



Yanyi Leng

Olin School of Business
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EDUCATION

Washington University in St. Louis
Ph.D. in Marketing (Consumer Behavior)
Advisor: Cynthia Cryder

St. Louis, MO
Expected May 2026

The University of Chicago
M.A. in Social Sciences (Concentration: Psychology)
Thesis: The Benefits of Getting Perspective: Recipients Prefer Requested Gifts, So Why are Givers Reluctant to Ask?
Advisors: Nicholas Epley and Margaret Echelbarger

Chicago, IL
June 2020

University of Southern California
B.A. in Psychology (Magna Cum Laude)

Los Angeles, CA
May 2019

RESEARCH INTERESTS

Consumer Behavior
Corporate Social Responsibility (CSR)
Prosocial Behavior
Gift Giving
Judgment and Decision Making

PAPER UNDER REVIEW & RESEARCH IN PROGRESS (*equal contribution)

Park, Alexander B.*, **Yanyi Leng***, Fausto Gonzalez, Jared Watson, Francesca Valsesia, and Cynthia Cryder, "The Advantage of Periodic Donations in Corporate Social Responsibility: Consumers View Consistency as a Diagnostic Cue of Donor Commitment." Revise and resubmit at the *Journal of Marketing Research*.

Leng, Yanyi, Hulya Karaman, and Stephen Nowlis, "The Effect of Divergent Customer Product Ratings on Purchase Likelihood." *In prep.*

Wang, Zack, **Yanyi Leng**, Nan Zhao, Stephen Nowlis, and Song Yao, "The Effect of an External Goal Switch on Performance." *In prep.*

Leng, Yanyi and Elanor F. Williams, "Givers Can Handle the Truth: Givers React to Recipients'

Honesty About Disliked Gifts Better Than Recipients Expect.” *In progress*.

Leng, Yanyi, Margaret Echelbarger, and Nicholas Epley, “Getting Perspective in Gift Giving: Recipients Prefer Requested Gifts, So Why Don’t Givers Ask?” *In progress*.

Leng, Yanyi and Cynthia Cryder, “Who Gets the Glow? Decision Autonomy, but not Necessarily Donations Themselves, Determine Warm Glow,” *In progress*.

CONFERENCE PRESENTATIONS (*presenter)

***Leng, Yanyi** and Cynthia Cryder (March 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.

***Leng, Yanyi** and Stephen Nowlis (February 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.

***Leng, Yanyi**, Alexander B. Park, Fausto Gonzalez, Jared Watson, Francesca Valsesia, and Cynthia Cryder (November 2022). “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.

***Leng, Yanyi** and Elanor F. Williams (October 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.

***Leng, Yanyi**, Margaret Echelbarger, and Nicholas Epley (February 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.

Mengdi, Huang, Fan Yang, Yanwen Yu, Jinrui Liu, and **Yanyi Leng** (May 2020). “What is Happiness? Explaining Happiness from Different Perspectives,” Talk given at the *UChicago MAPSS Academic Conference*, virtual.

***Leng, Yanyi**, Zoe B. Corwin, and Maria Romero-Morales (October 2018). “Gamification as a Tool for Engagement and Learning,” Poster presented at the *USC Undergraduate Research Associates Program Symposium*, Los Angeles, CA.

HONORS & AWARDS

Doctoral Fellowship (2021-2026), Olin Business School, Washington University in St. Louis
Merit-based Tuition Scholarship (2019-2020), The University of Chicago (\$20,000)
Undergraduate Research Associates Program Funding (2018), University of Southern California (\$1,500)
Dean’s List (2015-2019), University of Southern California

TEACHING EXPERIENCE

Teaching Assistant

- Marketing Management (MBA), Washington University in St. Louis
- Principles of Marketing (BSBA), Washington University in St. Louis

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)