

# Fangwen Lin

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## EDUCATION

2020-present	Ph.D. in Strategy & Policy, National University of Singapore
2018-2020	Ph.D. Candidate in Marketing, City University of Hong Kong
2014-2018	B.B.A, the Chinese University of Hong Kong, Shenzhen (First Class Honor) <i>Major in Supply Chain Management; Minor in Marketing</i>
2017 Fall	Exchange in University of British Columbia
2016 Fall	Exchange in Copenhagen Business School
2016 Summer	Pembroke-King's Summer Program in University of Cambridge
2015 Summer	Summer School in University of California, Los Angeles

## RESEARCH INTERESTS

Non-Market Strategy; Organizational and Institutional Change; Corporate Social and Political Behavior

## WORKING PAPERS

“Walking or Talking CSR? Corporate Strategic Responses to Social Controversies” (with Julie Juan Li)

- American Marketing Association Winter Conference, Feb 2020

“An Unintended Spillover: Political Social Movement and Corporate Social Responsiveness” (with Yishu Cai and Haibin Yang)

- Academy of Management Annual Meeting, Aug 2020

## SELECTED AWARDS

President's Graduate Fellowship, National University of Singapore. 2020  
Outstanding Academic Performance Award, City University of Hong Kong. 2019  
Certificate of Merit for Teaching Students, City University of Hong Kong. 2019  
PhD Student Fellowship, City University of Hong Kong. 2018-2020

University Undergraduate Research Award, CUHK(SZ). 2018  
CFA Institute Research Challenge Outstanding Performance, Asian Pacific Region. 2017  
Supply Chain Kick-off Case Competition Winner, Copenhagen Business School. 2016  
University Academic Scholarship and Dean's List Award, CUHK(SZ). 2014-2018

## **SKILLS**

**Programming and software:** STATA, R, Python

**Language:** Mandarin, English