

Yanfen (Cindy) You

Marketing Department
Isenberg School of Management
University of Massachusetts Amherst
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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

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

SELECTED PUBLICATIONS (*denotes equal authorship)

- Jin, Zhenyu, Yanfen (Cindy) You, and Xiaojing Yang (2025), "Understanding When Consumers Choose Formal Product Offerings: The Role of Fresh Start Reminders," *Journal of Business Research*. [\[link\]](#) (Isenberg Journal List: A)
- You, Yanfen (Cindy)*, Lili Wang*, Xiaojing Yang*, and Na Wen* (2025), "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

Tang, Shida, Yanfen You, and Yaxuan Ran, “Better Apart or Better Together? How Multicompartment Product Design Shapes Perceptions of Product Quality” *Association for Consumer Research Annual Conference*, Chicago, IL, 2026.

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

Zhang, Mingyue, and Yanfen You, “Wordy Thumbnails: How Text Presence Influences Viewer Engagement with Online Videos,” *Association for Consumer Research Annual Conference*, Seattle, 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, 2025

School Level:

AI Task Force, 2025
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)
Shida Tang (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

Marketing Letters

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