

CINDY WANG

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EDUCATION

Ph.D. Marketing, Expected: June 2017 University of Oregon

M.B.A, 2010 Oklahoma State University

B.A., English Language & Literature, 2008 Qingdao University

Exchange Student, 2007 Missouri State University

RESEARCH INTERESTS

Primary: Sense of Power and Persuasion
[Designing Marketing Communications to Empower Consumers and Enhance Wellbeing]

Secondary: Online Promotion and Retailing, Cross-cultural Marketing

DISSERTATION

Title: Sense of Power and Sustainability
Proposal defense date: March 17th, 2016
Committee: Dr. Jiao Zhang (Chair), Dr. Lynn Kahle, Dr. Hong Yuan, Dr. Sara Hodges

- Essay 1: Sense of Power and Healthy Food Consumption: “Does Feeling Powerful Lead to Healthier Eating?” (Paper under review at *Journal of Consumer Research*)
- Essay 2: Sense of Power and Message Assertiveness in Public Transportation: “Are You Too Powerful to Take Public Transportation?” (Manuscript in preparation)
- Essay 3: Sense of Power and Message Framing in Conservation Behavior (Three studies completed; paper accepted at *Society for Consumer Psychology*)

JOURNAL PUBLICATIONS

Reich, B., & Wang, X. (2015). And Justice for All: Revisiting the Global Belief in a Just World Scale. *Personality and Individual Differences*, 78, 68-76. doi:10.1016/j.paid.2015.01.031

PAPER UNDER REVIEW AND TO BE SUBMITTED

“Does Feeling Powerful Lead to Healthier Eating? – Sense of Power and Food Purchase Decisions”
Under review at *Journal of Consumer Research* (with Jiao Zhang).

“How the Failure of Incentivized Search Leads to Shopping Cart Abandonment: An Investigation in Online Retailing.” To be submitted to *Journal of Marketing Research* July 2016 (with Hong Yuan and Atul Kulkarni).

SELECTED RESEARCH IN PROGRESS

“Are You Too Powerful to Take Public Transportation?” with Jiao Zhang (targeted for submission to *Journal of Consumer Research*; based on dissertation; data collection complete).

“You Look Wonderful! Flattery as an Ingratiation Tactic in Business across Five Countries,” with Lynn Kahle and Namika Sagara (targeted for submission to *Journal of International Marketing*; data collection complete).

“Sense of Power and Message Framing in Conservation Behaviors,” with Jiao Zhang (targeted for submission to *Journal of Consumer Research*; based on dissertation; three studies complete).

“Implicit vs. Explicit Luxury Consumption: A Comparison of U.S. and China,” with Brandon Reich and Troy Campbell (targeted for submission to *Psychological Science*; two studies complete).

“Influence of Color on Consumer Power Perception,” with Aparna Sundar and Wendy Paik (targeted for submission to *Journal of Consumer Research*; data collection ongoing).

INVITED SYMPOSIUM PRESENTATIONS

Wang, Cindy, and Jiao Zhang (2016), “Does Empowering People Lead to Healthier Food Consumption?” *25th Annual Robert Mittelstaedt Doctoral Symposium*, Lincoln, NE, March 2016

Wang, Cindy, Lynn Kahle, and Namika Sagara (2015), “You Look Wonderful! Flattery as an Ingratiation Tactic in Business across Five Countries,” *Academy of Marketing Science*, Denver, CO, May 2015

CONFERENCE PRESENTATIONS

Wang, Cindy, and Jiao Zhang (2016), “Does Feeling Powerful Lead to Healthier Eating?” *North American Conference of the Association of Consumer Research*, Berlin, Germany, October 2016

Kulkarni, Atul, Cindy Wang, and Hong Yuan, (2016), “Boomerang Effect of Conditional Promotions: Implications for Store Patronage and Shopping Cart Abandonment,” *American Marketing Association Winter Conference* in Las Vegas, NV, February 2016

Wang, Cindy, and Jiao Zhang (2015), “Sense of Power and Conservation Behavior,” *North American Conference of the Association of Consumer Research*, New Orleans, LA, October 2015

Wang, Cindy, Lynn Kahle, and Namika Sagara (2015), “Let’s All Get Along: The Functions of Conformity in Five Countries,” *American Marketing Association Summer Conference* in Chicago, IL, August 2015

Wang, Cindy, Atul Kulkarni, and Hong Yuan (2015), “Boomerang Effect of Conditional Promotions: Implications for Store Patronage and Shopping Cart Abandonment,” *AMA/ACRA Triennial Retailing Conference*, Coral Gables, FL, March 2015

Wang, Cindy, and Lan Jiang (2014), “The Effect of Affective State on Pro-social Choices,” *North American Conference of the Association of Consumer Research*, Baltimore, MD, October 2014

HONORS AND AWARDS

- Doctoral Fellow, AMA Sheth Consortium, 2016
- 3 Minute Thesis Competition Finalist, University of Oregon, 2016
- Robert Mittelstaedt Doctoral Symposium Fellow, 2016
- Robin & Roger Best Research Award, University of Oregon 2015
- Robin & Roger Best Research Grant, University of Oregon 2015
- Robin & Roger Best Research Award, University of Oregon 2014
- Robin & Roger Best Research Grant, University of Oregon 2014
- Dean’s List, Qingdao University, 2007

TEACHING EXPERIENCE

Instructor (University of Oregon)

- BA 317 Introduction to Marketing, Summer 2013 and Summer 2014
Instructor quality rating: 4.7/5.0 (department average: 4.2)
- MKTG 435 Consumer Behavior, Spring 2014
Instructor quality rating: 4.7/5.0 (department average: 4.3)

Teaching Assistant (University of Oregon)

- MBA 660 Marketing Research, Spring 2015
- MKTG 390 Marketing Research, Spring 2015

Project Evaluator (University of Oregon)

- MKTG 490 International Marketing, Winter 2015 & Spring 2016

Teaching Assistant (Oklahoma State University)

- MGMT 4013 Management and Leadership, Spring 2009 & Fall 2009

TEACHING INTERESTS

- International Marketing
- Digital Marketing
- Consumer Behavior
- Principles of Marketing
- Marketing Research
- Marketing Communications & Advertising

SERVICE

Service at University of Oregon

- Business Research Institute Lab Assistant, 2012-present
- Lundquist College of Business PhD Program Committee Member, 2013-present
- Graduate Student Advisory Board Member, 2013-2014

Current Professional and Academic Association Memberships

- American Marketing Association (AMA)
- Academy of Marketing Science (AMS)
- Association for Consumer Research (ACR)

Service to Academic Associations and Journals

- Reviewer for the AMA Winter Educator's Conference, 2015
- Reviewer for the Society for Consumer Psychology Conference, 2015
- Reviewer for the AMA Summer Educator's Conference, 2014
- Reviewer for the Association for Consumer Research Conference, 2013

DOCTORAL COURSEWORK

Marketing

Consumer Behavior (Prof. T. Bettina Cornwell)
 Marketing Management (Prof. David Boush)
 Behavioral Economics in Marketing (Prof. Hong Yuan)
 International Marketing (Prof. Lynn Kahle)
 Consumer Decision-making (Prof. Jiao Zhang)
 Social Influence in Marketing (Prof. Lynn Kahle)
 Promotion and Online Marketing (Prof. Hong Yuan)

Statistics and Research Methods

Introduction to Statistical Methods (Prof. Lou Moses)
 Multiple Regression and Advanced ANOVA (Prof. Robert Mauro)
 Multivariate Statistics (Prof. Elliot Berkman)
 Advanced Applied Multivariate Statistics (Prof. Keith Zvoch)
 Structural Equation Modeling (Prof. Robert Madrigal)
 Research Design in Social Science (Prof. Rohanna Buchanan)
 Research Methods in Organizations (Prof. Alan Meyer)

Other Related Courses

Social Psychology (Prof. Elliot Berkman)
 Cognition (Prof. Nash Unsworth)
 Academic Writing (Prof. Alan Meyer)

PROFESSIONAL EXPERIENCE

Financial Analyst

Evergreen Enterprise

2010- 2012

Oklahoma City, Oklahoma

Consultant

Triton Scientific, LLC

2010

Ponca City, Oklahoma

Account Manager

A.P. Moller-Maersk Group

2007-2008

Qingdao, China

REFERENCES

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Appendix

Selected Research Abstracts

PAPER UNDER REVIEW AND TO BE SUBMITTED

“Does Feeling Powerful Lead to Healthier Eating? – Sense of Power and Food Purchase Decisions” under review at *Journal of Consumer Research* (with Jiao Zhang).

Across four studies, this research shows that a sense of high power leads to higher purchase intent for healthy food while a sense of low power leads to higher purchase intent for hedonic food. When combined with marketing communication efforts, such as an assertive message, this pattern reverses. High power leads to stronger preferences for tasty, hedonic food while low power leads to stronger preferences for healthy food. Consumers’ sense of power and message assertiveness jointly influence the perceived healthy value and hedonic value of the food product, and contribute to the purchase intent differences among consumers at different levels of sense of power. A main takeaway from this research is that when encouraging people to eat healthier, different types of messages should be adopted for individuals from different power groups.

“How the Failure of Incentivized Search Leads to Shopping Cart Abandonment: An Investigation in Online Retailing,” to be submitted at *Journal of Marketing Research* July 2016 (with Hong Yuan and Atul Kulkarni).

This research investigates shoppers’ promotional reactance, specifically online shopping cart abandonment, when shoppers are incentivized by promotional offer to search but fail to meet the threshold. The authors propose that the incentive types (reward vs. avoidance) and the relative size of planned versus incentivized, unplanned purchase jointly influence the abandonment decision. Across three studies, the results show that when the planned purchase is relatively larger than the incentivized, unplanned purchase, reward type incentives lead to higher shopping cart abandonment intentions. The perceived value of the planned purchase mediates this effect. When the planned purchase is relatively smaller than incentivized, unplanned purchase, avoidance type incentives lead to higher shopping cart abandonment intentions. The perceived fairness of the promotional threshold mediates this effect.

JOURNAL PUBLICATIONS

Reich, B., & Wang, X. (2015). And Justice for All: Revisiting the Global Belief in a Just World Scale. *Personality and Individual Differences*, 78, 68-76. doi:10.1016/j.paid.2015.01.031

The existence of justice in the world is not a universally agreed upon phenomenon. This belief, referred to in the literature as “belief in a just world” (BJW), is considered a stable personality trait crucially important to the interaction between personality and other domains of social science. This paper reviews attempts to measure BJW in disparate social science literatures, and empirically tests the validity of the extremely common Global Belief in a Just World Scale (GBJWS) in two studies. In general, strong support is found for the internal and external validity of the scale within the U.S. (Study 1) and between Eastern and Western societies (Study 2). Furthermore, the present research uses the GBJWS to show that, contrary to previous findings, Eastern cultures may have a larger overall BJW than Western cultures.

SELECTED WORKING PAPERS

“Are You Too Powerful to Take Public Transportation?” with Jiao Zhang (targeted for submission to *Journal of Consumer Research*).

To promote an inconvenient but sustainable lifestyle, such as using public transportation, non-assertive messages are more effective for consumers with high sense of power, while assertive messages are more effective for consumers with low sense of power. When we manipulate the authoritativeness of the message source (high versus low), high power consumers find assertive messages more motivating when the message come from a low authoritative organization, and a non-assertive message more motivating when the message comes from a high authoritative organization. However, low power consumers show the opposite pattern. The perceived congruency between the message type and message source, as well as the reactance toward the incongruence explain the underlying mechanism.

“You Look Wonderful! Flattery as an Ingratiation Tactic in Business across Five Countries,” with Lynn Kahle and Namika Sagara (working paper, targeted for submission to *Journal of International Marketing*).

A scale evaluating consumers’ understanding, motivation, and responses toward ingratiation is developed. The scale is evaluated in a survey asking American (n= 164), Japanese (n= 130), French (n=131), German (n=205) and S. Korean respondents (n=105) about flattery strategies. In order to achieve effective communication in interactions between the different cultures, mutual understanding regarding consumer and business-person ingratiation is imperative. Excessive flattery may undermine credibility in some cultural contexts but may nearly be necessary in other contexts.

“Power and Framing in Conservation Behavior,” with Jiao Zhang (targeted for submission to *Journal of Consumer Research*).

This study investigates the moderating role of sense of power on the effectiveness of message framing, specifically gain versus loss framing in a pro-social context. The pattern is further moderated by the psychological distance of the pro-social event. Our results indicate that when primed with high sense of power, individuals are less sensitive to message framing regardless of psychological distance of the events. When primed with low sense of power, individuals are easily influenced by message framing. When the event is psychologically close (temporal or spatial), gain frames are more effective. When the event is psychologically distant, loss frames are more effective.

“Implicit vs. Explicit Luxury Consumption: A Comparison of U.S. and China,” with Brandon Reich and Troy Campbell (targeted for submission to *Psychological Science*).

Anecdotal evidence and secondary data from large databases (e.g., IBISWorld, Passport GMID, etc.) suggest that consumers in China tend to spend a larger percentage of income on luxury goods than do consumers in the US. This research investigates whether and to what extent individuals in China receive functional benefits by conspicuously displaying luxury goods on their person, and to compare benefits to those received by individuals in the US. In short, we expect someone in China wearing luxury apparel to receive significantly better treatment from strangers (operationalized as permission to use their cell phone) than someone wearing non-luxury apparel. Although we also expect to observe this pattern in the US, we predict that the difference between luxury and non-luxury will be much greater in China than it is in the US.