

XIE FENGSHU

Email: fengshu.xie@mail.mcgill.ca

EDUCATION

McGill University (Montreal, Canada)	08/2022-07/2027 (Expected)
✧ Ph.D. Management , Desautels Faculty of Management	
Nanyang Technological University (Singapore)	07/2021-07/2022
✧ Master of Science in Marketing Science , Nanyang Business School	
Beijing Normal University (Beijing, China)	09/2018 – 06/2021
✧ Bachelor of Arts in Communication , School of Journalism and Communication	
Beijing Normal University (Beijing, China)	09/2017 – 07/2018
✧ Major: Environmental Science, School of Environment	
National University of Singapore (Singapore)	01/2020
✧ Communication and New Media Programme (Academic Visit)	

RESEARCH INTERESTS

- ✧ **Consumer behavior.**
- ✧ Body image.
- ✧ Information sharing & Information processing.
- ✧ Metacognition.

PUBLICATIONS

Making scents with sight: Perfume marketing in the age of the face mask (Opinion, WARC)	04/2022
Fengshu Xie & Gemma Calvert, Nanyang Business School	

CONFERENCE PRESENTATIONS

Mentalization in Visual Communication	Research in Progress
ICA 2022 Pre-Conference: Visualizing What's Social: Research and Methodological Approaches	
Fengshu Xie	

RESEARCH ASSISTANTSHIP

Nanyang Business School, Nanyang Technological University (Singapore)	08/2021-01/2022
✧ Content analysis regarding MNC strategies & performance and health-related consumer behavior.	
School of Journalism and Communication, Beijing Normal University (Beijing, China)	05/2021-06/2021
✧ Content analysis regarding political media coverage on video streaming platforms in China.	

INTERNSHIP EXPERIENCE

Interpublic Marketing Services (Shanghai) Ltd, Beijing Branch (Beijing, China)	05/2020–08/2020
Intern, Digital Marketing Team, Weber Shandwick	
Burson-Marsteller Public Relations Co. Ltd, Beijing Branch (Beijing, China)	02/2020-05/2020
Intern, Brand Marketing Team	

HONOURS

✧ Dean's Honors Lister, Nanyang Business School, Nanyang Technological University	07/2022
✧ The BNU Third-class Scholarship, Beijing Normal University	12/2020
✧ The BNU Second-class Scholarship, Beijing Normal University	12/2019
✧ The BNU Third-class Incentive Scholarship, Beijing Normal University	09/2019