Selected PhD Alumni Publications (2021-2024)

* **Jieteng Chen**, Yuetao Gao and T.T. Ke. (forthcoming), “Regulating Digital Piracy Consumption,” *Journal of Marketing Research*.
* **Ran Li**, Meng Zhang and Pankaj Aggarwal, (forthcoming), “[Retail Karma: How Our Shopping Sins Influence Evaluation of Service Failures](https://doi.org/10.1093/jcr/ucae027),” *Journal of Consumer Research.*
* Shen, Hongchuan, **Chu (Ivy) Dang**, and Xiaoquan (Michael) Zhang (2024), “Mr. Right or Mr. Best: The Role of Information Under Preference Mismatch in Online Dating,” *Information Systems Research*.
* Xianchi Dai, **Yu (Anna) Lin**, Jianping Liang, Chen Yang (2024), “[Appearance for Females, Functionality for Males? The False Lay Belief about Gender Difference in Product Preference](https://doi.org/10.1093/jcr/ucad054),” *Journal of Consumer Research*, 50(6):1136–1156.
* **Lei Su**\*, Jaideep Sengupta\*, **Yiwei Li**\*, and Fangyuan Chen (2024), "'[Want' versus 'Need': How Linguistic Framing Influences Responses to Crowdfunding Appeals](https://academic.oup.com/jcr/advance-article-abstract/doi/10.1093/jcr/ucad033/7160149?redirectedFrom=fulltext)", Journal of Consumer Research, 50 (5), 923-944 (\* contributed equally)
* **HUANG, Feifei; WONG, Vincent Chi** (2024), “From Second-Hand to Third-Hand: Reuse and Resale Cycle”. *Journal of Consumer Research.* Vol. 51, No. 1, pp. 104–113
* Fan, Linying (Sophie), **Zhongqiang (Tak) Huang**, Xing-Yu (Marcos) Chu, and Yuwei Jiang (2024), “Stick to My Guns: The Impact of Crowding on Consumers’ Responsiveness to Sale Promotions,” *Journal of the Academy of Marketing Science*, 52, 914–33.
* **Jia, Yanli**; Liu, Libo; Lowry, Paul Benjamin (2024), “How do consumers make behavioural decisions on social commerce platforms? The interaction effect between behaviour visibility and social needs”, *Information Systems Journal,*1350-1917,2024-02-08.
* Xianchi Dai, **Kao Si** (2023), “[The Fundamental Recruitment Error: Candidate-Recruiter Discrepancy in Their Relative Valuation of Innate Talent vs. Hard Work](https://doi.org/10.1287/orsc.2023.1667),” *Organization Science*, *35(1):215-231.*
* **Si, Kao, Yiwei Li**, Chao Ma, and Feng Guo(2023), “Affiliation Bias in Peer Review and the Gender Gap,” *Research Policy*, 52 (7), 104797.
* Liang, Yitian (Sky), **Zhongqiang (Tak) Huang**, and **Lei Su** (2023), “Too Time-Crunched to Seek Variety: The Influence of Parenting Motivation on Consumer Variety Seeking,” *Journal of Marketing Research*, 60(4), 812–33. (Equal Authorship)
* Tang, Yangyi (Eric), **Zhongqiang (Tak) Huang**, and **Lei Su** (2023), “The Influence of Event-Time (vs. Clock-Time) Scheduling Style on Satiation,” *Journal of Consumer Psychology*, 33(1), 123-32. (Equal Authorship)
* **Sun, Yixia**, Xuehua Wang, Joandrea Hoegg, and Darren Dahl (2023) “How Consumers Respond to Embarrassing Service Encounters: A Dehumanization Perspective,” *Journal of Marketing Research,* Vol.60 (4), p.646-664*.*
* Jun, Ouyang; **Jia, Yanli**; Guo, Qiang (2023), “Do Visual Perspectives Matter? The "Matching" Between Visual Perspectives and Psychological Distance Improves Hotel Evaluations”, *Cornell Hospitality Quarterly,* 1938-9655,2023-11-30*.*
* **Kao Si** and Xianchi Dai (2022), “[The Memory-Search Frame Effect: Impacts on Consumers’ Retrieval and Evaluation of Consumption Experiences](https://link.springer.com/article/10.1007/s11002-021-09603-6),” *Marketing Letters,* 33 (March), 5-17. (Lead article)
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* Yin, Yunlu and **Zhongqiang (Tak) Huang** (2022), “Social-Jetlagged Consumers and Decreased Conspicuous Consumption,” Journal of Consumer Research, 49(4), 616–33. (Equal Authorship)
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* **Yuho Chung**, **Yiwei Li**, and Jianmin Jia (2021), "Exploring Embeddedness, Centrality, and Social Influence on Backer Behavior: The Role of Backer Networks in Crowdfunding", *The Journal of the Academy of Marketing Science, E-pub ahead of print.*
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* **Su, Lei**; Monga, Alokparna (Sonia) Basu; Jiang, Yuwei (2021), “How Life-Role Transitions Shape Consumer Responses to Brand Extensions”. Journal of Marketing Research. Vol. 58, No. 3, pp. 579-594