

# Selected PhD Alumni Publications (2015-2020)

**Si, Kao**, Xianchi Dai, and Robert Wyer Jr. (forthcoming), "The Friend Number Paradox," *Journal of Personality and Social Psychology*.

Jia, He (Michael), B. Kyu Kim, and **Lin Ge** (2020), "Speed Up, Size Down: How Animated Movement Speed in Product Videos Influences Size Assessment and Product Evaluation," *Journal of Marketing*, 84 (5), 100–116.

**Wong, Vincent C., Henry Fock, & Candy K. Y. Ho** (2020). Toward a Process-Transfer Model of the Endorser Effect. *Journal of Marketing Research*, 57(3), 565-581.

**Wong, C. Vincent, Su, Lei, & Lam, P. H.** (2020). When less is more: How mindset influences consumers' responses to products with reduced negative attributes. *Journal of Marketing*, 84(5), 137-153.

**Huang, Feifei, Vincent Chi Wong**, and Echo Wen Wan (2020), "The Influence of Product Anthropomorphism on Comparative Judgment," *Journal of Consumer Research*.

**Ho, Candy K. Y.**, Ke, W., Liu, H., & Chau, Patrick Y. K. (2020), "Separate versus joint evaluation: the role of evaluation mode and construal level in technology adoption," *MIS Quarterly*.

**Huang, Zhongqiang (Tak)**, Yitian (Sky) Liang, Charles B. Weinberg, and Gerald J. Gorn (2019), "The Sleepy Consumer and Variety Seeking," *Journal of Marketing Research*.

Hu, Mantian, **Chu (Ivy) Dang**, and Pradeep K. Chintagunta (2019), "Search and Learning at a Daily Deals Website," *Marketing Science*, 38 (4), 609-642.

**Su, Lei**, Wan, E., & Jiang, Y. (2019). Filling an empty self: the impact of social exclusion on consumer preference for visual density. *Journal of Consumer Research*.

**Wan, Lisa C.** and Robert S. Wyer (2019), "The Influence of Incidental Similarity on Observers' Causal Attributions and Reactions to a Service Failure?" *Journal of Consumer Research*, 45(6), 1350-1368.

**Huang, Zhongqiang (Tak), Xun (Irene) Huang**, and Yuwei Jiang (2018), "The Impact of Death-Related Media Information on Consumer Value Orientation and Scope Sensitivity," *Journal of Marketing Research*, 55(3), 432-445.

**Huang, Xun (Irene), Zhongqiang (Tak) Huang**, and Robert S. Wyer, Jr. (2018), "The Influence of Social Crowding on Brand Attachment," *Journal of Consumer Research*, 44(5), 1069-1084.

- Kwan, Canice M. C.**, Xianchi Dai, and Robert S. Wyer (2017). "Contextual Influences on Message Persuasion: The Effect of Empty Space," *Journal of Consumer Research*, 44(2), 448-64
- Su, Lei**, Jiang, Y., Chen, Z., & DeWall, C. (2017). Social Exclusion and Consumer Switching Behavior: A Control Restoration Mechanism. *Journal of Consumer Research*, 44(1), 99-117.
- Huang, Xun (Irene), Zhongqiang (Tak) Huang**, and Robert S. Wyer Jr. (2016), "Slowing Down in the Good Old Days: The Effect of Nostalgia on Consumer Patience," *Journal of Consumer Research*, 43(3), 381-87.
- Tao, Tao**, Wyer, R. S., & Zheng, Y. (2016). The role of categorization and scale endpoint comparisons in numerical information processing: A two-process model. *Journal of Experimental Psychology: General*, 146(3), 409-427.
- Wong, Vincent C.** and Robert S. Wyer Jr. (2016), "Mental Traveling along Psychological Distances: The Effects of Cultural Syndromes, Perspective Flexibility, and Construal Level," *Journal of Personality and Social Psychology*, 111(1), 17-33.
- Wan, Lisa C.** and Robert S. Wyer Jr. (2015), "Consumer Reactions to Attractive Service Providers: Approach or Avoid?" *Journal of Consumer Research*, 42(4), 578-95.
- Cai, Cindy F.**, Rajesh Bagchi, and Dinesh K. Gauri (2015), "Boomerang Effects of Low Price Discounts: How Low Price Discounts Affect Purchase Propensity," *Journal of Consumer Research*, 42(5), 804-816.