

ARCHER YUE PAN

Curriculum Vitae (August 2025)

Cornell Johnson Graduate School of Management
Sage Hall, 114 E Ave, Office 201-AB
Ithaca, NY, 14850

Email: yp388@cornell.edu

EDUCATION

Cornell University Johnson Graduate School of Management Ithaca, NY
Ph.D., Marketing 2020 – 2025
Committee: Manoj Thomas (chair), Stijn van Osselaer, Kaitlin Woolley, Sean Fath

Northwestern University School of Communication Evanston, IL
Doctoral training 2018 – 2020

The University of Chicago Chicago, IL
Master of Arts in Social Sciences (Psychology Concentration) 2017
Advisors: Boaz Keysar, Nicolas Epley

University of Illinois at Urbana-Champaign Urbana, IL
Bachelor of Science in Psychology 2016

RESEARCH INTERESTS

- Human-technology interaction
- Language and Psycholinguistics
- Consumer cultural values and beliefs

PUBLICATIONS

Archer Y. Pan and Manoj Thomas (2025). “Who Negotiates? The Political Psychology of Price Negotiations”. *Personality and Social Psychology Bulletin*, 0(0).

<https://doi.org/10.1177/01461672251335697>

- Select Media Coverage: [Cornell Chronicle](#)

Leigh H. Grant, **Archer Y. Pan**, Huang Yi, David Gallo, and Boaz Keysar, (2023). “Foreign language reduces false memories by increasing memory monitoring”. *Journal of Experimental Psychology: General*, 152(7), 1967-1977.

<https://doi.org/10.1037/xge0001378>

- Select Media Coverage: [The Guardian](#), [CNBC](#), [University of Chicago News](#)

REVISIONS AND MANUSCRIPTS UNDER REVIEW

Archer Y. Pan and Manoj Thomas. “Cultural Differences in Receptivity to AI Branding.” Under

Review.

Archer Y. Pan*, Jean-Louis Sterckx*, Bart De Langhe, and Stijn van Osselaer. “The Perceived Causality in Benefit/Cost and Cost/Benefit Ratios”. Revising for Resubmission. *Journal of Marketing*.

*Equal Authorship.

Marie Ozanne*, Priscilla Zhang*, **Archer Y. Pan**, and Kaitlin Woolley. “The Impact of Using a Non-native Language on Socially Responsible Behaviors”. Invited for Revision and Resubmission. *Journal of Consumer Research*.

*Equal Authorship.

WORKING PAPERS

Archer Y. Pan*, Esther Kim*, Helen Chun*, and Dilip Soman. “Investigating How Timing of Surcharge Information Impacts Surcharge Compliance and Subsequent Behaviors”. Manuscript in preparation.

*Equal Authorship.

Archer Y. Pan, Gülden Ülkümen, and Manoj Thomas. “The Effect of Consumption on Well-being and Life Satisfaction: A New Framework”. Manuscript in preparation.

SELECTED RESEARCH IN PROGRESS

With Stijn van Osselaer and Angus Fletcher. How consumers react to products manufactured in foreign countries.

With Marie Ozanne, Priscilla Zhang, and Kaitlin Woolley. The impact of language on social norm messaging.

HONORS, AWARDS, AND GRANTS

Cornell CCSS Small Research Grants (\$6,000)	2025
SCP 2024-2025 Schumann Dissertation Award, Honorable Mention	2025
AMA-Sheth Foundation Doctoral Consortium Fellow	2024
Marketing Science Institute Small Research Grant (\$5,000)	2023
Graduate Student Travel Grant	2023
Cornell CCSS Small Research Grants (\$8,000)	2022
Cornell Business of Food small research grant (\$8,000)	2022
Graduate Student Travel Grant	2022
Cornell Business of Food small research grant (\$2,000)	2021
Cornell Graduate Student Fellowship	2020 – 2025
The University of Chicago Merit-based Graduate Student Scholarship (\$18,000)	2016

CONFERENCE PRESENTATIONS

* indicates presenter

Archer Y. Pan, Esther Kim, Helen Chun, and Dilip Soman (2025 March). The Impact of Temporal Distance on the Acceptance of Restaurant Surcharges. Paper presented at the 2025 Society for Consumer Psychology, Las Vegas, NV, USA.

Marie Ozanne*, Priscilla Zhang, **Archer Y. Pan**, and Kaitlin Woolley (2024 March). How Language Shapes Responsible Behaviors. Paper presented at the 2024 Society for the Study of Motivation, San Francisco, USA.

Archer Y. Pan*, Jean-Louis Sterckx, Bart De Langhe, and Stijn van Osselaer (2023 November). The Impact of Efficiency Ratios on Marketing Decisions. Special session presented at the 2023 Association for Consumer Research, Seattle, Washington, USA.

Marie Ozanne, Priscilla Zhang*, **Archer Y. Pan**, and Kaitlin Woolley. How Language Shapes Bilinguals' Choice of Healthy (vs. Unhealthy) Food. Working paper presented at the 2023 Society for Consumer Psychology, San Juan, Puerto Rico.

Archer Y. Pan* and Manoj Thomas (2022 November). Political Conservatism Increases Negotiation Propensity. Working paper presented at the 2022 Society for Judgment and Decision-Making, San Diego, California, USA.

Archer Y. Pan* and Manoj Thomas (2022 October). Political Conservatism Increases Negotiation Propensity. Special session presented at the 2022 Association for Consumer Research, Denver, Colorado, USA.

Archer Y. Pan*, Sayuri Hayakawa, & Viorica Marian (2019 November). How Risk Information Influences Risk Perception in Decision-Making. Poster presented at the 60th Psychonomic Society Annual Meeting, Montreal, Quebec, Canada.

Archer Y. Pan*, Sayuri Hayakawa, & Viorica Marian (2019 December). How Risk Information Influences Risk Perception in Medical Decision-Making. Poster presented at the Northwestern 2019 Institute for Public Health & Medicine Population Health Forum.

Leigh Grant*, David Gallo, **Archer Y. Pan**, & Boaz Keysar (2018, November). People Are Better Able to Separate False from True Memories in a Foreign Language. Poster presented at the 59th Psychonomic Society Annual Meeting, New Orleans, Louisiana, USA.

TEACHING EXPERIENCES

Teaching Assistant, Cornell University Johnson Graduate School of Management
Course Title: MSBA *Marketing Management* (Fall 2024)

Teaching Assistant, Cornell University Johnson Graduate School of Management
Course Title: EMBA *Marketing* (Fall 2023)

Teaching Assistant, Cornell University Johnson Graduate School of Management
Course Title: MBA *Brand Management* (Fall 2023)

Teaching Assistant, Cornell University Johnson Graduate School of Management
Course Title: MBA Core *Marketing Management* (Fall 2023)

Teaching Assistant, Cornell University Johnson Graduate School of Management
Course Title: MBA *Marketing Management* (Summer 2023)

Teaching Assistant, Cornell University Johnson Graduate School of Management
Course Title: MSBA *Consumer Behavior* (Summer 2023)

Teaching Assistant, Cornell University Johnson Graduate School of Management
Course Title: MSBA *Consumer Behavior* (Fall 2022)

Teaching Assistant, Cornell University Johnson Graduate School of Management
Course Title: MBA Core *Marketing Management* (Fall 2022)

Teaching Assistant, Cornell University Johnson Graduate School of Management
Course Title: MBA *Marketing Management* (Fall 2021)

Teaching Assistant, Cornell University Johnson Graduate School of Management
Course Title: MBA *Managerial Decision Making* (Fall 2021)

Course Assistant, The University of Chicago Booth School of Business
Course Title: MBA *Designing a Good Life* (Fall, 2017)

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Society for Consumer Psychology
Society for Judgement and Decision Making

DEPARTMENT SERVICES

Cornell Johnson Marketing PhD peer mentorship (since 2022)

Mentees:

Wenjie Han (Second-year PhD student)
Yuchen Wu (First-year PhD student)
Hyejin Kim (First-year PhD student)

SKILLS

Languages: Mandarin Chinese (native), English (bilingual proficiency)
Programming and data analytics: R Studio, Python
Artistic skills: National Level-Two Aeromodelling Competitor

Athletic skills: Soccer, Swimming, Volleyball, Basketball

REFERENCES

Manoj K. Thomas

Demir Sabanci Professor of Marketing and
Management
Senior Director of EMBA and NYC Programs
Associate Dean of New York City Initiatives
Samuel Curtis Johnson Graduate School of
Management
mkt27@cornell.edu

Kaitlin Woolley

Professor of Marketing
Director of Graduate Studies
Samuel Curtis Johnson Graduate School of
Management
krw67@cornell.edu

Stijn M.J. van Osselaer

S.C. Johnson Professor of Marketing
Area Chair for Marketing and Management
Communication
Samuel Curtis Johnson Graduate School of
Management
smv64@cornell.edu

Sean Fath

Assistant Professor of Organizational
Behavior Cornell University School of
Industrial and Labor Relations
sf562@cornell.edu