

XIAOJING YANG

Darla Moore School of Business
University of South Carolina
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EDUCATION

Ph.D., Marketing, Indiana University
M.S., Marketing, Indiana University
B.E., International Trade, Beijing University of Chemical Technology

ACADEMIC POSITIONS

Darla Moore School of Business, University of South Carolina
Professor of Marketing, 2025 – present
Associate Professor of Marketing, 2019 – 2024
Moore Research Fellow, 2021 – present
Sheldon B. Lubar School of Business, University of Wisconsin-Milwaukee
Associate Professor of Marketing, 2012 – 2019
Assistant Professor of Marketing, 2006 – 2012
College of Business, City University of Hong Kong
Visiting Associate Professor of Marketing, 2014 – 2015

HONORS AND AWARDS

Finalist, AMA/MSI/H. Paul Root Award (for significant contribution to marketing practice), Journal of Marketing, 2020

Moore Research Fellow, University of South Carolina, 2021- present

Darla Moore School of Business Research Grant, University of South Carolina, Fall 2019, Spring and Fall 2020, Spring 2021, Fall 2022, Spring 2024, Fall 2024.

Dean's Research Fellowship Award, University of Wisconsin-Milwaukee, 2018, 2017, 2013

Marketing Science Institute Young Scholar, 2015

Roger L. Fitzsimonds Distinguished Scholar Award, University of Wisconsin-Milwaukee (awarded to one business faculty member each year), 2015

Business Advisory Council Research Fellowship Award, University of Wisconsin-Milwaukee, 2012.

Gold Star Teaching Award, University of Wisconsin-Milwaukee, 2012, 2009, 2008

Roger L. Fitzsimonds Scholarly Achievement Award for Junior Faculty, University of Wisconsin-Milwaukee, 2009

Minigrants for Faculty Research, University of Wisconsin – Milwaukee, 2008

Faculty Development Grant, M&I Marshall & Ilsley Center for Business Ethics, University of Wisconsin- Milwaukee, 2007

Doctoral Dissertation Research Grant, Indiana University, 2005

AMA-Sheth Doctoral Consortium Fellow, Texas A&M University, 2004

Kelley School of Business Graduate Fellowship, Indiana University, 2000-2005

PUBLICATIONS

You, Yanfen, Lili Wang, Xiaojing Yang, and Na Wen (forthcoming), “Alleviating Hedonic Adaptation in Repeat Consumption with Creative Thinking,” Journal of Consumer Psychology.

Deng, Xiaoyan, Xiaojing Yang, Yuwei Jiang, and Selin A. Malkoc (2023), “Reflection, Resilience, Rebound: Consumer Coping with the Pandemic,” Journal of the Association for Consumer Research, 8(2/Apr), 1-9.

Jia, Lei, Xiaojing Yang, and Yuwei Jiang (2022), “The Pet Exposure Effect: Exploring the Differential Impact of Dogs Versus Cats on Consumer Mindsets,” Journal of Marketing, 86 (5), 42-57*.

This paper has received media coverage from: Wall Street Journal, Harvard Business Review, the Conversation, CIEBS Review.

You, Yanfen, Jingjing Pan, Xiaojing Yang, and Xianzheng Fei (2022), “From Functional Efficiency to Temporal Efficiency: Multifunctional Products Increase Consumer Impatience,” Journal of Consumer Psychology, 32 (3), 509-516.

You, Yanfen, Xiaojing Yang, Lili Wang, and Xiaoyan Deng (2020), “When and Why Saying “Thank You” Is Better Than Saying “Sorry” in Redressing Service Failures: The Role of Self-esteem,” 84 (2), Journal of Marketing, 133-150*.

This paper has been selected as a finalist for H. Paul Root Award (significant contribution to marketing practice).

Fei, Xianzheng, Yanfen You, and Xiaojing Yang (2020), “We’ are Different: Exploring the Diverse Effects of Friend and Family Accessibility on Consumers’ Product Preferences,” Journal of Consumer Psychology, 30 (3), 543-550.

Yang, Xiaojing, Xiaoyan Deng, and Amita Bhaduria (2020), “Does Mere Exposure To Beauty-Related Words Promote Prosocial Behavior?: Exploring The Mental Association Between Beauty and Prosociality,” 5 (1), Journal of the Association for Consumer Research, 106-116.

Yang, Xiaojing, Hufang Mao, Lei Jia, and Melissa Bublitz (2019), "A Sweet Romance: Divergent Effects of Romantic Stimuli on the Consumption of Sweets," 45 (6), Journal of Consumer Research, 1213-29.

Chen, Jiemiao, Xiaojing Yang, and Robert E. Smith (2016), "The Effects of Creativity on Advertising Wear-In and Wear-Out," Journal of the Academy of Marketing Science, 44 (3), 334-349.

Zhang Jing and Xiaojing Yang (2015), "Stylistic Properties and Regulatory Fit: Examining the Role of Self-regulatory focus in the Effectiveness of Actor's vs. Observer's Perspective," Journal of Consumer Psychology, 25 (3), 449-458.

Yang, Xiaojing, Melissa Bublitz, Kai-Yu Wang, and Laura A. Peracchio (2014), "Consumer Creativity and Its Implications for Sustainability Marketing," Communicating Sustainability for the Green Economy, ed. Kahle, Lynn R., and Eda Gurel-Atay, Armonk, NY: M. E. Sharpe, 174-190.

Yang, Xiaojing, Hufang Mao, and Laura A. Peracchio (2012), "It's Not Whether You Win or Lose, It's How You Play the Game? The Role of Process and Outcome in Experience Consumption," Journal of Marketing Research, 49 (6), 954-966.

Yang, Xiaojing, Torsten Ringberg, Hufang Mao, and Laura A. Peracchio (2011), "The Construal (In)compatibility Effect: The Moderating Role of a Creative Mindset," Journal of Consumer Research, 38 (December), 681-696.

Yang, Xiaojing, Jing Zhang, and Laura A. Peracchio (2010), "Understanding the Impact of Self-Concept on the Stylistic Properties of Images," Journal of Consumer Psychology, 20 (4), 508-520.

Yang, Xiaojing and Robert E. Smith (2009), "Beyond Attention Effects: Modeling the Persuasive and Emotional Effects of Advertising Creativity," Marketing Science, 28 (5), 935-949.

Smith, Robert E., Jiemiao Chen, and Xiaojing Yang (2008), "The Impact of Advertising Creativity on the Hierarchy-Of-Effects," Journal of Advertising, 37(Winter), 47-61.

Smith, Robert E., Scott B. MacKenzie, Xiaojing Yang, Laura Buchholz, and William K. Darley (2007), "Modeling the Determinants and Effects of Creativity in Advertising," Marketing Science, 26(6), 819-833.

Smith, Robert E. and Xiaojing Yang (2004), "Toward a General Theory of Creativity in Advertising: Examining the Role of Divergence," Marketing Theory, 4(1/2), 29-54

TEACHING

University of South Carolina

Undergraduate Marketing Research

Undergraduate Consumer Behavior

University of Wisconsin-Milwaukee

Undergraduate Consumer Behavior

Undergraduate Marketing Management

Ph.D. seminar in Behavioral Research Methods
City University of Hong Kong
China Business Workshop
Sustainable Developments in China

Indiana University
Marketing Research

SERVICE TO UNIVERSITY

Marketing Doctoral Program Coordinator, 2023- present

Chair, Marketing Department Tenure and Promotion Committee, 2024 – present

Faculty Senate, University of South Carolina, 2021- 2024

Scholarship Committee Member, Darla Moore School of Business, University of South Carolina, 2020, 2021

Search Committee Member, Notebaer Chair in International Business, Lubar School of Business, University of Wisconsin-Milwaukee, 2018

Marketing Area Chair, 2015-2018

Chair, Marketing Search Committee, Lubar School of Business, University of Wisconsin-Milwaukee, 2015-2018

Faculty Supervisor for Delta Sigma Pi, UWM Chapter, 2007–present

MBA Program Committee, Lubar School of Business, University of Wisconsin – Milwaukee, 2016–2019

Undergraduate Program Committee, Lubar School of Business, University of Wisconsin – Milwaukee, 2009–2010, 2011–2015

Co-Chair, Teaching Committee, Lubar School of Business, University of Wisconsin – Milwaukee, 2010–2011

Chair and Member, Committee on Collegiality Improvement, Lubar School of Business, University of Wisconsin – Milwaukee, 2007–2009

Ph.D. Student Organizer of 32nd Annual Albert Haring Symposium, Kelley School of Business, Indiana University, 2002

DOCTORAL DISSERTATION COMMITTEES

Committee Chair:

Mackenzie Volk (USC ongoing)

Zhenyu Jin (USC, placement: Towson University)

Yanfen You (UWM, initial: New Mexico State; current: UMass, Amherst)

Committee Member:

Xiaonan Zhang (USC Tourism) ongoing; Ruou Li (USC Marketing), 2022

Jiexian Huang (Hong Kong Polytech, Marketing) 2022

Ardalan Eyni (Brock, master's, Marketing) 2022; Gustavo Schneider (USC Marketing), 2020

Wendy Yan (Manitoba Marketing), 2020; Lu Yu (UWM Management), 2020

Lei Jia (OSU Marketing), 2020; Jiang Zhu (City U of Hong Kong, Marketing), 2019

Manpreet Kaur (UWM Management), 2018; Amita Bhaduria (UWM Marketing), 2015

Maggie Wan (UWM Management), 2015; Luzhu Dong (UWM Management), 2015

Amy Wu (UWM Information Technology), 2015; Alex Milovic (UWM Marketing), 2013

Jihye Lee (UWM Marketing), 2013; Melika Irannezhad (UWM Marketing), 2012

Melissa Bublitz (UWM Marketing), 2011; Guiyou Qiu (UWM Marketing), 2009

Ying Zhang (UWM POM), 2009; Kai-Yu Wang (UWM Marketing), 2007

Feng (Oliver) Liu (UWM Marketing), 2007

SERVICE TO FIELD

Associate Editor, Service Science, 2023- present.

Co- Editor for the special issue "The Pandemic Transformed Economy," Journal of the Association for Consumer Research.

Ad-hoc reviewers for: Journal of Consumer Research, Journal of Marketing Research, Journal of Consumer Psychology, Journal of Advertising, Journal of Retailing, Journal of the Association for Consumer Research, Journal of Business Research, Journal of the Academy of Marketing Science, Journal of Global Marketing, Basic and Applied Social Psychology, Marketing Theory, Journal of Marketing Science, ACR, SCP and AMA Conferences.

Conference Program Committee for ACR, SCP.