



## MANUSCRIPTS UNDER REVIEW (see Appendix for abstracts)

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Wan, Echo Wen, Jing Xu and Ying Ding, "To Be or Not To Be Unique: The Effect of Social Exclusion on Consumers Choice of Unique Products", Under review at *Journal of Consumer Research*, 3rd round

Keh, Hean Tat and Ying Ding, "Consumer Perception of Service Standardization Versus Service Customization", Under review at *Journal of Service Research*, 2nd round

Zhang, Hongxia, Ying Ding, Angela Y. Lee, and Jing, Xu, "Have Cultural Value been Shifted in Modern China? An Empirical Investigation of Self-Concept Shifting and Regulatory Focus for Chinese Consumers", Under review at *Acta Psychologica Sinica*, 3rd round.

## SELECTED RESEARCH IN PROGRESS

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"Will Broad Identity Broaden Your Vision? The Effect of Identity Framing on Prosocial Behavior", with Jing Xu and Echo Wen Wan, prepare for submission to *Journal of Consumer Research*.

"Service Intangibility Reconsidered: The Roles of Service Separation and Customers' Construal Level", with Hean Tat Keh, Three studies completed, (Target Journal: *Journal of Marketing Research*)

"Optimistic Mentality: The Impact of Identity Framing on Consumer Product Choice", with Jing Xu and Echo Wen Wan, two studies completed, (Target Journal: *Journal of Consumer Research*).

"Need for Complexity: The Impact of Disfluency on Consumer Goal Motivation", with Jing Xu, Two studies completed, (Target Journal: *Journal of Consumer Psychology*)

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The Influence of Identity Framing on Prosocial Behavior  
Consortium of 2011 Annual Conference of China Marketing Science, Dalian,  
China, 2012 (Aug).

Ding Ying, Jing Xu, and Echo Wen Wan  
Will Broad Identity Broaden Your Vision?  
The Influence of Identity Framing on Prosocial Behavior,  
Marketing Scholar Forum X, Hong Kong, 2012 (June).

Ding Ying, Jing Xu, and Echo Wen Wan  
Coping with My Loneliness: The Effects  
of Social Exclusion on Consumer Choice of Unique Products  
Association for Consumer Research North American Conference, St. Louis US, 2011  
(October)

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Consortium of 2011 Annual Conference of China Marketing Science,  
Guangzhou, China, 2011 (Aug).

Ding, Ying and Wenbo, Ji  
When I Feel Excluded, I Want More Food: The Effect of  
6 R F L D O ([ F O X V L R Q R Q & R Q V X P H U O T O R & K R R V L Q J  
Marketing Academy Conference (EMAC), Ljubljana, Slovenia  
2011 (May)

Hongxia, Zhang, YingDing, Angela Lee, Jing Xu  
Have Cultural Value been  
Shifted in Modern China? An Empirical Investigation of Self-construal and  
Regulatory Focus for Chinese  
European Marketing Academy Conference  
(EMAC), Ljubljana, Slovenia  
2011 (May)

Ding, Ying, Will You Listen to the Strangers' Comments? The Effect of Online  
Product Reviews from JSE Perspective,  
Global Marketing Conference,  
Tokyo, Japan  
2010 (Sep)

Ding, Ying, Jing Xu and Echo Wen Wan  
Coping with My Loneliness: The Effect  
of Social Exclusion on Consumers Choice of Unique Products  
Marketing Scholar Forum VIII, Shanghai  
China, 2010 (Jun)

Ma, Hua, YingDing, and Hongxia, Zhang  
Brand Pyramid: An Exploratory Study  
on Brand Culture  
9<sup>th</sup> International Conference Marketing Trends, Venice,  
Italy, 2010 (Jan).

## TEACHING EXPERIENCE S

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Teaching Assistant Marketing Core Course (MBA Students) Peking University  
09/2012-01/2013 (Instructor: Prof. Ying Zhang)

Teaching Assistant Consumer Behavior (International MBA Students) Peking  
University, 09/2012-01/2013 (Instructor: Prof. Jing Xu)

Teaching Assistant Marketing Management (MBA Students) Peking University  
02/2010-06/2010 (Instructor: Prof. Hongxia Zhang)

Teaching Assistant, Advertisement (MBA Students), Peking University  
09/2009-01/2010 (Instructor: Prof. Hongxia Zhang)

## TEACHING INTERESTS

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Consumer Behavior  
Marketing Management  
Advertising and Consumer Psychology  
Marketing Research  
Service Marketing

## PROFESSIONAL SERVICE AND AFFILIATION

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### Service

Trainee reviewer, *Journal of Consumer Research*, 2012-current  
Ad hoc Reviewer, 9<sup>th</sup> International Conference Marketing Trends, 2010  
Ad hoc Reviewer, *Acta Psychologica Sinica*, 2009-2011

### Professional Affiliations

Association for Consumer Research, 2011-current  
Society for Consumer Psychology, 2012-current  
European Institute for Advanced Studies in Management, 2010-current

## SELECTED GRADUATE COURSES

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### Marketing

|                                      |                        |
|--------------------------------------|------------------------|
| Doctoral Seminar: Marketing Strategy | Hean Tat Keh           |
| Doctoral Seminar: Marketing Model    | Jiahak Chung & Meng Su |
| Special Topics in Marketing          | Ping Tu                |

### Psychology

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|-------------------------------------|---------------------|
| Doctoral Seminar: Happiness         | Christopher K. Hsee |
| Consumer Information Processing     | Robert S. Wyer      |
| Doctoral Seminar: Consumer Behavior | Jing Xu             |
| Information Processing Seminar      | Ying Zhang          |
| Neuro Science                       | Fang Fang           |

### Methodology

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|---------------------------------------------|---------------|
| Experimental Design and Analysis            | Jing Xu       |
| Multivariate Analysis in Marketing Research | Shaoming Zhou |