



# Yanyi Leng

Olin School of Business  
Washington University in St. Louis  
One Brookings Drive, St. Louis, MO 63130  
[lyanyi@wustl.edu](mailto:lyanyi@wustl.edu)

## EDUCATION

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**Washington University in St. Louis**  
*Ph.D. in Marketing* (Consumer Behavior)

**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

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Prosocial Behavior, Corporate Social Responsibility (CSR), Gift Giving, Social Judgment

## HONORS & AWARDS

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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

## WORKING PAPERS

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Park, Alexander B.\*, **Yanyi Leng\***, Fausto Gonzalez, Jared Watson, Francesca Valsesia, and Cynthia Cryder, "When Bigger Is Not Always Better: Periodic Donations Enhance Perceived Corporate Social Responsibility and Company Engagement." *In prep.*

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

## CONFERENCE PRESENTATIONS

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\***Leng, Yanyi** and Cynthia Cryder (2023). "Does Checkout Charity Help or Hurt the Store? Consumer Reaction to a Store Partnering with a Charity," Poster presented at the Society for Consumer Psychology Conference in San Juan, Puerto Rico.

\***Leng, Yanyi** and Stephen Nowlis (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 in Atlanta, GA.

**\*Leng, Yanyi**, Alexander B. Park, Fausto Gonzalez, Jared Watson, Francesca Valsesia, and Cynthia Cryder (2022). “The Power of Temporal Framing: Framing a Donation in Periodic Terms Increases Charitable Perceptions,” Poster presented at the Society for Judgment and Decision-Making Conference in San Diego, CA.

**\*Leng, Yanyi** and Elanor F. Williams (2022). “Givers Can Handle the Truth: Givers React to Recipients’ Honesty About Disliked Gifts Better Than Recipients Expect,” Paper presented at the Association for Consumer Research in Denver, CO.

**\*Leng, Yanyi**, Margaret Echelbarger, and Nicholas Epley (2022). “The Benefits of Getting Perspective: Recipients Prefer Requested Gifts, so Why are Givers Reluctant to Ask?” Poster presented at the Society for Judgment and Decision-Making Virtual Conference.

Mengdi, Huang, Fan Yang, Yanwen Yu, Jinrui Liu, and Yanyi Leng (2020). “What is Happiness? Explaining Happiness from Different Perspectives,” Panel talk presented at UChicago MAPSS Virtual Academic Conference.

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

## SELECTED RESEARCH IN PROGRESS

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**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** and Cynthia Cryder, “Ask Avoidance: What, Exactly, Are People Trying to Avoid When They Avoid the Donation Request?” *In progress*.

**Leng, Yanyi** and Stephen Nowlis, “The Effect of Discrepant Ratings on the Likelihood of Purchase.” *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*.

## RESEARCH EXPERIENCE

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### Center for Decision Research

August 2019 - June 2021

Booth School of Business, The University of Chicago, Chicago, IL

Faculty Director: Nicholas Epley

Research Specialist, September 2020 – June 2021

Research Assistant, August 2019 – September 2020

- Ran single- and multiple-participant studies for researchers via the Center’s Zoom-based Virtual Lab
- Communicated and collaborated with other research assistants, postdocs, and faculty to run and manage experiments virtually
- Assisted in reviewing study designs for researchers
- Recruited and collected data from participants on campus, in community spaces, and at a museum

### The Mind and Person Perception (MAPP) Lab

September 2020 - March 2021

Haas School of Business, UC Berkeley, Remote Work

PI: Juliana Schroeder

Research Assistant

- Assisted in reviewing study surveys for researchers

- Organized survey data and final checked variables for a longitudinal project examining how outgroup relationships form in the first place

**Pullias Center for Higher Education**  
**University of Southern California, Los Angeles, CA**  
**PI: Zoë B. Corwin**

**May 2018 - November 2018**

*Research Assistant*

- Contributed to a project developing practical, game-based, online methods for increasing first-year college students' engagement on college campuses
- Conducted literature reviews for research on gamified approaches to education
- Used Excel to clean data and form measures of interest in preparation for analysis

**Suzanne Dworak-Peck School of Social Work**  
**University of Southern California, Los Angeles, CA**

**January 2018 - September 2018**

*Project Assistant*

- Used Excel to clean data on children's mental health services in Los Angeles and form measures of interest in preparation for analysis
- Completed training and was certified to administer the Keys to Interactive Parenting Scale (KIPS), which assesses the quality of parenting behavior for families with young children and obtained the certification
- Assessed the quality of parenting behavior through over 60-hours direct observations of parent-child interactions

**Marketing Team**  
**Xiaozao Education, Shanghai, China**

**December 2017 - January 2018**

*Product Marketing Intern*

- Co-designed a Business English Online Course for college students
- Facilitated focus groups to assist in the Business English Online Course development (10 focus groups, 120 people total) which led to a 25% increase in online participation

**Social Developmental Lab**  
**The University of Melbourne, Melbourne, Australia**  
**PI: Heidi Gazelle**

**July 2017 - November 2017**

*Research Assistant*

- Contributed to a project examining behavioral inhibition in toddlers (2-year-olds)
- Performed statistical analysis using SPSS, including regression and t-test

## **SERVICE & MENTORSHIP**

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**Division of the Social Sciences**  
**The University of Chicago, Chicago, IL**

**August 2020 - June 2021**

*Alumni Connect Mentor*

- Shared my professional and personal experiences at UChicago with current MAPSS students
- Helped current MAPSS students navigate challenges that arise during their time at UChicago

**Joint Education Project**  
**University of Southern California, Los Angeles, CA**

**January 2016 - May 2016**

*Tutor (1<sup>st</sup> grade)*

- Drew from principles of cognitive development, learning, and motivation to tutor two hours per week to improve client's literacy skills

## **RESEARCH SKILLS**

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Statistical Software: R, Stata, SPSS

Methodology: Qualtrics, Prolific, MTurk, AsPredicted  
Language: Mandarin

## **PROFESSIONAL AFFILIATIONS**

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Association for Consumer Research (ACR), Society for Consumer Psychology (SCP), Society for Judgment and Decision Making (SJDM), Society for Personality and Social Psychology (SPSP)