

Felicia Fei FAN

Research Interests:

Public Relations, Online Communication, Advertising



Education

Ph.D. Student	Hong Kong Baptist University (2017 to present)
M.A. in Communication (Distinction)	Hong Kong Baptist University (2011 to 2012)
B.A. in Advertising	Xi'an International Studies University (2007 to 2011)

Publications

1. Fan, F., & Chan, K. (2019). Young Adults' Perceptions of Personal Loan Commercials, *Young Consumers*, 20(2), 109-120. DOI: 10.1108/YC-10-2018-0854
2. Fan, F. (2018). Are Online Influencers Trustworthy? The Virtual Audience's Response to Online Influencers' Endorsement in China, *World of Media*, 3, 5-25. DOI: 10.30547/worldofmedia.3.2018.1
3. Chan, K., & Fan, F. (2015). How Consumers Perceive Environmental Advertising in the Banking Context, *Asian Journal of Business Research*, (5)1, 69-82.

Selected Conference Papers and Presentations

1. Fan, F. (2019). From Employers' Perspective: The Relationship between Internship Performance and Employment Intention in Communication Context. Conference paper presented at the poster session of the annual conference of the Association for Education in Journalism and Mass Communication (AEJMC), Toronto, Canada.
2. Fan, F. (2018). Are Online Influencers Trustworthy? The Virtual Audience's Response to Online Influencers' Endorsement in China. Conference paper presented at the annual conference of the International Association for Media and Communication Research (IAMCR), Eugene, Oregon, United States.
3. Fan, F., & Chan, K. (2017). Young Consumers' Responses to Personal Loan Commercials. Conference paper presented at the 16th International Conference on Research in Advertising (ICORIA), Ghent, Belgium.

4. Fan, F. (2017). WeChat Marketing Case Study: Social Media Communication Model and Message Strategy. Conference paper presented at RIDCH Conferences 2017-- Conference on Digital Humanities 2017: "Digitization of the Humanities and New Ways of Teaching" and Conference on Digital Culture 2017: "Digital Art, Design and Advertising", Hong Kong.
5. Fan, F. (2016). 社交媒體傳播模式及行銷策略 —— 微信互動之行銷新體驗. Conference paper presented at 1st Annual Conference of the Public Relations Society of China and 9th International Forum on Public Relations & Advertising, Hong Kong.

Professional Service

Session Chair

The 16th International Conference on Research in Advertising (ICORIA) 2017, Ghent, Belgium.

Reviewer for

The International Conference on Research in Advertising (ICORIA) : 2017 to present

Working Experience

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|--------------------------------|--|
| August 2019 to present | Lecturer
College of International Education
Hong Kong Baptist University |
| January 2016 to August
2019 | Teaching Fellow
Public Relations and Management Program
Faculty of Management and Hospitality
Technological and Higher Education Institute of Hong Kong |
| July 2012 to January
2016 | New Media Executive
Department of Communication & Public Affairs
Hong Kong Trade Development Council |