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Education

Ph.D. in Marketing, Columbia University, 2021 (expected)

M.S. in Statistics, National University of Singapore, 2016

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

Employment

Lab Manager at Culture Science Institute, Nanyang Business School, 2015-2016
Research Assistant at Marketing Lab, NUS Business School, 2013-2015

Publication

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.

Work in progress

Zhang, Y., & **Ding, Y.** Hiding gifts behind the veil of vouchers: The effect of free gift vouchers in conditional promotions. Under review.

Conference presentation

Zhang, Y., & **Ding, Y.** 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.*

Ding, Y.*, Xiong, J.*, & Johar, G. V. "Slim-as-luxury": The influence of product shape on product luxury perception. *Association for Consumer Research, Berlin, Germany, 2016.*

Research interests

Consumer Behavior

Consumer Belief

Belief in Science

Teaching experiences

"Managerial Decision Making" (MBA), TA for Krishna Savani, Fall 2014

"Asian Markets and Marketing Management" (BBA), TA for Yan Zhang, Fall 2015

Honors & Awards

Excellent Graduate, Shanghai Municipality, 2013

Shanye Scholarship, Fudan University, 2013

Uniqlo Scholarship, Uniqlo Co., Ltd., 2012

Student Pioneer for Society Service, Fudan University, 2010

Ad hoc Reviewing

Society of Consumer Psychology, 2015-present

Association of Consumer Research, 2016-present