

## **HONG YUAN**

Lundquist College of Business, University of Oregon  
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### **ACADEMIC POSITIONS**

University of Oregon, Professor of Marketing, 2022 – present  
University of Oregon, Richard P. Booth Associate Professor and Research Scholar, 2018 – 2022  
University of Oregon, Associate Professor of Marketing (with tenure), 2015 – 2022  
National Bureau of Economic Research, Research Economist, 2015 – 2017  
University of Oregon, Associate Professor of Marketing (untended), 2013 – 2015  
University of Oregon, Visiting Assistant Professor of Marketing, 2012 – 2013  
University of Illinois at Urbana-Champaign, Assistant Professor of Marketing, 2005 – 2012  
University of Michigan, Graduate Student Instructor, 2002-2003

### **LEADERSHIP AND ADMINISTRATIVE EXPERIENCE**

University of Oregon, Ph. D Coordinator of Marketing, 2015 – 2023  
University of Oregon, Business Research Institute, Director, 2016 – 2022  
University of Oregon, Graduate Council Committee Member, 2017 – 2021  
University of Oregon, Lundquist College of Business, MBA Engaging Asia Experiential Learning Program, Faculty Advisor, 2016-2019  
  
University of Oregon, Sports Product Management Program, Academic Curriculum Committee, 2015-2016  
  
University of Oregon, Institutional Review Board Member, 2013 -2018

### **EDUCATION**

University of Michigan, Ross School of Business (Ph.D. in Marketing, 2005)  
University of Michigan, College of LSA (M.A. in Applied Economics 2001)  
Fudan University, School of Management (B.S. in Management Information Systems 1997)

## HONORS AND AWARDS

Keynote Speaker, Asia Pacific Marketing Academy Conference, 2023

Best Reviewer Award, Journal of the Academy of Marketing Science, 2023

The Ph.D. Project, University of Oregon Representative, 2022, 2023

Mittelstaedt & Gentry Doctoral Symposium, University of Oregon Faculty Representative, 2022

Honorable Mention for the Goulet Research Award, Most Publications Joint with Doctoral Students in Two Years, University of Oregon, 2021

10th SERVSIG Conference Best Paper, Paris, France, June 2018

Stanley C. Hollander Award for the Best Retailing Paper, Academy of Marketing Science Conference, New Orleans, LA, May 2018

Dean's Research Award, University of Oregon, 2015

Member of the University of Illinois at Urbana-Champaign List of Faculty Ranked as Excellent by Students, 2010, 2011

Albert J. Haring Symposium, University of Illinois at Urbana-Champaign Faculty Representative, Indiana University, 2011

Teacher Scholar of the University of Illinois at Urbana-Champaign, Center for Excellence in Teaching, 2010

Honorable mention for the Best Paper of the Conference and Best Paper Award of Distribution Channels Track, Winter AMA Educator's Conference, 2006

William R. Davidson Award for the Best article in *Journal of Retailing*, 2004

AMA Sheth Doctoral Consortium Fellow representing University of Michigan, University of Minnesota, 2003

Milton G. and Josephine H. Kendrick Award for Outstanding Doctoral Work, University of Michigan, 2002 - 2003

INFORMS Doctoral Consortium Fellow representing University of Michigan, University of Alberta, 2002

Gerald and Lillian Dykstra Teaching Award for outstanding graduate student instructors, University of Michigan, 2002

Albert J. Haring Symposium Fellow representing University of Michigan, Indiana University, 2001

Gessner's Award for outstanding students from developing countries, University of Michigan, 2000 – 2001

## **RESEARCH GRANTS**

Oregon Consumer Justice, Oregon Consumer Protection Research Grant, \$28,100, 2023

Oregon Consumer Justice, Oregon Consumer Protection Research Grant, \$26,450, 2022

Oregon Consumer Justice, Oregon Consumer Protection Research Grant, \$9,000, 2021

National Natural Science Foundation of P.R. China Research Grant (#72072065), ¥480,000 (approximately \$80,000), 2021-2024

Harold & Muriel Berkman Charitable Foundation Grant, \$3,000, December 2019

Marketing Science Institute Research Grant (#4000917), \$2,000, November 2019

National Bureau of Economics Research Retirement Research Grant (#5 RRC08098400) Project NB16-04, \$70,887, 2015 - 2017

John and Emiko Kageyama Endowment Fund Research Grant for Untenured Faculty, University of Oregon, 2013 (\$2,000), 2014 (\$2,000), 2015 (\$2,000)

National Natural Science Foundation of P.R. China Research Grant (#71272126), ¥600,000 (approximately \$100,000), 2013-2016

University of Illinois at Urbana-Champaign Campus Research Board Grant, \$9,600, 2008

Marketing Science Institute Research Grant, \$12,000, 2003

## **EDITORIAL BOARDS**

Associate Editor, *Journal of Business Research*, 2023 - present

Associate Editor, *Journal of Current Issues & Research in Advertising*, 2022– present

Guest Editor, Special Issue on Dynamic and Personalized Pricing, *Journal of Business Research*, 2021

Editorial Review Board, *Psychology & Marketing*, 2021 - present

Editorial Review Board, *Journal of Retailing*, 2018 - present

Editorial Review Board, *Journal of Academy of Marketing Science*, 2016 – present

Editorial Review Board, *Journal of Global Academy of Marketing Science*, 2009 – 2016

## RESEARCH INTERESTS

Pricing and Promotion  
Retailing and Services Marketing  
Advertising and Digital Marketing  
Sustainability and Ethical Consumption

## PUBLICATIONS IN REFEREED JOURNALS

Li, Huajun, Yueqiu Lei, Qi Zhou, and Hong Yuan (2023), “[Can You Sense Without Being Human? Comparing Virtual and Human Influencers Endorsement Effectiveness](#)”, *Journal of Retailing and Consumer Services*, forthcoming.

Wang, Cindy, Hong Yuan, and Josh Beck (2022), “[Too Tired for a Good Deal: How Customer Fatigue Shapes the Performance of Pay-What-You-Want Pricing](#)”, *Journal of Business Research*, 144, 987-996.

Hanson, Sara, Monika Kukar-Kinney, and Hong Yuan (2021), “[Understanding the Impact of Recipient Identification and Discount Structure on Social Coupon Sharing: The Role of Altruism and Market Mavenism](#)”, *Psychology & Marketing*, 38(11), 2102-2121.

Wang, Cindy, Joshua Beck, and Hong Yuan (2021), “[The Control–Effort Trade-Off in Participative Pricing: How Easing Pricing Decisions Enhances Purchase Outcomes](#)”, *Journal of Marketing*, 85(5), 145-160.

- Winner, Stanley C. Hollander Award for the Best Retailing Paper, Academy of Marketing Science Conference, May 2018

Minton, Elizabeth, Bettina Cornwell, and Hong Yuan (2021), “[I Know What You Are Thinking: How Theory of Mind and Cognitive Abilities Are Employed in Product Evaluations](#)”, *Journal of Business Research*, 128, 405-422.

Warren, Nathan B., Sara Hanson, and Hong Yuan (2021), “[Feeling Manipulated: How Tip Request Sequence Impacts Customers and Service Providers](#)”, *Journal of Service Research*, 24(1), 66-83.

- 10th SERVSIG Conference Best Paper, June 2018
- Finalist, Organizational Frontline Research Symposium Young Scholar Competition, February, 2018
- [Altmetric](#) Attention Score 159: 99<sup>th</sup> percentile of all research outputs

Wang, Haizhong, Hong Yuan, Xiaolin Li, and Huaxi Li (2019), “[The Impact of Psychological Identification with Home-name Stocks on Investor Behavior: An Empirical and Experimental Investigation](#)”, *Journal of Academy of Marketing Science*, 47(6), 1109-1130.

Reich, Brandon and Hong Yuan (2019), “[A Shared Understanding: Redefining ‘Sharing’ from a Consumer Perspective](#)”, *Journal of Marketing Theory and Practice (Special Issue on Sharing Economy)*, 27(4), 430-444.

- Kulkarni, Atul, Cindy Wang, and Hong Yuan (2019), "[Boomerang Effect of Incentive Reminders During Shopping Trips](#)", *Journal of Consumer Marketing*, 36(5), 592-599.
- Hanson, Sara and Hong Yuan (2018), "[Friends with Benefits: Social Coupon as A Strategy to Enhance Customers' Social Empowerment](#)", *Journal of Academy of Marketing Science* 46 (4), 768-787.
- Li, Shenyu, Rong Huang, Hong Yuan, and Qiong Zhou (2018), "[Optimizing the effectiveness of container packaging design: How shape influences customer proportion judgments](#)", *Applied Marketing Analytics (Invited Submission)*, 4(1), 79-92.
- Kulkarni, Atul and Hong Yuan (2017), "[Construal-Level Mindsets Enhance Behavioral Persistence in Response to Incentive Valence](#)", *Journal of Behavioral Decision Making*, 30, 1041-1051
- Kulkarni, Atul and Hong Yuan (2015), "[Effect of Ad-Irrelevant Distance Cues on Persuasiveness of Message Framing](#)", *Journal of Advertising*, 44(3), 254-263.
- Yuan, Hong, Miguel Gomez, and Vithala R. Rao (2013), "[Trade Promotion Decisions under Demand Uncertainty: A Market Experiment Approach](#)", *Management Science*, 59(7), 1709-1724.
- White, Tiffany B. and Hong Yuan (2012), "[Building Trust to Increase Purchase Intentions: The Signaling Impact of Low Pricing Policies](#)", *Journal of Consumer Psychology*, 22(3), 384-394.
- Yuan, Hong and Aradhna Krishna (2011), "[Price-Matching Guarantees with Endogenous Search: A Market Experiment Approach](#)", *Journal of Retailing*, 87 (2), 182-193.
- Yuan, Hong and Song Han (2011), "[The Effects of Consumers' Price Expectations on Sellers' Dynamic Pricing Strategies](#)", *Journal of Marketing Research*, 48 (1), 48-61.
- Yuan, Hong and Aradhna Krishna (2008), "[Pricing of Mall Services in the Presence of Sales Leakage](#)", *Journal of Retailing*, 84(1), 95-117.
- Honorable mention for the Best Paper of the Conference and Best Paper Award of Distribution Channels Track, Winter AMA Educator's Conference, 2006
- Krishna, Aradhna, Richard Briesch, Donald R. Lehmann, and Hong Yuan (2002), "[A meta-analysis of the impact of price presentation on perceived savings](#)", *Journal of Retailing*, 78(2), 101-118.
- William R. Davidson Award for the Best article in *Journal of Retailing*, 2004

## MEDIA COVERAGE

Study Shows How "Theory of Mind" Affects Skepticism of Ads, *Around the O*, Apr 21, 2021  
<https://around.uoregon.edu/content/study-shows-how-theory-mind-affects-skepticism-ads>

Study Examines Effect of Consumers Picking Their Own Price, *Yahoo News*, Feb 21, 2021  
<https://in.style.yahoo.com/study-examines-effect-consumers-picking-170203851.html>

What Happens When Consumers Pick Their Own Prices? *Phys*, Feb 19, 2021  
<https://phys.org/news/2021-02-consumers-prices.html>

Press Release from The Journal of Marketing: What Happens When Consumers Pick Their Own Prices? *AMA Press Release*, Feb 18, 2021  
<https://www.ama.org/2021/02/18/press-release-from-the-journal-of-marketing-what-happens-when-consumers-pick-their-own-prices/>

Should you tip the takeaway delivery driver? *The BBC News*, November 12, 2020  
<https://www.bbc.com/news/business-54410391>

The Ugly Truth about Tipping Waitstaff during COVID-19 *Fast Company*, October 23, 2020  
<https://www.fastcompany.com/90564662/the-ugly-truth-about-tipping-waitstaff-during-covid-19>

Tech Was Supposed to Fix Tipping. So Why Are We More Confused than Ever? *Fast Company*, February 27, 2020  
<https://www.fastcompany.com/90468686/tech-was-supposed-to-fix-tipping-so-why-are-we-moreconfused-than-ever?partner=rss>

- Generated 4,800+ unique reads

Customers Hate Tipping Before They're Served – and Asking Makes Them Less Likely to Return, *The Conversation*, February 25, 2020  
<https://theconversation.com/customers-hate-tipping-before-theyre-served-and-asking-makes-themless-likely-to-return-132078>

- Republished by 29 news outlets with potential readership of 60m+, including *The Houston Chronicle*, *The National Interest*, and translated for *The Conversation France*
- Generated 158,000+ unique reads
- Trended [#1 on Reddit](#) with 8,600+ comments, 63,700+ upvotes

The Tricky Etiquette of Tip-requesting Tech, *Marketing Science Institute Newsletter*, April 18, 2019  
<https://www.msi.org/reports/the-manipulative-art-of-pre-service-tip-elicitation/>

Marketing Tips for 21st Century Retailers, Referral Coupons, *Wharton Magazine*, August 11, 2017  
<http://whartonmagazine.com/blogs/marketing-tips-for-21st-century-retailers>

What are Marketers Talking About, The Power of Social Coupons, *Marketing Science Institute Newsletter*, March 9, 2017  
<http://www.msi.org/articles/what-marketers-are-talking-about-march-2017>

## WORKING PAPER SERIES

Tran, Chi., Brandon Reich, and Hong Yuan (2021), "[No to Facebook but Yes to Amazon: A Multi-method Investigation of Consumer Response to Privacy Violations](#)," *Marketing Science Institute Working Paper Series*, 21-118.

Warren, Nathan B., Sara Hanson, and Hong Yuan (2021), "[Who's in Control? How Default Tip Levels Influence Customer Response](#)," *Marketing Science Institute Working Paper Series*, 21-126.

Warren, Nathan B., Sara Hanson, and Hong Yuan (2019), "[The Manipulative Art of Pre-Service Tip Elicitation](#)," *Marketing Science Institute Working Paper Series*, 19-111.

Hanson, Sara and Hong Yuan (2017), "[Using Social Coupons to Enhance Customers' Social Empowerment](#)," *Marketing Science Institute Working Paper Series*, 17-101.

## SELECTED PUBLICATIONS IN CONFERENCE PROCEEDINGS

Reich, Brandon and Hong Yuan (2022), "Closing the attitude-behavior gap: A Novel Measure to Predict Ethical Consumption", *American Marketing Association Winter Educator's Conference Proceedings*, Vol 37.

Tran, Chi, Brandon Reich, and Hong Yuan (2020), "Reclaiming Control: A Multi-method Investigation of Consumer Response to Privacy Violations", *Association of Consumer Research Conference Proceedings*, Vol. 48.

Warren, Nathan B., Sara Hanson, and Hong Yuan (2020), "Feeling Watched: The Interpersonal Effects of Tip Visibility." *American Marketing Association Winter Educator's Conference Proceedings*, Vol 33.

Warren, Nathan B., Sara Hanson, and Hong Yuan (2019), "Feeling Manipulated: How Tip Request Sequence Impacts Customers and Service Providers." *American Marketing Association Winter Educator's Conference Proceedings*, Vol 31.

Warren, Nathan, Sara Hanson, and Hong Yuan (2018), "The Impact of Changes to Tipping Norms at the Organizational Frontline: A Comparison of Pre-service and Post-Service Tipping", *10<sup>th</sup> SERV SIG Proceedings*, P. 249-260.  
- Winner, Conference Best Paper

Reich, Brandon and Hong Yuan (2018), "A Shared Understanding: Redefining 'Sharing' from a Consumer Perspective", *American Marketing Association Summer Educator's Conference Proceedings*, Vol. 30.

Wang, Cindy, Josh Beck, and Hong Yuan (2018), "The Cost of Control: How Participative Pricing Shapes Attitudes and Purchases", *American Marketing Association Winter Educator's Conference Proceedings*, Vol. 29.  
- Winner, Stanley C. Hollander Award for the Best Retailing Paper

Hanson, Sara, Monika Kukar-Kinney, and Hong Yuan (2017), "One for Me, One for You: Exploring Consumers' Motivations to Share Referral Coupons", *JACR Consumer Response to the Evolving Retailing Landscape Conference Proceedings*.

Hanson, Sara and Hong Yuan (2015), “Share It Forward: The Effect of Social Couponing on Purchase Intentions”, *American Marketing Association Summer Educator’s Conference Proceedings*, Vol. 24.

Kulkarni, Atul and Hong Yuan (2012), “Consumers’ Search Intentions in Response to Conditional Promotions”, *Advances in Consumer Research Conference Proceedings*, Vol 40.

Yuan, Hong and Aradhna Krishna (2006), “Pricing of Mall Services When Transactions Can End outside the Mall”, *American Marketing Association Winter Educator’s Conference Proceedings*, Vol. 17.

- *Honorable mention for the Best Paper of the Conference and Best Paper Award of Distribution Channels Track, Winter AMA Educator’s Conference, 2006*

## MANUSCRIPTS UNDER REVIEW

“Feeling Violated: How and When Privacy Violations Produce Commensurate Consumer Responses” with Chi Tran and Brandon Reich

- *Status: Preparing for 3<sup>rd</sup> Round Review at **Journal of Consumer Research***

“Not all Friends Are Created Equal: The Effect of Friendship Type on Performance of Shared Native Ads on Social Media” with Yuanqiong He, Qi Zhou, and Jessica Canfield

- *Status: Under 1<sup>st</sup> Round Review at **Journal of Advertising***

“Can you sense without being human? Comparing virtual and human influencers endorsement effectiveness” with Qi Zhou and Jessica Canfield

- *Status: Under 1<sup>st</sup> Round Review at **Journal of Business Research***

“Who’s in Control: How Default Tip Levels Influence Non-Tip Customer Responses” with Nate Warren and Sara Hanson

- *Status: Preparing for 2<sup>nd</sup> Round Review at **Journal of Service Research***

“The Divergent Effects of Employees and Bystanders Observing as Customers Select Tips” with Nate Warren and Sara Hanson

- *Status: Preparing for 2<sup>nd</sup> Round Review at **Journal of Retailing***

“The Impact of Perceived Novelty on Purchasing Global Brands that Incorporate Local Cultural Elements: The Mediating Effect of Cultural Compatibility” with Jiaxun He, Yi Wu, and Cheng Lu Wang

- *Status: Preparing for 2<sup>nd</sup> Round Review at **Journal of International Marketing***

## WORKING PAPERS IN PROGRESS

“[Do As I Say \(Because I’m Similar to You\): Gender Similarity, Message Framing, and the Decision to Save for Retirement](#)” with John Chalmers, Sara Hanson, and Zhi Wang

- Preliminary results presented to SSA May 20, 2016
- Presented at the Academy of Marketing Science Foundation in Portugal, 2018

- *Status: Analyses completed; Target Journal: **Management Science***



“Feeling Watched: The Differential Effects of Customer Privacy from Service Employees and Other Patrons” with Warren, Nathan B. and Sara Hanson

- Awarded \$2,000 research grant from *Marketing Science Institute*.
- AMS Mary Kay Dissertation Proposal Competition, runner up
- *Status: Preparing for 1<sup>st</sup> round review at **Journal of Marketing***

“Implicit Ethical Consumerism: A Novel Measure to Predict Ethical Consumption” with Reich, Brandon J., Lamberto Zollo, and Riccardo Rialti

- *Status: Two studies completed; Target Journal: **Journal of Marketing Research***

“Shopping Cart Abandonment: A Consequence of Promotionally Incentivized Search for Unplanned Purchases” with Atul Kulkarni and Cindy Wang

- *Status: Two studies completed; Target Journal: **Journal of Retailing***

“Promotional Cash is King: Differential Effects of Future-Focused Promotional Dollars versus Coupons on Consumer Behavior”, with Tiffany White

- *Status: Four Studies Completed; Target Journal: **Journal of Consumer Research***

## INVITED VISITS AND TALKS

Florida Atlantic University, University of Texas at San Antonio; University of Hawaii; HEC, France; University of Florence, Italy; School of Economics and Management, Tongji University; Asia Europe Business School, East China Normal University, P.R. China; Sun Yat-Sen University, P.R. China; Oregon State University; Jinan University, P.R. China; University of Missouri at Kansas City; University of Oregon; Georgetown University; George Mason University; University of Texas at Austin; University of Houston; Syracuse University; Indiana University; Hong Kong University of Science and Technology; Alberta University, Canada; University of Illinois; Shanghai University of Finance and Economics, P.R. China; Shanghai Jiao Tong University, P.R. China; Tianjin University, P.R. China; Huazhong University of Science and Technology, P.R. China;

## SELECTED CONFERENCE PRESENTATIONS AND PARTICIPATION

“A Novel Measure to Predict Ethical Consumption.” *Association for Consumer Research Conference*, Denver, CO, 2022

“The Future of Ethical Consumption.” 28<sup>th</sup> *Recent Advances in Retailing and Consumer Science Conference*, Baveno, Italy, 2022. **Special Session Chair.**

“Closing the Attitude-Behavior Gap” *American Marketing Association Winter Conference*, Las Vegas, NV, 2022.

“The Tricky Etiquette of Technology-Mediated Tipping: How Tip Sequence and Payment Visibility Affect Consumers and Service Providers.” *Academy of Marketing Science Conference*, Coral Gables, FL, 2020.

“Feeling Watched: The Impact of Tip Visibility on Customer Engagement & Firms' Financial Outcomes.” *Northwest Symposium*, Vancouver, BC, Canada, 2020.

“Feeling Watched: The Interpersonal Effects of Tip Visibility.” American Marketing Association Winter Conference, San Diego, CA, 2020.

China Marketing International Conference, Guangzhou, P.R. China, July 22-25, 2019.  
**Conference Organizing Committee and Session Chair.**

Thought Leaders’ Conference on Consumer Privacy (by Invitation Only), Florence, Italy, June 6-8, 2019.

“The Impact of Changes to Tipping Norms at the Organizational Frontline: A Comparison of Pre-service and Post-Service Tipping”, American Marketing Association Winter Conference, Austin, TX, Feb 22-24, 2019.

“A Shared Understanding: Redefining ‘Sharing’ from a Consumer Perspective”, American Marketing Association Summer Conference, Boston, MA, August 9-12, 2018.

“The Impact of Changes to Tipping Norms at the Organizational Frontline: A Comparison of Pre-service and Post-Service Tipping”, 10<sup>th</sup> SERVSIG Conference, Paris, France, June 14-17, 2018. **Session Chair.**

“The Cost of Control: How Participative Pricing Shapes Attitudes and Purchases”, American Marketing Association Winter Conference, New Orleans, LA, February 21-23, 2018.

Journal of Academy of Marketing Science International Thought Leaders’ Conference on Marketing Strategy in Digital, Data-Rich and Developing Environments (by Invitation Only), Beijing, P.R. China, Jun 2-4, 2017.

“One for Me, One for You: Exploring Consumers’ Motivations to Share Referral Coupons,” Baker Retailing Center conference on Consumer Response to the Evolving Retailing Landscape, Wharton School of Business, University of Pennsylvania, Philadelphia, PA, June 22-23, 2017.

“The Cost of Control: How Participative Pricing Mechanisms Shape Brand Attitudes and Purchase Intentions,” Pricing Research Camp, Chicago, IL, May 9-10, 2017.

“The Boomerang Effects of Conditional Promotion,” American Marketing Association Winter Conference, Las Vegas, NV, February 26-28, 2016.

“Friends with Benefits: The Impact of Social Couponing on Consumer Purchase Behavior,” American Marketing Association Summer Conference, Chicago, IL, August 13-17, 2015.

“The Boomerang Effects of Conditional Promotion,” American Marketing Association/American Collegiate Retailing Association, Retailing Conference, Miami, FL, March 6-8, 2015.

“Ways Retailers Can Prompt Customers to Buy More in the Store,” American Marketing Association Winter Conference, Las Vegas, NV, February 15-17, 2013.

“Consumers’ Search Intentions in Response to Conditional Promotions,” Association for Consumer Research, Vancouver, BC, Canada, October 4-7, 2012.

“Cross the Line, Get the Dime: How Conditional Promotions Influence Consumers’ Search Behavior”, American Marketing Association/American Collegiate Retailing Association Triennial Retail Conference, Seattle, WA, April 19-21, 2012.

“Consumers’ Beliefs and Sellers’ Dynamic Selling Strategies”, Chinese Economist Society Conference, Xiamen, P.R. China, June 2010. **Session Chair.**

“Channel Power on Trade Promotion Budget and Allocation: A Market Experimental Analysis” Cheung Kong GSB Marketing Research Forum, Beijing, P.R. China, June 2009. **Session Chair.**

“Effects of Horizontal and Vertical Market Power on Trade Promotion Budget and Allocation: An Experimental and Empirical Analysis” Conference on Evolving Marketing Competition in the 21st Century, Mainz, Germany, June 2008.

“Effects of Horizontal and Vertical Market Power on Trade Promotion Budget and Allocation: An Experimental and Empirical Analysis” Marketing Science Conference, Vancouver, BC, Canada, June 2008.

“To Bargain or Just Go with the Sticker Price? Buyer Characteristics and Sellers’ Profitable Pricing Strategies,” Global Marketing Conference, Shanghai, P.R. China, March 2008.

“Why Do Prices Rise Faster than They Fall? Understanding Rockets and Feathers” INFORMS Conference, Seattle, WA, November 2007. **Session Chair.**

“Why Do Prices Rise Faster than They Fall? Understanding Rockets and Feathers” Marketing Science Conference, Singapore, June 2007. **Session Chair.**

“The Effects of Consumer Expectations on Seller’s Dynamic Pricing Strategies” Pricing Camp, University of Illinois, Champaign, IL, June 2007. **Conference Organizing Committee and Session Chair.**

## **TEACHING INTERESTS**

Marketing Research  
Marketing Management  
Retail Management  
Promotion Management  
Services Marketing  
Pricing

## **TEACHING EXPERIENCE**

### Ph.D. Level:

An Interdisciplinary Approach to Marketing Research: University of Oregon  
Marketing Models: University of Illinois at Urbana-Champaign

Executive Level:

Marketing Management: University of Oregon Executive MBA (Portland)

Retailing: University of Illinois at Urbana-Champaign (Executives in Specialized Program for Administrators)

Retailing and Sales Promotion: University of Illinois at Urbana-Champaign (Executives in Specialized Program for Administrators)

Master Level:

Customer Insights: University of Oregon Sports Product Management (Portland)

Marketing Research: University of Oregon MBA

Marketing Research: University of Illinois at Urbana-Champaign MBA

Undergraduate Level:

Marketing Management: University of Oregon (Online)

Marketing Research: University of Oregon (Hybrid and in-person)

Marketing Research: University of Illinois at Urbana-Champaign

Retail Management: University of Illinois at Urbana-Champaign

Retail Management: University of Michigan

Principles of Marketing: University of Michigan

## **SERVICE**

### Dissertation Committee Membership

Tran, Chi, “Consumer Engagement in the Digital Era” (Dissertation Co-Chair)

- Dissertation Defended April 2023; University of Oregon
- 3<sup>rd</sup> place and People’s Choice Award, University of Oregon Three Minute Thesis (3MT) competition, May 2022
- Oregon Consumer Protection Research Grant 2022, 2023
- Initial placement: Texas Christian University

Menke, Justin, “Influence of nature-based destination communications on recreationists’ preferences and expectations” (Dissertation Committee Member)

- Dissertation Proposal May 2020; University of Oregon Department of Geography

Warren, Nathan, “The Tricky Etiquette of Technology-Mediated Tipping: How Tip Sequence, Visibility, and Formatting Affect Consumers and Service Providers” (Dissertation Chair)

- Dissertation Defended April 2021, University of Oregon
- Marketing Science Institute Grant #4000917
- Winner, Organizational Frontline Research Symposium Young Scholar Competition, February 2021
- Finalist, Organizational Frontline Research Symposium Young Scholar Competition, February, 2018
- Berkman Research Grant by AMS
- Runner-up, AMS Mary Kay Dissertation Proposal Competition
- Winner, University of Oregon Graduate School Dissertation Award
- Initial placement: BI Norwegian Business School

Reich, Brandon, “Unexpected Consumer Blame Processes: Experiments in Blame Beliefs, Judgments, and Inferences” (Dissertation Co-Chair)

- Dissertation Defended July 2018, University of Oregon
- ACR/Sheth Foundation Dissertation Award (\$2,000) Public Purpose Track
- Winner, University of Oregon Graduate School Dissertation Award
- Initial placement: Portland State University

Wang, Cindy, “Sense of Power and Message Persuasiveness in Pro-Social Contexts” (Dissertation Committee Member)

- Dissertation Defended May 2017, University of Oregon
- Initial placement: McMurry University in Abilene, TX

Wardley, Marcus, “Arousal Conversion and the Hedonic Equation: A New Framework for Understanding the Consumption of Aversive Experiences” (Dissertation Committee Member)

- Dissertation Defended May 2017, University of Oregon
- Initial placement: California State University San Marcos

Hanson, Sara, “The Effect of Status Structure on Participation Intentions in an Online Customer Community” (Dissertation Co-Chair)

- Dissertation Defended April 2016, University of Oregon
- Winner, University of Oregon Graduate School Dissertation Award
- Initial placement: University of Richmond

Soule, Cat Armstrong, “Anchors, Norms and Dual Processes: Exploring Decision Making in Pay-What-You-Want Pricing Contexts” (Dissertation Committee Member)

- Dissertation Defended May 2014, University of Oregon
- Initial placement: University of Western Washington

Minton, Elizabeth, “Priming and health halos: A series of essays with a holistic perspective” (Dissertation Committee Member)

- Dissertation Defended May 2014, University of Oregon
- Initial placement: University of Wyoming

Bushey, Erik, “Essays on Strategic Channel Intermediation: Delegation, Category Extensions and Quality Modulation” (Dissertation Committee Member)

- Dissertation Defended June 2014, University of Illinois at Urbana-Champaign
- Initial Placement: Marshall University

Kulkarni, Atul, “Consumers’ Use of an Expected Future Price as a Reference: An Investigation of the Psychological and Contextual Antecedents” (Dissertation Committee Member)

- Dissertation Defended April 2011, University of Illinois at Urbana-Champaign
- Initial Employment: University of Missouri at Kansas City

Weisstein, Fei Lee, “Price Promotion Framing Effects on Consumers’ Perceptions of Dynamic Pricing” (Dissertation Committee Member)

- Dissertation Defended August 2009, University of Illinois at Urbana-Champaign
- Initial Employment: University of Texas at Pan American

Sarangee, Kumar R., “Technology Management within Product Lines in High Technology

Markets” (Dissertation Committee Member)

- Dissertation Defended August 2009, University of Illinois at Urbana-Champaign
- Initial Employment: Santa Clara University

### Other Student Mentorship

Faculty Thesis Advisor: Steven Hulett, “Pricing of Basketball Shoes in the Secondary Market”, Winter 2016, University of Oregon.

Faculty Judge, MBA Case Competition, Lundquist College of Business, Fall 2013, Fall 2014, University of Oregon.

Faculty Thesis Advisor: Steve Smith, “One Brand, Two Brands, Red Brands, Blue Brands: A Cross-Cultural Analysis of Brand Logo Colors in the United States and China”, May 2014, University of Oregon.

Faculty Mentor, MBA Marketing Research Projects, University of Illinois at Urbana-Champaign

- Fall 2012 (Zero Percent; Wolfram)
- Fall 2011 (Champaign Senior Wellness Center; Orpheum Theater; M2)
- Fall 2010 (Ploughman Analytics; First Presbyterian Church)
- Spring 2010 (Generations of Hope; Restoration Urban Ministries)

Independent Study Research Advisor (requested by undergraduate and graduate students)

- 2022 (1 MBA students) University of Oregon
- 2021 (2 MBA students) University of Oregon
- 2020 (1 MBA student) University of Oregon
- 2019 (1 undergraduate student) University of Oregon
- 2018 (1 MBA students) University of Oregon
- 2017 (2 MBA students) University of Oregon
- 2016 (3 MBA students) University of Oregon
- 2015 (2 students) University of Oregon
- 2014 (2 students) University of Oregon
- 2012 (11 students) University of Illinois at Urbana-Champaign
- 2011 (2 students) University of Illinois at Urbana-Champaign
- 2010 (10 students) University of Illinois at Urbana-Champaign
- 2009 (9 students) University of Illinois at Urbana-Champaign
- 2008 (11 students) University of Illinois at Urbana-Champaign

Faculty Advisor, Illinois American Marketing Association, 2008 – 2011, University of Illinois at Urbana-Champaign

Faculty Advisor, Product Innovation and Research Lab (PIRL), University of Illinois at Urbana-Champaign

- 2012 Dell Computer; Sears
- 2010 Kimberly Clark
- 2009 SC Johnson
- 2008 Aero
- 2008 Kimberly Clark

Faculty Judge, College of Business Industrial Distribution Management Case Competition,

Spring 2007, 2008, 2009, 2010, University of Illinois at Urbana-Champaign

Faculty Advisor, Illinois Business Consulting, 2008 – 2011, University of Illinois at Urbana-Champaign

Faculty Panelist, Asian Business Conference, March 2006, University of Illinois at Urbana-Champaign

Service to Department, College, and University

Panelist and Presenter, University of Oregon Women's Innovation Network, November 2022

Faculty Advisor, BYU Business Language Case Competition in Chinese, University of Oregon Chinese Flagship Program, February 2022

Member, Search Committee, Department of Marketing, LCB, June 2021

Member, College Personnel Committee, LCB, University of Oregon, Winter 2018

Member, College Personal Committee (for NTTf), LCB, University of Oregon, 2016

Sports Product Management Search Committee, LCB, University of Oregon, 2016

Faculty Peer Teaching Evaluation, 2015 (Barb Tull), 2016 (Bob Madrigal), 2017 (Aparna Sundar), 2018 (Jiao Zhang; Conor Henderson), 2019 (Conor Henderson; Jiao Zhang; Noelle Nelson)

Member, OBA Faculty Recruiting Committee, LCB, University of Oregon, 2014, 2015, 2016, 2017

Member, Management Faculty Recruiting Committee, LCB, University of Oregon, 2014, 2015, 2016

3<sup>rd</sup> Year Review Committee, Department of Marketing, 2016

Member, Marketing Faculty Recruiting Committee, LCB, University of Oregon, 2014, 2015, 2018

Member, Instructor Search Committee for Marketing, LCB, University of Oregon, 2014

Marketing Doctoral Student First- and Second-Year Paper Reviewer, LCB, University of Oregon, 2013 - present

Panelist, Reflective Teachers Workshop, University of Illinois at Urbana-Champaign Center for Excellence in Teaching, 2011

Member, Department Academic Appeals Committee, University of Illinois at Urbana-Champaign, 2010- 2012

Member, Marketing Faculty Recruiting Committee, University of Illinois at Urbana-Champaign, 2010

Member, Ph.D. Committee in Marketing, University of Illinois at Urbana-Champaign, 2009 – 2011

First- and Second-Year Doctoral Student Summer Paper Reviewer, University of Illinois at Urbana-Champaign, 2005 – 2011

#### Other Service to Profession

External Reviewer for Promotion and Tenure, University of Missouri at Kansas City, 2022

External Reviewer for Promotion and Tenure, Portland State University, 2021

DocSIG Invited Panelist, *American Marketing Association*, 2015 Summer Educators' Conference, August 2015

External Reviewer for Promotion and Tenure, Huazhong University of Science and Technology, P.R. China 2013

External Reviewer for Promotion and Tenure, Shanghai University of Finance and Economics, P.R. China 2012

Ad Hoc Reviewer: *Journal of Academy of Marketing Science; Marketing Science; Management Science; Journal of Retailing; Journal of Business Research; International Journal of Marketing Research; Psychology & Marketing; Journal of International Marketing; Journal of the Association for Consumer Research; International Marketing Review; European Journal of Operations Research; American Collegiate Retailing Association Conference; American Marketing Association Educator's Conference; Behavioral Pricing Conference; Global Marketing Conference*

#### Selected Service to Community

Oregon Restaurant and Lodging Association: COVID Impacts on Oregon Restaurant and Lodging Industry, September 2020

KIDSPORTS: Eugene's New Civic Park & Economic Impact Study, April 2020

Matthew Knight Arena: Strategies to Implement and Improve Sustainability Project, March 2019

Oregon Community Credit Union: Project on Unmet Needs and Perceptions on Product Features, July 2018

Uncommon Apartments in Eugene, Usage and Renewal Study, January 2016

Eugene Symphony Guild: Awareness and Usage Project, March 2015



Eugene YMCA Tennis: Increasing Usage for the Tennis Center at Eugene YMCA Project, December 2014.

Picky Bars: Communication Program and Pricing Strategies, June 2014

SCORE: Building Business and Jobs for America Project, April 2013

Campaign for Better Health Care (CBHC): Increasing Member Involvement Project, April 2012

Champaign County: Creating a Veterans Empowerment Program to Improve Lives of Homeless Veterans in Champaign County, January 2011

Champaign Urbana Schools Foundation: Increase Local Community's Awareness and Perceptions of CUSF Project, June 2010

Hope Meadows: Increase Awareness and Willingness to Donate to the First Generation of Hope Community in Urbana Champaign, May 2010

Big Brothers Big Sisters: The Perception of Mentoring in the African American Community, April 2010

Restoration Urban Ministries: Increase Awareness and local donors in Champaign County, March 2010

Crisis Nursery Coalition of Illinois: "Make Giving Easy" project, December 2009

## **MEMBERSHIP IN PROFESSIONAL ORGANIZATIONS**

American Marketing Association  
Marketing Science Institute  
American Collegiate Retailing Association  
INFORMS  
Economic Science Association  
Chinese Economist Society  
Association for Psychological Science  
Chinese Scholar Marketing Association