

Yanfen (Cindy) You

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ACADEMIC POSITION

Assistant Professor of Marketing, University of Massachusetts Amherst	2021-present
Assistant Professor of Marketing, New Mexico State University	2018-2021

EDUCATION

Ph.D., Marketing, University of Wisconsin-Milwaukee	2014-2018
M.S., Marketing, Zhongnan University of Economics and Law	2009-2012
B.S., Marketing, Zhongnan University of Economics and Law	2005-2009

RESEARCH INTERESTS

Marketplace interactions and communication strategies
Role of innovative technologies in consumer decision-making
Impacts of contextual cues on consumer preferences

SELECTED PUBLICATIONS

1. **You, Yanfen**, Jingjing Pan, Xiaojing Yang, and Xianzhen Fei (2021), "From Functional Efficiency to Temporal Efficiency: Multifunctional Products Increase Consumer Impatience," *Journal of Consumer Psychology*.
2. Wang, Lili, Xiao Su, and **Yanfen You** (2021), "Purchasing Luck: The Impact of Scarcity Cues on Superstitious Behavior," *Journal of Consumer Behaviour*.
3. **You, Yanfen**, Xiaojing Yang, Lili Wang, and Xiaoyan Deng (2020), "When and Why Saying 'Thank You' Is Better Than Saying 'Sorry' in Redressing Service Failures: The Role of Self-esteem," *Journal of Marketing*.
AMA/Marketing Science Institute/H. Paul Root Award Finalist.
4. Fei, Xianzheng*, **Yanfen You*** (equal authorship, 2020), and Xiaojing Yang, "'We' Are Different: Exploring the Diverse Effects of Friend and Family Accessibility on Consumers' Product Preferences," *Journal of Consumer Psychology*.
5. Wang, Lili, **Yanfen You** and Jun-min Yang (2020), "Restrained by Resources: The Joint Effect of Scarcity Cues and Childhood Socioeconomic Status (SES) on Consumer Preference for Feasibility," *International Journal of Research in Marketing*.
6. **You, Yanfen**, Amit Bhatnagar, and Sanjoy Ghose (2016), "Customer Satisfaction with E-Retailers: The Role of Product Type in the Relative Importance of Attributes," *Journal of Internet Commerce*, 15(3), 274–291.

MANUSCRIPTS UNDER REVIEW/REVISION

1. Fei, Qiang, Ling Tuo, **Yanfen You**, and JianJun Zhu (equal authorship), “A Preemptive Rather Than Curative Solution to Mitigate Data Breach: The Double-Layer Protection From Corporate Social Responsibility (CSR),” (invited revision at *Journal of Marketing Research*).
2. Auschaitrakul, Sumitra, Dan King, and **Yanfen You** (equal authorship), “Felt something, hence it works: merely adding a sensory signal to a product increases objective measures of product efficacy,” (under 2nd round review at *Journal of the Academy of Marketing Science*).
3. **You, Yanfen**, Xiaojing Yang, and Na Wen, “Alleviating Negative Consequences of Repetitive Problem-solving with Creativity,” (invited revision at *Journal of Consumer Psychology*).
4. **You, Yanfen** and Dan King (equal authorship) “Mind Expansion When Restrained by the Coronavirus: Exposure to COVID-19 Threat Increases Consumer Preference for Products Advertised as Previously Banned,” (invited revision at *Marketing Letters*).
5. Jin, Zhenyu, **Yanfen You**, and Xiaojing Yang, "Reminders of Fresh Start Increase Consumer Preferences for Formal Stimuli," (under review at *Journal of Consumer Psychology*).
6. Ran, Yaxuan, Yixin Niu, **Yanfen You**, and Jiani Liu, "'Unattractive = Natural': How Explicit and Implicit Beliefs Jointly Affect Consumer Purchase of Unattractive Produce," (under review at *Journal of Consumer Psychology*).
7. Wang, Lili, **Yanfen You**, Yuting Pang, and Ying Ding “The Polarization Effect of Interruption,” (under review at *Journal of Business Research*).

CONFERENCE PRESENTATIONS

1. Ran, Yaxuan and Yanfen You (2021), "Group Gift Giving: Why More Givers Tend to Buy a 'Bigger' Gift?," *Association for Consumer Research Annual Conference*, Seattle, WA, 2021.
2. Jin, Zhenyu, Xiaojing Yang, and Yanfen You (2021), "Reminders of Fresh Start Increase Consumer Preferences for Formal Stimuli," *Association for Consumer Research Annual Conference*, Seattle, WA, 2021.
3. Su, Xiao, Lili Wang, and Yanfen You (2021), "Craving for Density: Residential Mobility Increases Consumer Preference for Color Satiation," *Association for Consumer Research Annual Conference*, Seattle, WA, 2021.
4. Xie, Yi and Yanfen You (2021), "Receptive to The Past: Nostalgia Increases Acceptance of Ugly Food," *Association for Consumer Research Annual Conference*, Seattle, WA, 2021.
5. Lina Xu and Yanfen You (2021) "Is True Self Frugal? Discouraging Effects of True Self on Acquisition," *Association for Consumer Research Annual Conference*, Seattle, WA, 2021.
6. You, Yanfen, Lina Xu (2021) “Is True Self Frugal? Exploring the Effect of True Self on Consumption Decisions,” *Society for Consumer Psychology Winter Conference*, First online conference, 2021.

7. You, Yanfen, Xiaojing Yang, and Na Wen (2019) “More Than One Way to Break an Egg: How Creativity Leads to More Enjoyment of Repeated Consumption Activities,” *Association for Consumer Research Annual Conference*, Atlanta, GA, 2019.
8. You, Yanfen, Xiaoyan Deng, and Xiaojing Yang (2019), “Just “Remember”: The Right Reminder that Leads to Actions,” *Association for Consumer Research Annual Conference*, Atlanta, GA, 2019.
9. You Yanfen, Xiaojing Yang, Na Wen, and Wenyu Dou (2019), “More Than One Way to Break an Egg: Reducing Satiation with Creativity,” *Society for Consumer Psychology Winter Conference*, Savannah, Georgia, 2019.
10. You Yanfen, Xiaojing Yang, Lili Wang, and Xiaoyan Deng (2018), “Toward Optimal Symbolic Recovery: Why and When “Thank you” is Better than “Sorry” in Addressing Service Delays,” *Association for Consumer Research Annual Conference*, Dallas, TX, 2018.
11. Wang Lili, Yanfen You, and Chun-Ming Yang (2018), “Restrained by Resources: The Joint Effect of Scarcity Cues and Childhood Socioeconomic Status (SES) on Consumer Preference for Feasibility,” *Association for Consumer Research Annual Conference*, Dallas, TX, 2018.
12. You, Yanfen, Max Ostinelli, and Xiaojing Yang (2017), “Don’t Appreciate Your Customer Too Much: Business Gift Giving and Verbal Acknowledgement,” *Association for Consumer Research Annual Conference*, San Diego, CA, 2017.
13. You, Yanfen and Max Ostinelli (2016), “Don’t Tell Them How Much They Mean to You: The Suppressing Effect of Salience of Customer Value on Business Gift Giving,” *Society for Consumer Psychology Winter Conference*, St. Pete Beach, Florida, 2016.
14. Yang, Xiaoyu, Magret Shaffer, Yanfen You, Janice Joplin, Anne Francesco, and Theresa Lau (2016), “Life Balance, Role Commitments and Gender Difference: A Cross-Cultural Perspective,” *Midwest Academy of Management Annual Meeting*, Fargo, North Dakota, 2016.

HONORS, FELLOWSHIP, AND AWARDS

AMA/Marketing Science Institute/H. Paul Root Award Finalist	2020
AMA-Sheth Foundation Doctoral Consortium Fellow, University of Iowa	2017
Roger L. Fitzsimonds Doctoral Scholarship	2016-2017

TEACHING EXPERIENCES

Consumer Behavior (undergraduate) UMass, 2022 Spring (4.5/5)
 Consumer Behavior (undergraduate) UMass, 2021 Fall (4.2/5)
 Advertising Strategy (undergraduate) NMSU, 2020 Spring (excellent)
 Consumer Behavior (online) NMSU, 2019 Spring- present (4.5/5)
 Consumer Behavior (undergraduate) NMSU, 2018 Fall-present (4.6/5)
 Consumer Behavior (doctoral seminar), NMSU, 2018 Fall (4.3/5)
 Consumer Behavior, UW-Milwaukee, Summer 2017 (4.6/5)

Internet Marketing, UW-Milwaukee, Fall 2016- Spring 2018 (4.5/5)

ACADEMIC SERVICES

Ad hoc review for:

Psychology & Marketing	2020-present
Journal of Business Research	2020-present
Society for Consumer Psychology Conferences	2016-present
Association for Consumer Research Conferences	2016-present

AFFILIATIONS

Association for Consumer Research

Society for Consumer Psychology