

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	2018
M.S., Marketing, Zhongnan University of Economics and Law	2012
B.S., Marketing, Zhongnan University of Economics and Law	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 (*denotes equal authorship)

1. Auschaitrakul, Sumitra*, Dan King*, and Yanfen You* (forthcoming), "From Physical Space to Mental Space: Feelings of Being Physically Constrained Increase Consumer Preference for Mind-Expanding Products," *Marketing Letters*.
2. King, Dan*, Sumitra Auschaitrakul *, and Yanfen You* (forthcoming), "Felt Something, Hence It Works: Merely Adding a Sensory Signal to a Product Improves Objective Measures of Product Efficacy and Product Evaluations," *Journal of the Academy of Marketing Science*.
3. You, Yanfen, Jingjing Pan, Xiaojing Yang, and Xianzhen Fei (2022), "From Functional Efficiency to Temporal Efficiency: Multifunctional Products Increase Consumer Impatience," *Journal of Consumer Psychology*.
4. 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.
5. Fei, Xianzheng*, Yanfen You*, and Xiaojing Yang (2020), "'We' Are Different: Exploring the Diverse Effects of Friend and Family Accessibility on Consumers' Product Preferences," *Journal of Consumer Psychology*.
6. 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*.

MANUSCRIPTS UNDER REVIEW/REVISION

1. Zhu, JianJun*, Ling Tuo*, Yanfen You*, Qiang Fei*, and Mattew Thomson*, “A Preemptive and Curative Solution to Mitigate Data Breach: The Double-Layer Protection From Corporate Social Responsibility (CSR),” (preparing for 3rd round revision at *Journal of Marketing Research*).
2. You, Yanfen, Xiaojing Yang, Na Wen, and Lili Wang “Alleviating Negative Consequences of Repetitive Problem-solving with Creativity,” (preparing for 3rd round revision at *Journal of Consumer Psychology*).
3. Liu, Yixin, Yaxuan Ran, Yanfen You, and Jiali Liu, ““Unattractive = Natural”: How Explicit and Implicit Beliefs Jointly Affect Consumer Purchase of Unattractive Produce” (preparing for 2nd round review at *Psychology & Marketing*).

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

ACADEMIC SERVICES

Ad hoc review for:

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

TEACHING EXPERIENCES

- Consumer Behavior, 2022 Fall (4.7/5)
- Consumer Behavior, 2022 Spring (4.5/5)
- Consumer Behavior, 2021 Fall (4.2/5)
- Consumer Behavior (Doctoral Seminar), NMSU, 2021 Spring (excellent)
- Advertising Strategy NMSU, 2020 Spring (excellent)
- Consumer Behavior (online) NMSU, 2019 Spring-2021 Spring (excellent)
- Consumer Behavior NMSU, 2018 Fall (4.6/5)
- Consumer Behavior (Doctoral Seminar), NMSU, 2018 Fall (4.3/5)
- Consumer Behavior (online), UW-Milwaukee, Summer 2017 (4.6/5)
- Internet Marketing, UW-Milwaukee, Fall 2016- Spring 2018 (4.5/5)

AFFILIATIONS

Association for Consumer Research

Society for Consumer Psychology