistant Professor of Marketing	2024 – Present
Visiting Lecturer	2023 – 2024
University of North Carolina Greensboro	

EDUCATION

Ph.D. University of Mississippi
Major: Marketing
Minor: Applied Statistics

M.S. Fordham University
Major: Applied Psychometrics

RESEARCH INTERESTS

Substantive: Digital Marketing, Sales Technology, User/Firm Generated Content, Sustainability
Methods: Topic Modeling, Meta-Analysis, Mixed Methods

TEACHING INTERESTS

Marketing Research, Digital Marketing, Sales Management, Marketing Analytics, Principles of Marketing, Marketing Strategy, Consumer Behavior

PUBLICATIONS

Ezell, D., Bush, V., Shaner, B. M., Vitell, S., & Huang, J. (2022). “Challenging the Good life: An Institutional Theoretic Investigation of Consumers’ Transformational Process Toward Sustainable Living,” *Journal of Business Ethics*. <https://doi.org/10.1007/s10551-021-05009-6>

Terui, S., Huang, J., Goldsmith, J.V., Blackard, D., Yang, Y., & Miller, C. (2020). “Promoting Transformative Community Change for Equitable Health: Peer Education and Intervention for Pre-Exposure HIV Prophylaxis,” *Journal of Health Communication*, 25 (3), 191-203.
<https://doi.org/10.1080/10810730.2020.1730526>

CONFERENCE PRESENTATIONS

Boles, J., Byrd, E., LaPan, C., MacSween, S., & Huang, J. (2024). “Experience Mavens: Influential Consumers and Experiential Product Marketing.” Academy of Marketing Science, Coral Gables, FL

- Babin, B. J., Kery, N., & Huang, J. (2023). "A Bibliometric Retrospective of the Journal of Academy of Marketing Science." Academy of Marketing Science, New Orleans, LA.
- Huang, J. (2021). "An Explorative Study of the Sharing Economy Customer Service During the Pandemic: A Textual Analysis Approach." Southeast Marketing Symposium, University, MS.
- Huang, J. & Newman, C. L. (2019). "Service in the Sharing Economy: Effects of Service Failure Severity and Locus of Recovery." Society for Marketing Advances Conference, New Orleans, LA.
- Huang, J. (2014). "A Social Network Approach to the Antecedents of Interpersonal Citizenship Behaviors." Eastern Academy of Management, Newport, RI.

HONORS AND AWARDS

- University of Mississippi Dissertation Fellowship, 2022-2023
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2021
- Academy of Marketing Science Doctoral Consortium Fellow, 2021
- Society for Marketing Advances Doctoral Consortium Fellow, 2020
- American Statistical Association Conference Travel Grant, 2013

TEACHING EXPERIENCE

Sole Instructor

University of North Carolina Greensboro

- Principles of Marketing, Fall 2023 – Present
- Social Media Marketing, Fall 2023 – Present
- Digital Marketing Analytics, Spring 2024, Spring 2025

University of Mississippi

- Consumer Behavior, Fall 2021, Spring 2022
- Global Marketing & Supply Chain Management, Summer 2019

Teaching Assistant

University of Mississippi

- Advertising & Promotion, Fall 2019, Fall 2021, Spring 2022
- Strategic Marketing Management (MBA), Fall 2021
- Advanced Campaign Planning, Spring 2020
- Essentials of Business Analytics, Fall 2019, Spring 2020
- Service Marketing, Spring 2019
- Marketing Policy & Strategy, Fall 2018, Spring 2019
- Introduction to Retailing, Fall 2018

SERVICE & ACTIVITIES

- Faculty Search Committee, Tenure-Track Assistant Professor in Entrepreneurship Area, Fall 2024
- Gen AI In Teaching & Research Taskforce, Bryan School of Business & Economics, Spring 2024

PROFESSIONAL AFFILIATIONS

Academy of Marketing Science
American Marketing Association
Society for Marketing Advances

MEDIA COVERAGE

Sustainability Research by UM Professor, Former Student Earns Notice

<https://news.olemiss.edu/sustainability-research-by-um-professor-former-student-earns-notice/>