

YAJIN WANG

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ACADEMIC APPOINTMENT

2024 -present *Associate Dean (Research), Professor of Marketing*
China Europe International Business School, Shanghai, China

2022-2024 *Professor of Marketing*
China Europe International Business School, Shanghai, China

2021-2022 *Associate Professor of Marketing*
China Europe International Business School, Shanghai, China

2015-2020 *Assistant Professor of Marketing*
Robert H. Smith School of Business, University of Maryland, College Park, MD

EDUCATION

2015 *Ph.D. in Marketing*
Carlson School of Management, University of Minnesota, Minneapolis, MN

2010 *M.A. in Mass Communications*
The Hubbard School of Journalism and Mass Communication, University of Minnesota, Minneapolis, MN

2007 *B.A. in Journalism (Double Degree B.A. in Law & Sociology)*
Peking University, Beijing, China

SELECTED HONORS AND AWARDS

2023 Research Excellence Award, CEIBS
2023 Power of One Service Excellence Award for Faculty, CEIBS
2021 Outstanding Reviewer Award, Journal of Consumer Research
2021 CEIBS External Academic Honors
2019 Distinguished Teaching Award, Robert H. Smith School of Business, University of Maryland
2019 Maryland Research Excellence Award, University of Maryland
2017 Outstanding Reviewer Award, Journal of Consumer Psychology
2014 The Vaile Graduate Fellowship
2014 AMA-Sheth Foundation Doctoral Consortium Fellow
2014 Carlson School Management Dissertation Fellowship
2014 McNamara Women's Fellowship
2013 Henrickson Research Fellowship Award
2013 Haring Symposium Fellow, Indiana University
2013 Ph.D. Student Excellence in Teaching Award, Carlson School of Management
2007 Dean's List, Peking University (ranking top 1 in graduating class)

ACADEMIC SERVICES

Academic Journals:

Associate Editor, Journal of Consumer Research (FT50, UT Dallas List), 2022-2023
Area Editor, International Journal of Research in Marketing, 2024
Editorial Review Board, Journal of Consumer Research (FT50, UT Dallas List), 2021-2022
Editorial Review Board, Journal of Marketing (FT50, UT Dallas List), 2024
Editorial Review Board, Journal of Consumer Psychology (FT50), 2018 – present

Editorial Review Board, International Journal of Research in Marketing, 2022 – present
Reviewer, Journal of Marketing Research, Journal of Marketing, Organizational Behavior and Human Decision Processes

Academic Conferences:

Associate Editor, Association of Consumer Research, 2023,2024

Associate Editor, Society of Consumer Psychology, 2023,2024

Program Committee, Association of Consumer Research, 2017-present

ACADEMIC PUBLICATIONS

1. Emanuele Prandelli, **Yajin Wang**, and Henri Weijo (2024), "Luxury Branding and the Creator Economy: Emerging Tensions and Future Avenues," *International Journal of Research in Marketing*.
2. Chen, Qihui, **Yajin Wang**, and Ying Zhang (2024), "Developing Strengths or Remediating Weakness? How Perceived Social Mobility Affects Parents' Purchase Preferences for Children's Educational Products," *Journal of Marketing*.
3. Jin, Liyin, **Yajin Wang** and Ying Zhang (2023), "Give Me the Facts or Make Me Feel: How to Effectively Persuade Consumers to Act on a Collective Goal," *Journal of Marketing*, 87 (5), 776-792 (equal contributions).
4. Chen, Qihui, **Yajin Wang** and Nailya Ordabayeva (2023), "The Mate Screening Motive: How Women Use Luxury Consumption to Signal to Men," *Journal of Consumer Research*, 50(2), 303-321.
5. **Wang, Yajin**, Alison Xu and Ying Zhang (2023) "L'Art pour l'Art: Experiencing Art Reduces the Desire for Luxury Goods," *Journal of Consumer Research*, 49 (5), 785-810.
6. **Wang, Yajin** (2022) "Residential Mobility or Mobile Residentiality? Exploring the Effects of Place Stability and Variety on Consumer Psychology," *Journal of Consumer Psychology*, 32 (3),537-540.
7. **Wang, Yajin** (2022), "A Conceptual Framework of Contemporary Luxury Consumption," *International Journal of Research in Marketing*, 39(3), 788-803.
8. Jin, Liyin, Qian Xu, **Yajin Wang** and Ying Zhang (2021), "The Divergent Impact of the Reward Magnitude on Goal Eagerness and Engagement," *Organizational Behavior and Human Decision Processes*, 167, 101-113.
9. **Wang, Yajin**, Amna Kirmani and Xiaolin Li (2021), "Not too Far to Help: Residential Mobility, Global Identity, and Donations to Distant Beneficiaries," *Journal of Consumer Research*, 47(6), 878-889.
 - Featured on journal's website with a special interview conducted by journal editor
10. **Wang, Yajin**, Deborah Roedder John, and Vladas Griskevicius (2021), "Does the Devil Wear Prada? Luxury Products Experiences Can Affect Prosocial Behavior," *International Journal of Research in Marketing*, 38(1), 104-119.
11. **Wang, Yajin** and Deborah Roedder John (2019), "Up, up, and away: Upgrading as a Response to Dissimilar Brand Users," *Journal of Marketing Research*, 56 (1), 142 – 157.
12. **Wang, Yajin**, Jennifer Stoner, and Deborah Roedder John (2019), "Counterfeit Luxury Consumption in a Social Context: The Effects on Females' Moral Disengagement and Behavior," *Journal of Consumer Psychology*, 29 (2), 207-225.

13. **Wang, Yajin** and Vldas Griskevicius (2014), “Conspicuous Consumption, Relationships, and Rivals: Women’s Luxury Products as Signals to Other Women,” *Journal of Consumer Research*, 40(5), 834-854.
 - The most cited paper in JCR 2014 (as of 2022)
 - Featured as JCR’s most impactful articles in JCR’s the 40th anniversary special issue
 - Featured in JCR’s Research Curations - “Products as Signals”
 - *Media Coverage*: ABCNews, NBC, CBSNews, Harvard Business Review, TIME, CNN, New York Daily News, Daily Mail UK, The Huffington Post, Toronto Star
14. Vohs, Kathleen D., **Yajin Wang**, Francesca Gino, and Michael I. Norton (2013), “Rituals Enhance Consumption,” *Psychological Science*, 24(9), 1714-1721.
 - *Media Coverage*: New York Times, Wall Street Journal, Harvard Business Review, USA Today, Forbes, TIME, Telegraph UK, Daily Mail UK, NBCNews

BOOK CHAPTER

Wang, Yajin (2020), “Evolutionary Function of Luxury Consumption,” in the *Research Handbook on Luxury Branding*, eds., Felicitas Morhart, Keith Wilcox and Sandor Czellar, Edward Eglar Publishing, Cheltenham, UK.

SELECTED RESEARCH IN PROGRESS

“Brand Activism Matters (BAM)! A Costly Signaling Account of Luxury Brand Status Benefits” with Dina Khalifa and Paurav Shukla

“Let the Data Speak: A Machine Learning Approach to Moderation Effects” with Lingling Zhang

“How Does Firms’ Social ESG Rating Influence Online Brand Equity” with Lingling Zhang, Hedy He and Derek Shan

“Why Do Consumers Resist Lab-Grown Meat?” with Qihui Chen

“Luxury Experiences and Consumer Well-Being: Using Luxury Products Can Impair Women’s Self-Control” with Deborah Roedder John

“Your Cheating Heart: When Using Counterfeits is an Act of Betrayal” with Jinjie Chen and Deborah Roedder John

“Social Influence Through Luxury Choice Variety: How Accumulated Luxury Experience Signals Status” with Nicole Y. Kim

SELECTED INVITED TALKS

HEC Lausanne, University of Lausanne, Marketing Department
 Dartmouth College, Tuck School of Business, Marketing Camp 2023
 London School of Economics and Political Science, Marketing Department
 Columbia University Business School, BRITE Conference (canceled due to covid-19)
 The University of Chicago, Booth School of Business
 Munich University, Munich, Germany
 McGill University, Desautels Faculty of Management, Fashion Retail Conference, Canada
 Texas Christian University, Neeley School of Business, Luxury Branding Symposium
 Singapore Management University, LVMH-SMU Luxury Research Conference, Singapore
 National University of Singapore, NUS Business School, Singapore

Nanyang Technological University, Nanyang Business School, Singapore
Drexel University, LeBow College of Business
The Hong Kong Polytechnic University, Faculty of Business, Hong Kong, China.
University of Southern California, Marshall School of Business
University of British Columbia, Sauder School of Business, Canada
Georgetown University, McDonough School of Business
University of Maryland, Robert H. Smith School of Business
Tsinghua University, School of Economics and Management, China
Peking University, Guanghua School of Management, China
Fudan University, School of Management, China

SERVICE AND COMMITTEE WORK

China Europe International Business School:

Director, Research Area of ESG (2022-present)
Co-Director, CEIBS-Tencent Joint Programme (2022-present)
Co-Director, CEIBS Branding Camp (2023-present)
Member, Research Committee (2022-present)

University of Maryland:

PhD Program Coordinator (Consumer Behavior Track), Marketing Department, 2019
Member, Ph.D. Committee, 2019, 2020
Member, Tenure Track Hiring Committee, 2016, 2019
Dissertation Committees:

Co-Chair:

- Nicole Y. Kim (2021);
- Qihui Chen (2023, placement)

Member: Yuechen Wu (2020), Jason Hasbrouck (Social Psychology, 2020)

REFEREED CONFERENCE PRESENTATIONS

“ESG in Consumer Spotlight: How does ESG affect brand engagement on social media,” with Lingling Zhang, Hongyu Shan and Ziqing He, ISMS Marketing Science Conference, Sydney, Australia, June, 2024.

“Why Do Consumers Resist Lab-Grown Meat? A Life-Creation Perception Theory,” with Qihui Chen, Society of Consumer Psychology Boutique Conference, Leeds, UK, June, 2024.

“ESG in Consumer Spotlight: How does ESG affect brand engagement on social media,” with Lingling Zhang, Hongyu Shan and Ziqing He, Society of Consumer Psychology Boutique Conference, Leeds, UK, June, 2024.

“ESG in Consumer Spotlight: How does ESG affect brand engagement on social media,” with Lingling Zhang, Hongyu Shan and Ziqing He, European Marketing Academy Annual Conference, Bucharest, Romania, May, 2024.

“Creator Economy and Social Commerce: Developments and Trends in China,” with Lingling Zhang, Marketing and the Creator Economy Conference, Columbia Business School, New York, NY, November, 2023.

“Why Do Consumers Resist Lab-Grown Meat?” with Qihui Chen, Association for Consumer Research, Seattle, WA, October, 2023.

"The Mate Screening Motive: How Woman Use Luxury Consumption to Signal to Men," with Qihui Chen and Nailya Ordabayeva, Society of Consumer Psychology, Porto Rico, February, 2023.

"I Wear Prada, I am Picky: Role of Luxury Consumption in Women's Mate Screening Pursuits," with Qihui Chen and Nailya Ordabayeva, Society of Consumer Psychology Boutique Conference, Honolulu, HI, July 2022.

"Luxury and Consumer Well-being: Using Luxury Products Impairs Women's Self-Control," with Deborah John, Association for Consumer Research, Zoom virtual conference, October 2020.

"Picasso, Monet, and Louis Vuitton: How Art Dampens the Desire for Luxury Goods," with Alison Xu and Ying Zhang, Association for Consumer Research, Atlanta, GA, October 2019

"Picasso, Monet, and Louis Vuitton: How Art Dampens the Desire for Luxury Goods," with Alison Xu and Ying Zhang, Marketing Science, Rome, Italy, June 2019

"Moving Makes Us: The Impact of Residential Mobility on Consumer Motivation" with Linying Fan and Yuwei Jiang, Association for Consumer Research, Dallas, TX, October 2018

"How Residential Mobility Influences Prosocial Behavior" with Amna Kirmani and Xiaolin Li, Association for Consumer Research, Dallas, TX, October 2018

"Out of Your League: Women's Luxury Products as Signals to Men" with Qihui Chen, Association for Consumer Research, Dallas, TX, October 2018

"How Residential Mobility Influences Prosocial Behavior" with Amna Kirmani, Xiaolin Li and Nicole Y. Kim, Society for Consumer Psychology, Dallas, TX, February 2018

"Out of Your League: Women's Luxury Products as Signals to Men" with Qihui Chen, Society for Consumer Psychology, Dallas, TX, February 2018

"When Experience is Costly: How Choice Variety Signals Expertise and Status" with Nicole Y. Kim, Association for Consumer Research, San Diego, CA, October 2017

"Prosocial Consequences of Counterfeits: Using Counterfeit Luxury Goods Can Lead to Prosocial Behavior," with Jinjie Chen, Deborah Roedder John and Courtney A. Careful, Association for Consumer Research, San Diego, CA, October 2017

"The Evolution of Signals", invited speaker for research roundtable, Association for Consumer Research, San Diego, CA, October 2017

"How Residential Mobility Influences Prosocial Behaviors" with Xiaolin Li, Amna Kirmani, and Nicole Y. Kim, International Forum of Marketing Science and Applications, Changsha, China, July, 2017

"Less Variety as Status Signal," with Nicole Kim, Society for Consumer Psychology, San Francisco, CA, February, 2017

"Luxury Brands, Conspicuous Consumption and Social Signaling," Roundtable Discussion Organizer, Association for Consumer Research, Berlin, Germany, October, 2016

"Catch Me if You Can: Counterfeit Luxury Consumption in a Social Context," with Jennifer Stoner and Deborah R. John, LVMH-SMU Luxury Conference, Singapore, 2016

“Catch Me if You Can: Counterfeit Luxury Consumption in a Social Context,” with Jennifer Stoner and Deborah R. John, Marketing Science, Shanghai, China, June, 2016

“How Luxury Consumption Influence Self-Control,” with Deborah R. John, Society for Consumer Psychology Boutique Conference on Identity and Consumption, Chicago, IL, July, 2016

“The Devil Wears Prada: How Luxury Consumption Influences Social Behaviors,” with Deborah R. John and Vidas Griskevicius, Association for Consumer Research, New Orleans, LA, October, 2015

“Louis Vuitton and Conservatism: How Luxury Consumption Influences Political Attitudes,” Brand and Brand Relationship Accelerator Conference, Boston, MA, May, 2015

“The Devil Wears Prada: How Luxury Consumption Influences Social Behaviors,” with Deborah R. John and Vidas Griskevicius, Society for Consumer Psychology, Phoenix, AZ, March, 2015

“Negative Moods Spur Effortful Attainment: A Mood Improvement Strategy,” with Kathleen D. Vohs, Society of Personality and Social Psychology, Long Beach, CA, February, 2015

“Louis Vuitton and Your Waistline: Using Luxury Goods Depletes Self-Regulatory Resources and Impairs Self-Control,” with Deborah R. John, Association for Consumer Research, Baltimore, MD, October, 2014

“You’re Not Fooling Anyone! How Social Feedback Affects Moral Disengagement and the Purchase of Counterfeit Luxury Products” with Jennifer Stoner and Deborah R. John, Association for Consumer Research, Baltimore, MD, October, 2014

“Negative Moods Spur Effortful Attainment: A Mood Improvement Strategy,” with Kathleen D. Vohs, Association for Consumer Research, Baltimore, MD, October, 2014

“Rituals Enhance Consumption,” with Kathleen D. Vohs, Francesca Gino, and Michael Norton, Society for Consumer Psychology, Miami, FL, March, 2014

“Rituals Enhance Consumption,” with Kathleen D. Vohs, Francesca Gino, and Michael Norton, Society of Personality and Social Psychology, Austin, Texas, Feb 2014

“Conspicuous Consumption, Relationships, and Rivals: Women’s Luxury Products as Signals to Other Women,” with Vidas Griskevicius, Association for Consumer Research, Chicago, IL, October, 2013

“Faking It with Luxury Counterfeit Products: How Social Feedback Can Make Us More or Less Dishonest,” with Deborah R. John, Association for Consumer Research, Chicago, IL, October, 2013

“Fendi Handbags Fend Off Romantic Rivals: Women’s Conspicuous Consumption as a Signaling System,” with Vidas Griskevicius, Human Behavior & Evolution Society, Miami, FL, July, 2013

“Fendi Handbags Fend Off Romantic Rivals: Women’s Conspicuous Consumption as a Signaling System,” Haring Symposium, Indiana University, Bloomington, IN, March 2013

“Back Off My Man! Women’s Conspicuous Consumption as a Mate Guarding Strategy,” with Vidas Griskevicius, Society for Consumer Psychology, San Antonio, TX, February, 2013

“Love it or Leave it? Diverging from Dissimilar Users Depends on Brand Attachment,” with Deborah R. John, Association for Consumer Research, Vancouver, BC, October 2012

“Rituals Enhance the Experience of Consumption,” with Kathleen D. Vohs, Francesca Gino, and Michael Norton, Association for Consumer Research, Vancouver, BC, October 2012

“The Interplay between Power Distance, Position in the Social Hierarchy, and Product Type: Consequences for Consumers’ Preferences for Premium over Generic Brands,” with Torelli, Carlos, Ashok Lalwani, Jessie Wang, Association for Consumer Research, Vancouver, BC, October 2012

“Mo’Men, Mo’ Problem: Sex Ratio, Impulsive Spending, and Conspicuous Consumption,” with Vladas Griskevicius, Joshua Ackerman, and Andrew White, ACR, Vancouver, BC, October 2012

TEACHING

Executive Education (e.g., EMBA and Executive Education):
Environmental, Social and Governance (ESG, EMBA core course)
Branding Strategy and Digital Marketing
Customer Insights and Product Design
Luxury Branding Strategy in the Digital World

Ph.D. and DBA:
PhD Seminar in Social Influence and Identity
PhD Seminar in Consumer Motivation
Research Method: Experimental Design and Field Experiment

MBA:
Branding Strategy and Digital Marketing

Undergraduate:
Consumer Analysis
The Principle of Marketing