

Yanyi Leng

Olin Business School, Washington University in St. Louis
One Brookings Drive, St. Louis, MO 63130
l.yanyi@wustl.edu • www.yanyileng.com

Education

Olin Business School, Washington University in St. Louis

Ph.D. in Marketing (Consumer Behavior) Expected 2026

Advisor: Cynthia Cryder

M.S. in Business Administration 2024

The University of Chicago

M.A. in Social Sciences (Concentration: Psychology) 2020

Advisors: Nicholas Epley and Margaret Echelbarger

University of Southern California

B.A. in Psychology (*Magna Cum Laude*) 2019

Selected Employment

Booth School of Business, The University of Chicago

Research Specialist, Center for Decision Research 2020-2022

Principal Investigator: Nicholas Epley

Research Interests

Corporate Social Responsibility (CSR)

Prosocial Behavior

Gift Giving

Word of Mouth

Judgment and Decision Making

Manuscripts Under Review and Working Papers

Park, Alexander B.*, **Yanyi Leng*** (*equal contribution), Fausto Gonzalez, Jared Watson, Francesca Valsesia, and Cynthia Cryder, “The Reputational Benefits of Periodic Donations,” invited for third round review at *Journal of Marketing Research*. ([Job market paper](#)).

Leng, Yanyi and Cynthia Cryder, “Who Gets the Glow? Compliance Pressure Compromises Warm Glow,” working paper.

Leng, Yanyi, Hulya Karaman, and Stephen Nowlis, “What Happens When Customer Ratings Differ Between First-party Websites and Third-party Websites?” working paper.

Leng, Yanyi and Elanor F. Williams, “Givers Can Handle the Truth: Givers React to Recipients’ Honesty About Disliked Gifts Better Than Recipients Expect,” working paper.

Selected Work in Progress

“Who Should Be Asked to Help with CSR?” with Alexander B. Park and Cynthia Cryder.

“Donation Updates,” with Alexander B. Park and Katie S. Mehr.

“The Effect of an External Goal Switch on Performance,” with Zack Wang, Nan Zhao, Stephen Nowlis, and Song Yao.

Conference Presentations

(Only presentations where I was the presenter are listed.)

“The Advantage of Periodic Donations in Corporate Social Responsibility: Consumers View Consistency as a Diagnostic Cue of Donor Commitment,” *Talk given at the Annual Conference of the Association for Consumer Research, Paris, France, September 2024.*

“The Effect of Discrepant Consumer Ratings on Purchase Likelihood,” *Poster presented at the Society for Judgment and Decision-Making, San Francisco, CA, November 2023.*

“Does Checkout Charity Help or Hurt the Store? Consumer Reaction to a Store Partnering with a Charity,” *Poster presented at the Annual Conference of the Society for Consumer Psychology, San Juan, Puerto Rico, March 2023.*

“The Effect of Discrepant Consumer Ratings on Purchase Likelihood,” *Poster presented at the Society for Personality and Social Psychology Judgment and Decision-Making Pre-conference, Atlanta, GA, February 2023.*

“The Power of Temporal Framing: Framing a Donation in Periodic Terms Increases Charitable Perceptions,” *Poster presented at the Annual Meeting of the Society for Judgment and Decision-Making, San Diego, CA, November 2022.*

“Givers Can Handle the Truth: Givers React to Recipients’ Honesty About Disliked Gifts Better Than Recipients Expect,” *Talk given at the Annual Conference of the Association for Consumer Research, Denver, CO, October 2022.*

“The Benefits of Getting Perspective: Recipients Prefer Requested Gifts, so Why are Givers Reluctant to Ask?” *Poster presented at the Annual Meeting of the Society for Judgment and Decision-Making, virtual, February 2022*

“What is Happiness? Explaining Happiness from Different Perspectives,” *Talk given at the UChicago MAPSS Academic Conference, virtual, May 2020.*

“Gamification as a Tool for Engagement and Learning,” *Poster presented at the USC Undergraduate Research Associates Program Symposium, Los Angeles, CA, October 2018.*

Honors and Awards

Olin Business School, Washington University in St. Louis

Doctoral Fellowship 2021-2026

The University of Chicago

Merit-based Tuition Scholarship (\$20,000) 2019

University of Southern California

Undergraduate Research Associates Program Funding (\$1,500) 2018

Dean's List 2015-2019

Teaching Experience

Guest Lecturer, Olin Business School, Washington University in St. Louis 2024

Principles of Marketing

Teaching Assistant, Olin Business School, Washington University in St. Louis 2022-2025

Marketing Management (MBA)

Principles of Marketing (BSBA)

Service and Affiliations

Service

Ph.D. Student Representative, Washington University in St. Louis 2024-2025

Alumni Mentor, MAPSS, The University of Chicago 2020-2021

Professional Affiliations

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

Society for Judgment and Decision Making (SJDM)

Society for Personality and Social Psychology (SPSP)