PhD Alumni Publications


Xiangnan Feng, Yiwei Li, Xiaolin Lin, and Yijian Ning (Forthcoming). "Mobile Targeting in Industrial Marketing: Connecting with the Right Businesses", *Industrial Marketing Management*.


Chao Ma, Yiwei Li, Feng Guo, Kao Si (Forthcoming), "The Citation Trap: Papers Published at Year-End Receive Systematically Fewer Citations", *Journal of Economic Behavior & Organization*


Huang, Xun (Irene), Ping Dong, and Anirban Mukhopadhyay (2014), "Proud to Belong or Proudly Different? Lay Theories Determine Contrasting Effects of Incidental Pride on Uniqueness Seeking," *Journal of Consumer Research, 41*(3), 697-712.


