

## 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 N320  
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)

- You, Yanfen (Cindy)\*, Lili Wang\*, Xiaojing Yang\*, and Na Wen\* (forthcoming), "Alleviating Hedonic Adaptation in Repeat Consumption with Creative Thinking," *Journal of Consumer Psychology*. [\[link\]](#) (FT50, Isenberg Journal List: A+)
- King, Dan\*, Sumitra Auschaitrakul\*, and Yanfen (Cindy) You\* (2024), "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*. [\[link\]](#) (FT50, Isenberg Journal List: A+)
- Zhu, John JianJun\*, Ling Tuo\*, Yanfen You\*, Qiang Fei\*, and Matthew Thomson\* (2024), "A Preemptive and Curative Solution to Mitigate Data Breach: Corporate Social Responsibility (CSR) as a Double-Layer of Protection," *Journal of Marketing Research*. [\[link\]](#) (UTD, FT50, Isenberg Journal List: A+)
- 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*. [\[link\]](#) (Isenberg Journal List: A-)
- 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*. [\[link\]](#) (Isenberg Journal List: A-)
- 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, Isenberg Journal List: A+)

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, Isenberg Journal List: A+)

*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, Isenberg Journal List: A+)

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*. [\[link\]](#) (Isenberg Journal List: A)

## CONFERENCE PRESENTATIONS

---

Yanfen You, Auschaitrakul, Sumitra, and Dan King, “Why Do Products with Natural Ingredients Seem Less Effective?” *Association for Consumer Research Annual Conference*, Washington, DC, 2025.

Zhang, Mingyue, and Yanfen You, “Wordy Thumbnails: How Text Presence Influences Viewer Engagement,” *Association for Consumer Research Annual Conference*, Washington, DC, 2025.

Sima, Huiyun, Yi Xie, Yanfen (Cindy) You, and Elizabeth Miller, “Imperfect Yet Cherished: How Nostalgia Increases Acceptance of Unattractive Produce,” *AMA Marketing and Public Policy Conference*, Washington, DC, 2025.

Yanfen You, Auschaitrakul, Sumitra, and Dan King, “Why Do Products with Natural Ingredients Seem Less Effective?” *Society for Consumer Psychology Winter Conference*, Las Vegas, NV, 2025.

Zhang, Mingyue, and Yanfen You, “Wordy Thumbnails: How Text Presence Influences Viewer Engagement with Online Videos,” *Society for Consumer Psychology Winter Conference*, Las Vegas, NV, 2025.

Xie, Yi, Yanfen You, Elizabeth Miller, and Huiyun Sima, “Embedding Nostalgia in Consumer Communication to Enhance Acceptance of “Ugly” Produce,” *Society for Consumer Psychology Winter Conference*, Las Vegas, NV, 2025.

Ran, Yaxuan, Yanfen You, Yunhan Zhang, and Echo Wen Wan, “How the Emoticon Rating Scale Sways Consumer Rating Behavior,” *Association for Consumer Research Annual Conference*, Paris, 2024.

Zhang, Mingyue, Zhiyuan Chen, Yanfen You, “Wordy Thumbnails: How Text Presence Influences Viewer Engagement with Online Videos,” *Association for Consumer Research Annual Conference*, Paris, 2024.

- Jin, Zhenyu, Yanfen You, and Xiaojing Yang, "Framing a Consumption Activity as an Investment in Advertising Can Increase Purchase Intention," *AMA Summer Academic Conference*, Boston, MA, 2024.
- Volk, Mackenzie, Yanfen You, and Xiaojing Yang, "Service Robots and Sustainable Behavior," *Frontiers in Service Conference*, Amelia Island, FL, 2024.
- Driver, Tristan, Martin Simecek, Corey Clarke, Yanfen You, Marlena R Fraune, "Who is a Better Salesperson?: People Conform more to a Human than Robot Facilitator in the Wild," *ACM/IEEE International Conference on Human-Robot Interaction*, Boulder, CO, 2024.
- Jin, Zhenyu, Yanfen You, and Xiaojing Yang, "How Do Brands Enhance Purchase Intentions?: The Role of Linguistic Framing," *SCP Boutique Conference, Consumer Psychology of Brands*, Leeds, 2024.
- Xie, Yi, Yanfen You, Xiaojing Yang, and King Dan, "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, "A Unit Effect Asymmetry in Online Product Ratings," *Association for Consumer Research Annual Conference*, Seattle, WA, 2023.
- Ran, Yaxuan, and Yanfen You, "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, "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, "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, "Receptive to The Past: Nostalgia Increases Acceptance of Ugly Food," *Association for Consumer Research Annual Conference*, Seattle, WA, 2021.
- Lina Xu and Yanfen You, "Is True Self Frugal? Discouraging Effects of True Self on Acquisition," *Association for Consumer Research Annual Conference*, Seattle, WA, 2021.
- You, Yanfen, Lina Xu, "Is True Self Frugal? Exploring the Effect of True Self on Consumption Decisions," *Society for Consumer Psychology Winter Conference*, online, 2021.
- You, Yanfen, Xiaojing Yang, and Na Wen, "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, “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, “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, “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, “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, “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, “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.

## **HONORS AND AWARDS**

---

Isenberg Teaching Excellence Award, 2025

Isenberg Research Excellence Award, 2024, 2025

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

## **TEACHING EXPERIENCE**

---

### Doctoral Level

Behavioral & Social Science in Marketing, Spring 2023, Fall 2024 (UMASS)

Consumer Behavior Seminar, Fall 2018, Spring 2021 (New Mexico State University)

### Undergraduate & MBA levels

Advertising and Promotion Strategy, Spring 2026 (Scheduled) (UMASS)

Consumer Behavior, 2017-2025 (NMSU, UMASS)

Advertising, Spring 2020 (NMSU)

Internet Marketing (Combined Undergraduate & MBA Course) (University of Wisconsin, Milwaukee), 2016-2018

## **UNIVERSITY SERVICE**

---

### University Level:

Academic Standards Committee (ASC) of Honors College, 2024-present

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**

Second-Year Paper Advisor:

Huiyun Sima (UMASS)

First-Year Paper Advisor:

Huiyun Sima (UMASS)

Shida Tang (UMASS)

Comprehensive Exam Writer:

Huiyun Sima (UMASS)

Dissertation Committee Member:

Claire Cha (UMASS)

Hossein Hashemi Bahramani (UMASS)

Lina Xu (New Mexico State University)

Honors Thesis Advising:

Luong Tran (UMASS)

Kelly McMahan (UMASS)

Lucia Michelle (UMASS)

Nicole Eng Alvarez (UMASS)

---

**SERVICE TO FIELD**

Editorial Review Board:

Journal of Business Research (2024 – present)

Ad Hoc Reviewer:

Journal of Consumer Research

Journal of Marketing Research

Journal of Public Policy & Marketing

Journal of the Association for Consumer Research

Psychology & Marketing

European Journal of Marketing

International Journal of Information Management  
Association for Consumer Research Conference  
Society for Consumer Psychology Conference  
ACR Asia-Pacific Conference

## **AFFILIATIONS**

---

Association for Consumer Research  
Society for Consumer Psychology  
American Marketing Association