

## Yanfen (Cindy) You

Marketing Department  
Isenberg School of Management  
University of Massachusetts Amherst  
121 Presidents Drive, Amherst, MA 01003

Email: [yyou@isenberg.umass.edu](mailto:yyou@isenberg.umass.edu)  
Office: ISOM N323  
Phone: (413) 545-7603

### 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

---

Marketing communication  
Product design  
Communication and design with digital formats and new technologies

### SELECTED PUBLICATIONS (\*denotes equal authorship)

---

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*. (FT50)

Zhu, John JianJun\*, Ling Tuo\*, Yanfen You\*, Qiang Fei\*, and Matthew Thomson\* (2024), “A Preemptive and Curative Solution to Mitigate Data Breach: The Double-Layer Protection From Corporate Social Responsibility (CSR),” *Journal of Marketing Research*. [[link](#)] (UTD, FT50)

Auschaitrakul, Sumitra\*, Dan King\*, and Yanfen You\* (2023), “From Physical Space to Mental Space: Feelings of Being Physically Constrained Increase Consumer Preference for Mind-Expanding Products,” *Marketing Letters*. [[link](#)]

Niu, Yixin, Yanfen You, Yaxuan Ran, and Jiali Liu (2023), “‘Unattractive = Natural’: How Explicit and Implicit Beliefs Jointly Affect Consumer Purchase of Unattractive Produce,” *Psychology & Marketing*. [[link](#)]

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*. [[link](#)] (FT50)

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*. [[link](#)] (UTD, FT50)

*Finalist, AMA/MSI/H. Paul Root Award (significant contribution to marketing practice)*

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*. [[link](#)] (FT50)

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*. [[link](#)]

## **MANUSCRIPTS UNDER REVIEW/REVISION**

---

You, Yanfen\*, Xiaojing Yang\*, Na Wen\*, and Lili Wang\*, “Alleviating Negative Consequences of Repetitive Consumption with Creativity,” (revising for 3<sup>rd</sup> round review at *Journal of Consumer Psychology*).

Wang, Lili, Keyin Liang, Yanfen You, and Yuwei Jiang, “Leveraging Transparent Product Design to Improve Consumer Product Preference: The Role of the Sense of Understanding and Psychological Closeness,” (revising for 2<sup>nd</sup> round review at *Journal of Marketing Research*).

Dong, Menglu, Lili Wang, Yanfen You, and Yuwei Jiang, “The Power of Companion: How Joint Consumption Cues Affect Online Word of Mouth” (revising for 2<sup>nd</sup> round review at *Journal of Marketing Research*).

## **CONFERENCE PRESENTATIONS**

---

Xie, Yi, Yanfen You, Xiaojing Yang, and King Dan (2024), “Designed by AI?: Consumer Impatience as a Response to Awareness of AI Creation in Product Design. Society for Consumer Psychology Winter Conference, Nashville, TN, 2024.

Xu, Lina, Yanfen You, Sumitra Auschaitrakul, and Dan King (2023), “A Unit Effect Asymmetry in Online Product Ratings,” Association for Consumer Research Annual Conference, Seattle, WA, 2023.

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.

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.

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.

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.

- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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.
- 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 AND AWARDS**

---

MSP Research Support Fund, UMASS Amherst, 2022, 2023, 2024

AMA/Marketing Science Institute/H. Paul Root Award, Finalist, 2020

Fulton Mini-grant Fund, New Mexico State University, 2019, 2020, 2021

AMA-Sheth Foundation Doctoral Consortium Fellow, University of Iowa, 2017

Roger L. Fitzsimonds Doctoral Scholarship, 2016-2017

## **TEACHING EXPERIENCES**

---

### UMASS Amherst

Consumer Behavior, 2023 Fall (4.6/5, 4.8/5)

Beh & Soc. Science in Mktg (*Doctoral Seminar*), 2023 Spring

Consumer Behavior, 2022 Fall (4.6/5, 4.7/5)

Consumer Behavior, 2022 Spring (4.2/5, 4.5/5)

Consumer Behavior, 2021 Fall (4.2/5)

### New Mexico State University

Consumer Behavior (*Doctoral Seminar; online*), 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)

### UW-Milwaukee

Consumer Behavior (*online*), Summer 2017 (4.6/5)

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

## **UNIVERSITY SERVICE**

---

### School Level:

Generative AI Working Group Committee, 2024

Isenberg Curriculum Committee, 2024

Isenberg Behavioral Lab Advisory Committee, 2022

Undergraduate Curriculum Committee, NMSU, 2020-2021

### Department Level:

Personnel/AFR Committee, 2023-present

Marketing Subject Pool Coordinator, 2022-present

Marketing Department Speaker Series Co-organizer 2022, 2023

Search Committee, 2022-2024 (5 positions)

Doctoral Committee, 2022-present

## **DISSERTATION COMMITTEE AND STUDENT ADVISING**

---

Sima Huiyun (UMASS), co-led first-year exam and supervise first-year paper

Claire Cha (UMASS), PhD dissertation committee member

Hossein Hashemi Bahramani (UMASS), PhD dissertation committee member

Lina Xu (NMSU), PhD dissertation committee member

Honors Thesis Advising, 2022-present

## **SERVICES TO FIELD**

---

Ad hoc review for:

Journal of the Association for Consumer Research  
Psychology & Marketing  
Journal of Business Research  
Society for Consumer Psychology Conference  
Association for Consumer Research Conference  
ACR Asia-Pacific Conference

## **AFFILIATIONS**

---

Association for Consumer Research  
Society for Consumer Psychology