

Yu DING

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EDUCATION

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

Statistics & Applied Probability, Faculty of Science

B.B.A. in Marketing, Fudan University, June 2013

School of Management (Honored Thesis, Shanghai Honored Graduate)

Visiting student in Marketing, Chinese University of Hong Kong, August 2011 – January 2012

EMPLOYMENT

Research Assistant of Marketing

Research Assistant of Management and Organisations

NUS Business School, National University of Singapore

July 2013 - Present

Intern Analyst of Innovation Center

CIC, Shanghai Office, China

July 2012 – June 2013

Consultant Associate Intern

Bain & Company, Shanghai/Hong Kong Office, China

July 2011 – June 2012

PUBLICATIONS

Savani, K., Wadhwa, M., Uchida, Y., **Ding, Y.**, & Naidu, N. V. R. (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, 70-79.

RESEARCH INTEREST

- Judgment and decision-making
- Consumer behavior; Promotions
- Time perception; Environmental variability

WORKING PROJECTS

- “Helps or hurts? The effect of free gift voucher on purchase intention”, with Yan Zhang.
- “Chronic impact of decision mind-set on behaviour”, with Krishna Savani.
- “Impact of environmental variability on unethical judgment”, with Krishna Savani.
- “How time-to-wait marker influences perception of waiting time”, with Yan Zhang

HONORS & AWARDS

Shanye Scholarship (Academic Performance), Fudan University	2013
Uniqlo Scholarship (Academic Performance & Social Practice), China	2012
People’s Scholarship (Academic Performance), China	2010 - 2012
Outstanding Pioneer Award, Fudan University	2010
Outstanding Summer Social Practice, Shanghai	2010

SOCIETY SERVICE

Student Coordinator of School of Management, Fudan University	2009 – 2013
Chairman in Infinite Volleyball Association, Fudan University	2010 – 2011
Instructor in Mathematics, English for high school students	2009 – 2011
Star Volunteer in 2010 Shanghai Expo	2010

COURSEWORK PARTICIPATED

Consumer Behavior, by Gita V. Johar	2014
Consumer Judgment and Decision Making, by Gal Zauberman	2014
Applied Sensation and Perception, Aradhna Krishna	2014
Advanced Research Methods, Remus Ilies	2013

SOFTWARES & SKILLS

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