

Feb 2016

Yu DING

E-mail: yd.yuding@gmail.com

Cell: (65) 8727 2997

Education

M.S. in Statistics, National University of Singapore, Jun 2016 (Expected)

B.B.A. in Marketing (with Honors), Fudan University, Jul 2013

Visiting student to Chinese University of Hong Kong, Jan 2012

Employment

Research Assistant of Nanyang Business School Oct 2015 – Present

PI: Krishna Savani; Culture Science Institute

Research Assistant of NUS Business School Jul 2013 – Sep 2015

PIs: Yan Zhang, Krishna Savani

Publication

Savani, Krishna, Monica Wadhwa, Yukiko Uchida, **Yu Ding**, and N. V. R. Naidu (2015),
“When Norms Loom Larger Than The Self: Susceptibility of Preference-Choice
Consistency to Normative Influence Across Cultures,” *Organizational Behavior and
Human Decision Processes*, 129 (2015), 70-79.

Work in progress

Zhang, Yan and **Yu Ding**, “Hiding Gifts behind the Veil of Vouchers: The Effect of Free Gift
Vouchers in Conditional Promotions,” under 1st round revision and resubmission to
Journal of Marketing Research.

Ding, Yu and Krishna Savani, “Impact of Environmental Variability on Moral Judgment,” in
preparation.

Ding, Yu, “Play ‘Music’ to Your Eyes: How Animated Picture Changes People’s Perception
of Waiting Time,” four studies finished.

Savani, Krishna, **Yu Ding**, Jon Westfall, Marie Hennecke, Veronika Job, Elke Weber, and
Eric J. Johnson, “Longitudinal Impact of Decision Mind-Set on Time-Management
and Fitness,” two studies finished.

Ding, Yu and Krishna Savani, “Choice and Default Bias,” one study finished.

Ding, Yu and Yan Zhang, “Queue Signs and Waiting Time,” one study finished.

Conference presentation

Zhang, Yan and **Yu Ding**, “Hiding Gifts behind the Veil of Vouchers: The Effect of Free Gift Vouchers in Conditional Promotions,” Society for Consumer Psychology, St Pete Beach, FL, 2016.

Research interests

Judgment and Decision-Making
Preference and Choice mindset
Moral choices
Time perceptions

Honors & Awards

Excellent Graduate, Shanghai Municipality (Top 1%)	2013
Shanye Scholarship, Fudan University (Top 1)	2013
Uniqlo Scholarship, Uniqlo Co., Ltd. (Top 5%)	2012
People’s Scholarship, China (Top 20%)	2010 - 2012
Award for Excellent Social Investigation Project, Shanghai Municipality	2010
Society Service Pioneer, Fudan University	2010

Society services

Chief Student Representative in School of Management, Fudan University	2009 – 2013
Chief Executive of Infinite Volleyball Association, Fudan University	2010 – 2011
Tutor in Mathematics and English for high school students	2009 – 2011
Star Volunteer in 2010 Shanghai Expo	2010

Coursework

Consumer Judgment and Decision Making, by Gal Zauberman, Yale University	2014
Consumer Behavior, by Gita V. Johar, Columbia University	2014
Applied Sensation and Perception, by Aradhna Krishna, University of Michigan	2014
Advanced Research Methods, by Remus Ilies, National University of Singapore	2013

Skills

Experimental Design: Qualtrics, Inquisit, MediaLab, DirectRT
Data Analysis: Stata, R, SPSS

Abstract of work in progress

Zhang, Yan and **Yu Ding**, “Hiding Gifts behind the Veil of Vouchers: The Effect of Free Gift Vouchers in Conditional Promotions,” under 1st round revision and resubmission to *Journal of Marketing Research*.

Abstract: To boost sales, companies commonly conduct conditional promotions in which a free gift is offered conditional on purchase of a focal product. The free gift can be given directly, that is, given without involving other intermediaries, or in many other cases, be redeemed with a gift voucher. This article examines whether using a gift voucher influences consumers’ intentions to purchase the focal product. We suggest that vouchers act as a medium between the focal product and the gift, and reduce people’s tendency to compare the free gift value with the focal product price. Thus, presenting a voucher, as compared to presenting a free gift directly, decreases purchase intention for promotions that offer high-value gifts but increases purchase intention for promotions that offer low-value gifts. Across four experiments, we found evidence consistent with this prediction and evidence that the effect is driven by a reduced tendency to compare the value of the gift with that of the focal product. Although vouchers have no economic value in themselves, they significantly influence consumers’ purchase decision.