

# 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**  
Ph.D., Marketing

Ithaca, NY  
2020 – Present

**The University of Chicago**  
Master of Arts in Social Sciences

Chicago, IL  
2017

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

Urbana, IL  
2016

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## RESEARCH INTERESTS

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- Technology (AI) adoption; numerical cognition in the digital era
- Consumer well-being and societal sustainability
- Consumer heterogeneity

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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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## REVISIONS AND MANUSCRIPTS UNDER REVIEW

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**Archer Y. Pan** and Manoj Thomas. “Adopting Innovation for Social Signaling: How Culture Affects AI Adoption”. *Under Review*.

- Job Market Paper

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

\*Equal Authorship.

## **WORKING PAPERS**

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**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\***, and Helen Chun. “Investigating How Timing of Surcharge Information Impacts Surcharge Compliance and Subsequent Behaviors”. Manuscript in preparation for *Journal of Marketing*.

\*Equal Authorship.

Marie Ozanne, Priscilla Zhang, **Archer Y. Pan**, and Kaitlin Woolley. “The Impact of Using a Non-native Language on Prosocial Behaviors”. Manuscript in preparation for *Journal of Consumer Research*.

## **SELECTED RESEARCH IN PROGRESS**

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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

## 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: 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

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**Manoj K. Thomas**

Nakashimoto 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)