



List of Recent Research Publications

1. **Xianchi Dai**, Yu (Anna) Lin, Jianping Liang and Chen Yang (2023), "[Appearance for Females, Functionality for Males? The False Lay Belief about Gender Difference in Product Preference](#)," *Journal of Consumer Research*, published online.
2. **SungJin Jung**, Charlene Chen and Andy Yap (2023), "[Expressing passion for luxury enhances perceived authenticity](#)," *Journal of Consumer Psychology*, published online.
3. **Andrew Meyer** and Sean Hundtofte (2023), "[The Longshot Bias Is a Context Effect](#)," *Management Science*, published online.
4. **Xinyu Cao** and Yuting Zhu (2023), "[The Power of Commitment in Group Search](#)," *Marketing Science*, published online.
5. **Xianchi Dai** and Kao Si (2023), "[The Fundamental Recruitment Error: Candidate-Recruiter Discrepancy in Their Relative Valuation of Innate Talent vs. Hard Work](#)," *Organization Science*, published online.
6. **Andrew Meyer** and Shane Frederick (2023), "[The formation and revision of intuitions](#)," *Cognition*, 240.
7. **Ke, T. Tony**, Christopher Li and Mikhail Safronov (2023), "[Learning by Choosing: Career Concerns with Observable Actions](#)," *American Economic Journal: Microeconomics*, 15 (2), 536-67.

8. **T. Tony Ke**, Jiwoong Shin and Jungju Yu (2022), "[A Model of Product Portfolio Design: Guiding Consumer Search Through Brand Positioning.](#)", *Marketing Science*, published online.
9. Dmitri Kuksov and **Chenxi Liao** (2022), "[Restricting Speculative Reselling: When "How Much" Is the Question.](#)", *Marketing Science*, 42(2),377-400.
10. Chu, M., Anders, S., Deng, Q., Contador, C. A., **Cisternas, F.**, Caine, C., Zhu, Y., Yang, S., Hu, B., Liu, Z., Tse, L. A., and Lam, H-M (2023), "[The future of sustainable food consumption in China.](#)", *Food and Energy Security*, 12, e405.
11. **T. Tony Ke**, Jiwoong Shin and Jungju Yu (2022), "[A Model of Product Portfolio Design: Guiding Consumer Search Through Brand Positioning.](#)", *Marketing Science*, published online.
12. **T. Tony Ke** and K. Sudhir (2022), "[Privacy Rights and Data Security: GDPR and Personal Data Markets.](#)", *Management Science*, 69(8),4389-4412.
13. **Luxi Shen** and Samuel D. Hirshman (2022), "[As Wages Increase, Do People Work More or Less? A Wage Frame Effect.](#)", *Management Science*, 69(8),4721-4732.
14. Shubin Yu, Ji (Jill) Xiong and **Hao Shen** (2022), "[The rise of chatbots: The effect of using chatbot agents on consumers' responses to request rejection.](#)", *Journal of Consumer Psychology*, published online.
15. Emre Demirkaya, Yingying Fan, Lan Gao, Jinchi Lv, Patrick Vossler and **Jingbo Wang** (2022), "[Optimal Nonparametric Inference with Two-Scale Distributional Nearest Neighbors.](#)", *Journal of the American Statistical Association*, published online.
16. Chen, R., **Shen, H.** and Yang, CM. (2022), "[Chooser or suitor? The effects of mating cues on men's versus women's reactions to commercial rejection.](#)", *Marketing Letter*, 33, 659-679.

17. **Gao, L.** and Zhang, Y. (2022), "[Procedure dependence in resource allocations: How focusing on resource or target affects variety-seeking,](#)" *Journal of Experimental Psychology: General*, 151 (11), 2756–2770.
18. Liu J., Mukhopadhyay A and **Yeung CW-M** (2022), "[Psychological and behavioral responses to the declaration of COVID-19 as a pandemic: A comparative study of Hong Kong, Singapore, and the U.S.,](#)" *PLoS ONE*, 17 (10), e0275854.
19. **Xinyu Cao**, Dennis Zhang and Lei Huang (2022), "[The Impact of the COVID-19 Pandemic on the Behavior of Online Gig Workers,](#)" *Manufacturing & Service Operations Management* 24 (5), 2611-2628.
20. **Mantian Hu**, Junji Xiao and Bingyong Zheng (2022), "[The selection effect of quota rationing mechanisms on sales distribution: The convergence of auction and lottery,](#)" *Journal of Economic Behavior & Organization*, 200, 803-819.
21. Yih Hwai Lee and **Catherine Yeung** (2022), "[Incentives for learning: How free offers help or hinder motivation,](#)" *International Journal of Research in Marketing*, 39 (2), 380-395.
22. Yunqing Chen and **Leilei Gao** (2022), "[The Identified Donor Effect: Disclosure of the Donor's Name Shapes the Recipient's Behavior,](#)" *Journal of Consumer Psychology*, 32 (2), 232-250.
23. **Ke, T.T.**, Tang, W. and Villas-Boas, J.M. et al. (2022), "[Parallel Search for Information in Continuous Time—Optimal Stopping and Geometry of the PDE,](#)" *Applied Mathematics and Optimization*, 85, 3.
24. Angela Y. Lee, Jiaqian Wang, Ulf Böckenholt, Leonard Lee, Rafal Ohme, Dorota Reykowska and **Catherine Yeung** (2022), "[The Enthusiasts and the Reluctants of COVID-19 Vaccine Uptake: A Cluster Analysis,](#)" *Journal of the Association for Consumer Research*, 7:2, 222-234.
25. Si, K. and **Dai, X.** (2022), "[The memory-search frame effect: impacts on consumers' retrieval and evaluation of consumption experiences,](#)" *Marketing Letter*, 33, 5–17

26. Xiaoying Zheng, Jing Xu and **Hao Shen** (2022), "[To be respected or liked: The influence of social comparisons on consumer preference for competence- versus warmth-oriented products](#)," *International Journal of Research in Marketing*, 39 (1), 170-189.
27. **T. Tony Ke** and Yuting Zhu (2021), "[Cheap Talk on Freelance Platforms](#)," *Management Science*, 67(9), 5901-5920.
28. TECK-HUA HO, CHING LEONG and **CATHERINE YEUNG** (2021), "[Success at scale: Six suggestions from implementation and policy sciences](#)," *Behavioural Public Policy*, 5(1), 71-79.
29. Xiaolin Li, **Chenxi Liao** and Ying Xie (2021), "[Digital Piracy, Creative Productivity, and Customer Care Effort: Evidence from the Digital Publishing Industry](#)," *Marketing Science*, 40(4), 685-707.
30. **Catherine Yeung**, Teck-Hua Ho, Ryoko Sato, Noah Lim, Rob M. Van Dam, Hong-Chang Tan, Kwang-Wei Tham and Rehan Ali (2021), "[Cash incentives for weight loss work only for males](#)," *Behavioural Public Policy*, pp. 1–21.
31. Jia, Y., Wyer, R. S., Jr., and **Shen, H.** (2021), "['Will you?' versus 'can you?': Verbal framing moderates the effect of feelings of power on consumers' reactions to waiting](#)," *Journal of Experimental Psychology: Applied*, 27(2), 213–227.
32. Yang, D., **Shen, H.** and Wyer, R.S. (2021), "[The face is the index of the mind: understanding the association between self-construal and facial expressions](#)," *European Journal of Marketing*, 55 (6), 1664-1678.
33. Si K, **Dai X** and Wyer RS (2021), "[The friend number paradox](#)," *Journal of Personality and Social Psychology*, 120 (1), 84-98.
34. Tingting Fan, **Leilei Gao** and Yael Steinhart (2020), "[The Small Predicts Large Effect in Crowdfunding](#)," *Journal of Consumer Research*, 47 (4), 544–565.

35. **Shen H**, Labroo A and Wyer RS (2020), "[So difficult to smile: Why unhappy people avoid enjoyable activities](#)," *Journal of Personality and Social Psychology*, 119(1), 23-39.
36. **Mandy Mantian Hu**, Sha Yang and Daniel Yi Xu (2019), "[Understanding the Social Learning Effect in Contagious Switching Behavior](#)," *Management Science*, 65(10), 4771-4794.
37. Dmitri Kuksov and **Chenxi Liao** (2019), "[Opinion Leaders and Product Variety](#)," *Marketing Science*, 38(5), 812-834.
38. **Mantian (Mandy) Hu**, Chu (Ivy) Dang and Pradeep K. Chintagunta (2019), "[Search and Learning at a Daily Deals Website](#)," *Marketing Science*, 38(4),609-642.
39. **Luxi Shen**, Christopher K Hsee and Joachim H Talloen (2019), "[The Fun and Function of Uncertainty: Uncertain Incentives Reinforce Repetition Decisions](#)", *Journal of Consumer Research*, 46 (1), 69–81.