



## Wei Yuling

Assistant Professor  
Rektori szervezet / Marketing- és Kommunikációtudományi /  
Interkulturális Marketing és Fogyasztói Magatartás  
Rektori szervezet / Marketing- és Kommunikációtudományi /  
Interkulturális Marketing és Fogyasztói Magatartás  
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
- 2024, Poland National Science Center research scholarship  
Poznań University of Economics and Business

## Language skills

# Colleague CV: Wei Yuling

Language	Speaking	Writing	Reading	Media appearance
English	Advanced	Advanced	Advanced	Yes
Chinese	Native	Native	Native	Yes
Hungarian	Basic	Basic	Basic	Yes

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## Research, professional activity

### Major taught courses or fields of education:

Basic of Marketing, Applied Market Research Methods, Online and Digital Marketing

### Field of science and discipline:

social science

### Current fields of research:

Consumer Behavior, AI ethics, AR/VR

### Previous fields of research:

social media marketing, Virtual try-on technology

### Major research projects

- 2024 - 2026, Collaboration with Artificial Intelligence: Aversion and Admiration in an Organizational Context  
Form of participation: member of the research team  
Moneylender: National Science Centre of Poland (Narodowe Centrum Nauki)  
Further info about research:
- 2025 - , Human-AI Integration in New Product Development Based on Generative Artificial Intelligence  
Form of participation: member of the research team  
Moneylender: National Natural Science Foundation of China (NSFC)  
Further info about research:

### Membership in scientific or professional bodies/organizations

- 2022 - , Member, member  
EMOK, national
- 2022 - , Member, member  
EMAC, international
- 2022 - , Member, member

# Colleague CV: Wei Yuling

- AMA, international
- 2022 - , Member, member
- ACR, international

## 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](#)
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- [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

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E-mail address: [yuling.wei@uni-corvinus.hu](mailto:yuling.wei@uni-corvinus.hu)

Postal address: Budapest, Fővám tér 8, 1093

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

Additional contact details: [wei.yuling0729@gmail.com](mailto:wei.yuling0729@gmail.com)

## 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>