

Wei Yuling

Assistant Professor

Rektori szervezet / Marketing- és Kommunikációtudományi /
Interkulturális Marketing és Fogyasztói Magatartás

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Year of birth: 1994.08.05

Qualifications, scientific degrees

Higher education qualifications

- 2020 - 2024
Corvinus University of Budapest, Institute of Marketing and Communication Sciences, Doctoral program (PhD/DLA képzés)
- 2018 - 2020
Corvinus University of Budapest, Institute of Marketing and Communication Sciences, Master program (MSc/MA)
- 2014 - 2018
University of Szeged, Business Administration and Management, Bachelor program (BSc/BA)

Scientific degrees and awards

- 2024, PhD
Marketing

MTA membership

- , Regular member

Career

Workplaces

- 2024 - 2025
Sun Yat-sen University, School of Business, Postdoc Research fellow

Awards, titles, honors

- 2022, The Creative Research Idea Award
Corvinus University of Budapest, Hungary
- 2021, The 16th “Chunhui Cup” China Overseas Students Innovation and Entrepreneurship Competition (Biotechnology and New Pharmaceutical Group) Excellence Award
Ministry of Education of the People’s Republic of China

Language skills

Language	Speaking	Writing	Reading	Media appearance
English	Advanced	Advanced	Advanced	Yes

Colleague CV: Wei Yuling

Chinese	Native	Native	Native	Yes
Hungarian	Basic	Basic	Basic	Yes

Research, professional activity

Major taught courses or fields of education:

Basic of Marketing, Applied Market Research Methods

Field of science and discipline:

social science

Current fields of research:

AI ethics, consumer behavior, AI companions

Previous fields of research:

social media marketing, Virtual try-on technology

Publications

- [The e-WOM intention of artificial intelligence \(AI\) color cosmetics among Chinese social media influencers](#)
- [The Bright Side of AI in Marketing Decisions: Collaboration with Algorithms Prevents Managers from Violating Ethical Norms](#)
- [Unveiling the influence of anthropomorphic chatbots on consumer behavioral intentions: evidence from China and Indonesia](#)
- [How consumers' privacy perceptions influenced mobile payment acceptance during the COVID-19 pandemic](#)
- [Using Artificial Intelligence to Promote Branded Color Cosmetics: Evidence from Indonesia](#)
- [Using facial enhancement technology \(FET\) in online sales of branded color cosmetics](#)
- [No longer look down: investigating second-hand clothing purchase in Indonesia](#)
- [Advocating for mother nature: the roles of anthropomorphism, nature-evoked emotions and trust](#)

Contacts

Location at the university

- Building: Main building (E)
Room number: E 357
Extension:
Main line:
Fax:
Internal fax:

Colleague CV: Wei Yuling

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Postal address: Budapest, Fővám tér 8, 1093

Other professional profiles

LinkedIn: <https://www.linkedin.com/in/yuling-wei-aba292120/?originalSubdomain=hu>

MTMT: <https://m2.mtmt.hu/gui2/?type=authors&mode=browse&sel=authors10079151>

Scholar: <https://scholar.google.com/citations?user=zqPgUFQAAAAJ&hl=en>