

## Huachao (H.C.) Gao

Associate Professor of Marketing

Department of Marketing  
Mays Business School  
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### Education

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Ph.D. Marketing, 2016

College of Business, University of Texas at San Antonio, USA

M.A. Marketing, 2011

Business School, Nanjing University, China

B.A. Marketing, 2008

School of Business Administration, Dongbei University of Finance and Economics, China

### Employment

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**2024 -** Associate Professor of Marketing, Mays Business School, Texas A&M University, College Station, Texas, USA

**2022 -** Associate Professor of Marketing and International Business

**2024** Peter B. Gustavson School of Business, University of Victoria, BC, Canada

**2016 -** Assistant Professor of Marketing and International Business

**2022** Peter B. Gustavson School of Business, University of Victoria, BC, Canada

### Research Interests

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- Consumer Identity
- Consumer Food Waste
- Cross-Cultural Consumer Research
- Digital Marketing
- Pricing
- Infectious Diseases
- Luxury Consumption
- Education Marketing

## Published Work

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- Gao, Huachao**, Xin (Shane) Wang, Xi Li, and June Cotte (2024), “Consumer versus Investor: Decision Framework Explains Crowdfunding Success for Female versus Male Entrepreneurs,” *Journal of Marketing Research*, in press.
- Gao, Huachao**, He Michael Jia, Bingxuan Guo (2024), “Resources Available for Me versus Us: Implications for Mitigating Consumer Food Waste,” *Journal of Marketing Research*, 61 (4), 619-37.
- Gao, Huachao**, and Yinlong Zhang (2022), “How Does Power Distance Belief Impact Consumers’ Responses to Demotion in Hierarchical Loyalty Programs? The Dual Processes of Monetary and Psychological Losses,” *Journal of the Academy of Marketing Science*, 50, 822-40.
- Tu, Lingjiang Lora, Jaehwan Kwon, and **Huachao Gao** (2022), “Heart or Mind? The Impact of Power Distance Belief on the Persuasiveness of Cognitive versus Affective Appeal in Education Marketing Messages,” *Journal of Marketing Research*, 59 (1), 173-90.
- Jiang, Ling (student), **Huachao Gao**, and Linda Hui Shi (2021), “The Effect of Power Distance Beliefs on the Inconspicuous versus Conspicuous Consumption of Luxury Accessories in China and the USA,” *Journal of Marketing Management*, 37 (15-16), 1459-89.
- Gao, Huachao**, Vikas Mittal, and Yinlong Zhang (2020), “The Differential Effect of Local-Global Identity Among Males and Females: The Case of Price Sensitivity,” *Journal of Marketing Research*, 57 (1), 173-191.
- Gao, Huachao**, Yinlong Zhang, and Vikas Mittal (2017), “How Does Local-Global Identity Affect Price Sensitivity?” *Journal of Marketing*, 81 (3), 62-79.
- Gao, Huachao**, Karen Page Winterich, and Yinlong Zhang (2016), “All That Glitters is Not Gold: How Others’ Status Influences the Effect of Power Distance Belief on Status Consumption,” *Journal of Consumer Research*, 43 (2), 265-281.

## Selected Work in Progress

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- “Infectious Diseases and Consumer Food Waste,” single author, conditionally accepted at *Journal of Consumer Research*.
- “Self-Construal and Parental Education Spending,” with Lingjiang Lora Tu and Yinlong Zhang, conditionally accepted at *Journal of Business Research*.

## Conference Proceedings and Presentations

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- Andrea W. Luangrath\*, **Huachao Gao\***, and Brady Hodges\* (2023, August), “Employing Multi-Method in Consumer Research,” *American Marketing Association Summer Conference, Research Method Workshop* (organized by Haipeng Allan Chen), San Francisco, CA, USA.
- Pan, Yu, **Huachao Gao**, Xiaoyu Wang, Yamei Liu (2022, October), “How does Local-global Identity Impact Consumer Preference for Leisure over Work? The Perspective of Production Orientation,” *Association for Consumer Research*, Denver, Colorado, USA
- Gao, Huachao** and Dengfeng Yan (2020, October), “The Joint Effect of Social Status and Power Distance Belief on Consumer Preference For Cuteness,” *Association for Consumer Research*, Paris, France (virtual conference).
- Gao, Huachao**, Yinlong Zhang, and Vikas Mittal (2018, October), “The Effect of Identity Conflict on Price Sensitivity,” *Association for Consumer Research*, Dallas, TX, USA.
- Gao, Huachao** and Yinlong Zhang (2018, May), “The Effect of Long-Term Orientation on Variety Seeking,” *Chinese Marketing International Conferences*, Shanghai, China (CMIC best paper award).
- Gao, Huachao** and Yinlong Zhang (2017, October), “The Effect of Long-Term Versus Short-Term Orientation on Variety Seeking,” *Association for Consumer Research*, San Diego, CA.
- Gao, Huachao** and Yinlong Zhang (2015, October), “The Effect of Power Distance Belief and Status Demotion in Hierarchical Loyalty Programs,” *Association for Consumer Research*, New Orleans, LA.
- Gao, Huachao**, Yinlong Zhang, and Vikas Mittal (2015, August), “Local Identity Makes Me Willing to Pay More: The Sacrifice Mindset Explanation,” *Summer Marketing Educators’ Conference (Summer AMA)*, Chicago, IL.
- Gao, Huachao**, Yinlong Zhang, and Vikas Mittal (2015, June), “Consumers’ Local-Global Identity and Price Sensitivity,” *Association for Consumer Research Asia-Pacific Conference*, Hong Kong, China.
- Gao, Huachao**, Karen Page Winterich, and Yinlong Zhang (2015, February), “How Does Power Distance Belief Affect Status Consumption,” *Winter Marketing Educators’ Conference (Winter AMA)*, San Antonio, TX.
- Gao, Huachao**, Karen Page Winterich, and Yinlong Zhang (2014, October), “Power Distance Belief and Status Consumption,” *Association for Consumer Research*, Baltimore, MD.
- Yan, Dengfeng and **Huachao Gao** (2014, October), “Having More But Not Feeling Better: The Effects of Merely Owning Preventive Goods on Risk Perceptions,” *Association for Consumer Research*, Baltimore, MD.
- Gao, Huachao** and Yinlong Zhang (2013, October), “‘Following Behind’ versus ‘Keeping Up’: The Effect of Power Distance Belief and Superior’s Consumption on Consumer’s Preference for Status Related Products,” *Association for Consumer Research*, Chicago, IL.

**Gao, Huachao** (2013, February), “The Effect of Dukes’ Consumption on Consumer Preferences for Status Associated Products,” *Society for Consumer Psychology*, San Antonio, TX.

Lee, Jaehoon, L.J. Shrum, **Huachao Gao**, and Wan-Ting Lin (2012, October), “Consumer Responses to Social Ostracism,” *Association for Consumer Research*, Vancouver, Canada.

## Invited Presentations

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May 2024 – HKU Business School, The University of Hong Kong, “The Paradox of a Pandemic: How Infectious and Lockdown Saliences Shape Consumer Food Waste Behaviors.”

May 2024 – School of Business, Hong Kong Baptist University, “The Paradox of a Pandemic: How Infectious and Lockdown Saliences Shape Consumer Food Waste Behaviors.”

May 2024 – Department of Marketing and Management, University of Macau, “The Paradox of a Pandemic: How Infectious and Lockdown Saliences Shape Consumer Food Waste Behaviors.”

April 2024 – Mays Business School, Texas A&M University, “The Paradox of a Pandemic: How Infectious and Lockdown Saliences Shape Consumer Food Waste Behaviors.”

October 2023 – Alvarez College of Business, University of Texas at San Antonio, “The Paradox of a Pandemic: How Infectious and Lockdown Saliences Shape Consumer Food Waste Behaviors.”

December 2022 – G. Brint Ryan College of Business, University of North Texas, “Consumer versus Investor: How Decision Mindset Impacts Support Intention for Crowdfunding Projects.”

November 2022 – School of Business, Portland State University, “Consumer versus Investor: How Decision Mindset Impacts Support Intention for Crowdfunding Projects.”

October 2021 – Alberta School of Business, University of Alberta, “Consumer versus Investor: How Decision Mindset Impacts Support Intention for Crowdfunding Projects.”

July 2021 – School of Business, Nanjing University, China, “Consumer versus Investor: How Decision Mindset Impacts Support Intention for Crowdfunding Projects.”

October 2019 – School of Economics, University of Victoria, Canada, “The Impact of Local-Global Identity on Price Sensitivity.”

August 2018 – School of Business, University of Science and Technology of China, “How Does Power Distance Belief Impact Consumers’ Responses to Demotion in Hierarchical Loyalty Programs?”

August 2018 – School of Business, Nanjing University, China, “How Does Power Distance Belief Impact Consumers’ Responses to Demotion in Hierarchical Loyalty Programs?”

November 2015 – Gustavson School of Business, University of Victoria, “All That Glitters is Not Gold: How Others’ Status Influences the Effect of Power Distance Belief on Status Consumption.”

October 2015 – College of Business, City University of Hong Kong, “All That Glitters is Not Gold: How Others’ Status Influences the Effect of Power Distance Belief on Status Consumption.” 2024 – Texas A&M University, USA

## Fellowship and Awards

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Gustavson Award of Excellence in Research, Gustavson School of Business, University of Victoria  
2023-2024 (one course release, plus \$10,000)

Gustavson Award of Excellence in Research, Gustavson School of Business, University of Victoria  
2022-2023 (one course release, plus \$10,000)

Gustavson Award of Excellence in Research, Gustavson School of Business, University of Victoria  
2021-2022 (one course release, plus \$10,000)

Gustavson Faculty of Excellence, University of Victoria, 2021

Gustavson Faculty of Excellence, University of Victoria, 2020

The Top 30 Over 30 Marketing Professors in Canada, Canadian Marketing Association, 2019

AMA-Sheth Foundation Doctoral Consortium Fellow, 2014

Doctoral Fellowship, College of Business, University of Texas at San Antonio, 2011-2015

## Grants

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**Gao, Huachao** (Principal Investigator), “Decoding AI's Influence: ChatGPT and the Evolution of Consumer Decision-Making,” *UVic Research/Creative Project Grant*, University of Victoria, \$7,000, 2024-2025.

**Gao, Huachao** (Principal Investigator), “AI and Decision Equity: Investigating Socioeconomic Disparities,” *Gustavson Executive Program Research Grants*, Gustavson School of Business, University of Victoria, \$2,500, 2024-2025.

**Gao, Huachao (Principal Investigator)**, “How Does Power Distance Belief Impact Consumer Food Waste?,” *UVic Research/Creative Project Grant*, University of Victoria, \$7,000, 2023- 2024.

Jia (Michael) He and **Huachao Gao** (Co-Investigator), “Fostering Interdependent Self-Construal to Reduce Food Waste: A Resource Re-Allocation Perspective,” *Hong Kong Research Grant Council – General Research Grant*, HK\$600,000, 2021-2024.

**Gao, Huachao** (Principal Investigator), “Consumer Identity in the Global Era and Their Food Waste Decision,” *UVic Research/Creative Project Grant*, University of Victoria, \$7,000, 2022-2023.

**Gao, Huachao** (Principal Investigator), “Marketing Strategy of Crowdfunding Projects,” *Gustavson Executive Program Research Grants*, Gustavson School of Business, University of Victoria, \$2,500, 2022-2023.

**Gao, Huachao** (Principal Investigator), “The Impact of COVID-19 on Consumer Decision Making,” *Gustavson Executive Program Research Grants*, Gustavson School of Business, University of Victoria, \$2,500, 2022-2023.

- Gao, Huachao** (Principal Investigator), “At Least I Can Control How Much Food I Waste: How Sense of Control Impact Consumer Food Waste,” *UVic Research/Creative Project Grant*, University of Victoria, \$7,000, 2021-2022.
- Gao, Huachao** (Principal Investigator), Linda H. Shi, Yinlong Zhang, and Ling Jiang “How Do Bicultural Consumers’ Accessible Cultural Values Affect Luxury Product Consumption: Inconspicuous versus Conspicuous, Counterfeit versus Genuine,” *Social Sciences and Humanities Research Council (SSHRC) Insight Grant*, \$87,987, 2017-2021.
- Gao, Huachao** (Principal Investigator), “The Effect of Power Distance Belief on Consumer Reactions to Price Increases,” *UVic Research/Creative Project Grant*, University of Victoria, \$7,000, 2017-2018.
- Gao, Huachao** (Principal Investigator), “Cultural Influences and Consumer Status Change in Loyalty Programs,” *Carolyn Research Institute Grant*, \$11,000, 2016-2019.
- Gao, Huachao** (Principal Investigator), “Cultural Differences and Consumers’ Variety Seeking Behavior,” *International Business Grant*, College of Business, University of Texas at San Antonio, \$5,000, 2014-2015.

## Services to the University/School

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- Member, Senate Committee on University Budget, University of Victoria, 2024
- Member, PhD Committee, Gustavson School of Business, 2023-2024
- Member (elected), PhD Program Review Committee, Gustavson School of Business, 2023-2024
- Faculty Member, Graduate Awards Committee, Faculty of Graduate Studies, University of Victoria, 2023-24
- Research Faculty Member, Promotion and Tenure Committee, Gustavson School of Business, 2023-2024
- Research Faculty Member, Gustavson Research Committee, Gustavson School of Business, University of Victoria, 2023-2025
- Chair (elected), Gustavson Equity, Diversity and Inclusion Committee, Gustavson School of Business, 2023-2024
- Faculty Representative (elected), Gustavson Equity, Diversity and Inclusion Committee, Gustavson School of Business, 2022-2023
- Faculty member (elected), Gustavson School of Business Dean’s Search Committee, University of Victoria, 2022-2023
- Research Faculty Member, Promotion and Tenure Committee, Gustavson School of Business, 2022-2023
- Internal Faculty Judge, RBC Case Competition, Gustavson School of Business, 2017-2023
- Member, International Business Program Coordinator, Gustavson School of Business, 2017-2019

## Academic Services

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### Guest Associate Editor:

- *Journal of Marketing Research*, May 2024-present

### Editorial Review Board:

- *Journal of Marketing Research*, July 2021-
- *Journal of Business Research*, March 2022 -
- *Journal of Consumer Behavior*, July 2020-

### Ad-Hoc Review for Academic Journals:

- *Journal of Consumer Research*
- *Journal of Marketing*
- *International Journal of Research in Marketing*
- *Journal of Business Research*
- *Journal of Business Ethics*
- *Journal of Cross-Cultural Psychology*
- *Journal of Public Policy & Marketing*
- *Asia Pacific Journal of Management*
- *Journal of Tourism and Hospitality Management*
- *etc.*

### Conference Committee

- Program committee member of EACR 2023, Amsterdam

### Review for Academic Conferences:

- *Association for Consumer Research Annual Conference* (Competitive paper reviewer), 2015-present
- *European Association For Consumer Research* (Competitive paper reviewer), 2023
- *Association for Consumer Research Annual Conference* (Working paper reviewer), 2013-2015
- *Society for Consumer Psychology Annual Conference* (Competitive paper reviewer), 2014-2015
- *Winter Marketing Educators' Conference (Winter AMA)* (Competitive paper reviewer), 2015-2017

Review for Granting Agencies:

- *Social Sciences and Humanities Research Council of Canada – Insight Grants*, 2019-present
- *Research Grants Council of Hong Kong – General Research Fund*, 2022-present

**Professional Affiliations**

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Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

American Marketing Association (AMA)

**Courses Taught**

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*Consumer Behavior*, Mays Business School, Texas A&M University

*Digital and Social Media Marketing*, Gustavson School of Business, University of Victoria

*International Marketing*, Gustavson School of Business, University of Victoria

*Marketing Principles and Management*, Gustavson School of Business, University of Victoria

*Consumer Behavior*, Alvarez College of Business, University of Texas at San Antonio

*Principles of Marketing*, Alvarez College of Business, University of Texas at San Antonio