

Han Chen

Fox School of Business, Temple University
Alter Hall A502e, 1801 Liacouras Walk, Philadelphia, PA 19122

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hanchen@temple.edu

Education

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| Temple University PhD Student in Marketing, Fox School of Business | Philadelphia, PA August 2017-May 2022 (Expected) |
| Northeastern University Master in Management Science and Engineering, Highest Honor | Shenyang, P. R. China Sep 2014-Jan 2017 |
| Northeastern University Bachelor in Industrial Engineering, Highest Honor | Shenyang, P. R. China Aug 2010-Jun 2014 |

Research Interests

Consumer Behavior; Judgment and Decision Making; Decision Neuroscience

Scholarships and Awards

- 2,500 Dollars Seed Funding Grant of Young Scholars Interdisciplinary Forum 2018
- 10,000 Dollars Seed Funding Grant of Young Scholars Interdisciplinary Forum 2017
- University Graduate Fellowship, Temple University 2017
- National Scholarship for Graduates, Ministry of Education, The State Council of China 2015
- Distinguished Scientific Innovation Award, Northeastern University 2013

Selected Work in Progress

- “Great Expectations?! Effect of Promotion Types on Expected Savings and Purchase Likelihood.” *With Joydeep Srivastava, Vinod Venkatraman.*
- “Ceiling or Floor Effect: The Framing Effect of Percentage Discount in Storewide Promotion.” *With Joydeep Srivastava.*
- “The Role of Physical versus Digital Media on Brand Marketing: The Moderating Effect of Age.” *With Vinod Venkatraman, Angelika Dimoka & Paul Pavlou.*
- “The Effect of Incentives on Individual Exploration and Exploitation.” *With Vinod Venkatraman and Sunkee Lee*

Publications

- Jin, H., Qu, Q., Munechika, M., Sano, M., Kajihara, C., Duffy, V. G., & Chen, H. (2018). Applying Intelligent Algorithms to Automate the Identification of Error Factors. *Journal of Patient Safety.*
- Jin, H., Chen, H., Munechika, M., Sano, M., & Kajihara, C. (2018). The effect of workload on nurses' non-observance errors in medication administration processes: A cross-sectional study. *International Journal of Nursing Practice*, e12679.
- Haizhe Jin, Han Chen, Yulin Zhang, & Weilin Liu (2017). Emotional quality evaluation of the commodity appearance considering consumer preferences -- a case study of bottled water. *Journal of Northeastern University (Natural Science).*
- Haizhe Jin, Masahiko Munichika, Masataka Sano, Chisato Kajihara, Han Chen & Fu Guo (2017). A Study on the Methodology to Analyze and Prevent Medical Errors Due to Non-observed Behavior. *Advances in Human Factors and Ergonomics in Healthcare*, 482(6), 355-364.

Conferences and Presentations

- “Relative Effectiveness of Print versus Digital Advertising for Brand Marketing,” 8th Annual International Symposium on Decision Neuroscience, Ross School of Business, University of Michigan, Ann Arbor, June 2018.
- Served as Chair of Session *Econometrics and Statistics*, PhD consortium, 40th Annual ISMS Marketing Science Conference, Fox School of Business, Temple University, Philadelphia, June 2018.