Minxiong Huang

Department of Marketing
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EDUCATION

2023/09 - date *Ph.D. candidate in marketing*
Faculty of Economics and Business, University of Groningen, The Netherlands

Research interests:
Marketing dynamics, business cycle, health consumption
State-space model, endogeneity, causal inference
Dissertation proposal:
Marketing Dynamics Within Business Cycles
Dissertation description:
While business cycle research predominantly contrasts between economic expansions and contractions, dynamics underneath the contrast are commonly neglected. The dissertation investigates dynamics within business cycles from both the brand and consumer perspectives, utilizing the state-space framework and addressing endogeneity concerns with sophisticated approaches. Three projects jointly contribute to literature regarding business cycle, marketing mix effectiveness, consumer behavior, and health economics. Insights should respectively guide managers, consumers, and policymakers to adapt corporate strategies, purchase decisions, and policies to economic conditions.
Promotors:
Prof. dr. Maarten J. Gijsenberg (University of Groningen)
Prof. dr. Barbara Deleersnyder (Tilburg University)

2021/09 - 2023/08 *MSc. Research Master in Economics and Business*, business track
Faculty of Economics and Business, University of Groningen, The Netherlands

Coursework examples:
Data Science Methods (coordinator: Prof. dr. J. E. Wieringa)
Econometric Analysis of Panel Data (coordinator: Prof. dr. R. J. M. Alessie)
Econometrics and Data Science for Business, Economics, and Econometrics (Tinbergen Institutes, coordinator: Prof. dr. S. J. Koopman, Prof. dr. F. Blasques)
Empirical Methods of Economics (coordinator: Prof. dr. V. Angelini)
Marketing Theory (coordinator: Prof. dr. J. van Doorn)
Multivariate Data Analysis (coordinator: Prof. dr. T. H. A. Bijmolt)

2019/09 - 2020/07 *MSc. Business Administration*, digital marketing track
Amsterdam Business School, University of Amsterdam, The Netherlands

2015/09 - 2019/06 *BSc. Management*, marketing major
School of Economics and Business Administration, Chongqing University, China

WORKS IN PROGRESS

Minxiong, Huang, Maarten J. Gijsenberg, and Barbara Deleersnyder, "*Brand Price Elasticity Dynamics Over the Business Cycle: What Is the Role of Advertising Strategy?*"

Minxiong, Huang, Maarten J. Gijsenberg, and Barbara Deleersnyder, "*How Do Business Cycles Shape (Un)healthy Product Consumption?*"

PRESENTATIONS

Minxiong, Huang, Maarten J. Gijsenberg, and Barbara Deleersnyder, "*Brand Price Elasticity Dynamics Over the Business Cycle: What Is the Role of Advertising Strategy?*" presented at:

- 2025 Marketing Dynamics Conference (PhD track), Goa, India, 15 May 2025
- Marketing Research Camp (with University of Münster), Groningen, The Netherlands, 4 April 2025

Minxiong, Huang, and Maarten J. Gijsenberg, "*Price Effectiveness Within Business Cycles*," presented at:

- 53rd EMAC (methods, modeling & marketing analytics track), Bucharest, Romania, 29 May 2024
- 37th EMAC doctoral colloquium (advanced modeling track), Bucharest Romania, 27 May 2024
- Marketing Research Camp (with Maastricht University), Groningen, The Netherlands, 26 April 2024
- Faculty of Economics and Business PhD Conference, Groningen, The Netherlands, 18 April 2024

TEACHING EXPERIENCE

Master courses

2025 - date	Master's thesis MADS (co-supervisor, two students per year) *MSc. Marketing Analytics and Data Science*, University of Groningen
2023 - date	Market Models (tutor and grader, once per year) *MSc. Marketing Analytics and Data Science*, University of Groningen
2023 - date	Statistic Learning in Marketing (grader, twice per year) *MSc. Marketing Analytics and Data Science*, University of Groningen

Pre-master courses

2023 - 2024	Statistics for Pre-MSc (tutor and grader, once per year) *Pre-MSc. FEB*, University of Groningen

Bachelor courses

2024 - date	Bachelor's thesis E&BE - BE (primary and second supervisor, ten students per year) *BSc. Economics & Business Economics*, University of Groningen
2022	International Marketing for IB (tutor and grader, once per year) *BSc. International Business*, University of Groningen
2018	Customer Relationship Management (grader, once per year) *BSc. Management*, Chongqing University

SUPPORTS

2025	Conference grants, Faculty of Economics and Business, University of Groningen (€2,750)
2024	Project data access: "*How Do Business Cycles Shape (Un)healthy Product Consumption*" and "*Frugal Fatigue: Fact or Fable*", AiMark (commercial value: €10,000)
2024	Conference grants, Faculty of Economics and Business, University of Groningen (€2,200)

2022	Research master scholarship (2nd year), Faculty of Economics and Business, University of Groningen (€16,201)
2021	Research master scholarship (1st year), Faculty of Economics and Business, University of Groningen (€13,732)

EXTRACURRICULAR SERVICE

2022 - 2023	Research Assistant to Tammo Bijmolt and Maarten Gijsenberg, University of Groningen
2020 - 2021	Research Assistant to prof. dr. Liping Qian, Chongqing University
2019	Organizing committee of 2019 China Marketing Strategy Conference & Industrial Marketing Management Special Issue Workshop
2018 - 2019	Research Assistant to prof. dr. Liping Qian, Chongqing University

SKILLS AND LANGUAGES

R, Python, PostgreSQL, MySQL, STATA, Bash, LaTeX, Adobe (Photoshop, After Effects & Premiere)
English (2021: CEFR C1), Dutch (A2), Chinese Mandarin (native), Cantonese (native)

REFERENCES

Maarten J. Gijsenberg, Ph. D.
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University of Groningen

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