

HONG YUAN

Lundquist College of Business, University of Oregon
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ACADEMIC POSITIONS

University of Oregon, Booth Associate Professor and Research Scholar, 2018 – present
University of Oregon, Business Research Institute, Director, 2016 – present
University of Oregon, Ph. D Coordinator of Marketing, 2015 – present
University of Oregon, Associate Professor of Marketing (with tenure), 2015 – present
National Bureau of Economic Research, Research Economist, 2015 – 2017
University of Oregon, Associate Professor of Marketing (untenured), 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

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

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, \$1,000, 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 Faculty Representing the University of Illinois at Urbana-Champaign, 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

University of Oregon Consumer Protection Research Grant, \$9,000, May 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

RESEARCH INTERESTS

Firms' Pricing and Promotion Strategies
Consumers' Responses to Pricing and Promotion Strategies
Experimental and Behavioral Economics
Services Marketing

PUBLICATIONS IN REFEREED JOURNALS

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*, forthcoming.

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*, forthcoming.

- 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
- [Altimetric](#) Attention Score 159: 99th 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.
- 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

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

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”, *10th SERVSIQ 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: Under 1st Round Review at **Journal of Consumer Research***

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

- *Status: Preparing for 2nd 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: Under 1st Round Review at **Journal of Retailing***

“Too Tired for a Good Deal: How Customer Fatigue Shapes the Performance of Pay-What-You-Want Pricing” with Cindy Wang and Josh Beck

- *Status: Preparing for 2nd Round Review at **Journal of Business Research***

“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 2nd 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 1st 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***

“Using Procurement Service Providers in Supplier Selection: A Laboratory Study”, with Zhixi Wan and Sripad Devalkar

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

“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

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

“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”, *10th 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
Principles of Marketing
Pricing

TEACHING EXPERIENCE

Ph.D. Level:

An Interdisciplinary Approach to Marketing Research: University of Oregon
Demand and Pricing 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:

Marketing Research: 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 Research: University of Oregon
Marketing Research: University of Illinois at Urbana-Champaign
Retail Management: University of Illinois at Urbana-Champaign
Retailing: University of Michigan
Principles of Marketing: University of Michigan

SERVICE

Dissertation Committee Membership

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

Weisstien, 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)

- 2021 (1 MBA student) 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

Director, Behavioral Research Institute, LCB, University of Oregon, 2016 – present

Ph.D. Coordinator, Marketing Department, LCB, University of Oregon, July 2015 – present

Faculty Advisor, MBA Engaging Asia Experiential Learning, LCB, University of Oregon, 2016 – present

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

Member, Graduate Council Committee, University of Oregon, Fall 2017 – Spring 2021

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

University Board Member, Institutional Review Board, University of Oregon, 2013 -2018

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

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

Sports Product Management Academic Curriculum 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

3rd 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

Selected Service to Editorial Boards and Profession

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

External Reviewer for Promotion and Tenure, Portland State University, 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

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 the Association for Consumer Research*

Ad Hoc Reviewer, *International Marketing Review*

Ad Hoc Reviewer, *International Journal of Marketing Research*

Ad Hoc Reviewer, *European Journal of Operations Research*

Ad Hoc Reviewer, *American Collegiate Retailing Association Conference*

Ad Hoc Reviewer, *Journal of Retailing*

Ad Hoc Reviewer, *Journal of Academy of Marketing Science*

Ad Hoc Reviewer, *Journal of Business Research*

Ad Hoc Reviewer, *Marketing Science*

Ad Hoc Reviewer, *Management Science*

Ad Hoc Reviewer, *Journal of International Marketing*

Ad Hoc Reviewer, *American Marketing Association Educator's Conference*

Ad Hoc Reviewer, *Behavioral Pricing Conference*

Ad Hoc Reviewer, *Global Marketing Conference*

Ad Hoc Reviewer, *Psychology & Marketing*

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