

# ARCHER YUE PAN

## *Curriculum Vitae*

Cornell Johnson Graduate School of Management  
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## EDUCATION

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

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

**The University of Chicago** Chicago, IL  
Master of Arts in Social Sciences 2017  
Advisors: Boaz Keysar, Nicholas Epley

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

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## RESEARCH INTERESTS

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- Human-technology interaction
- Language and psycholinguistics
- Consumer values and beliefs

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## PUBLICATIONS

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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](#)

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## COMPLETED RESEARCH PROJECTS

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**Archer Y. Pan** and Manoj Thomas. “Social vs. Utilitarian Benefits: Greater Willingness to Adopt AI-branded Products Among More Interdependent Consumers”.

- Job Market Paper

**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.

**Archer Y. Pan** and Manoj Thomas. “Market Transactions through a Political Lens: Does Political Ideology Predict Price Negotiation?”. Under Review. *Personality and Social Psychology Bulletin*.

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

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

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

\*Equal Authorship.

## SELECTED RESEARCH IN PROGRESS

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With Manoj Thomas. Perceived fairness of AI replacing humans.

With Manoj Thomas. The role of anthropomorphism in AI adoption.

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

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<b>AMA-Sheth Foundation Doctoral Consortium Fellow</b>	2024
<b>Marketing Science Institute Small Research Grant (\$5,000)</b>	2023
<b>Graduate Student Travel Grant</b>	2023
<b>Cornell CCSS Small Research Grants (\$8,000)</b>	2022
<b>Cornell Business of Food small research grant (\$8,000)</b>	2022

<b>Graduate Student Travel Grant</b>	2022
<b>Cornell Business of Food small research grant (\$2,000)</b>	2021
<b>Cornell Graduate Student Fellowship</b>	2020 – 2025
<b>The University of Chicago Merit-based Graduate Student Scholarship (\$18,000)</b>	2016

## CONFERENCE PRESENTATIONS

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\* indicates presenter

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

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**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**

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

## **DEPARTMENT SERVICES**

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**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**

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Languages: English (bilingual proficiency); Mandarin Chinese (native)

Programming and data analytics: R Studio, Python

Artistic skills: National Level-Two Aeromodelling Competitor

Athletic skills: Soccer, Swimming, Volleyball, Basketball

## REFERENCES

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### **Manoj K. Thomas**

Nakashimato Professor

Senior Director of EMBA and MSBA  
Programs

Samuel Curtis Johnson Graduate School of  
Management

[mkt27@cornell.edu](mailto:mkt27@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](mailto:smv64@cornell.edu)

### **Kaitlin Woolley**

Professor of Marketing

Samuel Curtis Johnson Graduate School of  
Management

[krw67@cornell.edu](mailto:krw67@cornell.edu)

### **Sean Fath**

Assistant Professor of Organizational Behavior

Cornell University School of Industrial and  
Labor Relations

[sf562@cornell.edu](mailto:sf562@cornell.edu)