Haosen Zhong

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EDUCATION

NATIONAL UNIVERSITY OF SINGAPORE Singapore
Ph.D. in Management (Marketing) Aug.2025 - present

NATIONAL UNIVERSITY OF SINGAPORE Singapore
Master of Science in Marketing Aug. 2023 - Jan. 2025

NANJING UNIVERSITY Nanjing, China
Bachelor of Management (Marketing) Aug. 2018 - Jun. 2022

RESEARCH INTERESTS

- Social interaction; Authenticity; Credibility; Judgment and decision making

ONGOING RESEARCH

- Yan Zhang, **Haosen Zhong**, and Yang Yang, "Cues influencing review helpfulness"

OTHER INFORMATION

- Language: English (conversant), Mandarin (native)