



List of Recent Research Publications

1. Ganesh Iyer, **Yunfei (Jesse) Yao** and Zemin (Zachary) Zhong (2026), "[Algorithmic Targeting and the Precision-Recall Tradeoff](#)," *Marketing Science*, published online.
2. **Xinyu Cao**, Chenshan Hu, Jiankun Sun and Dennis Zhang (2026), "[How Forced Intervention Facilitates AI Adoption](#)," *Manufacturing & Service Operations Management*, published online.
3. **T. Tony Ke**, Jiwoong Shin and Xu Zhu (2026), "[Searching for Rewards](#)," *Management Science*, published online.
4. Suntong Qi and **Hao Shen** (2026), "[Does Using a Pink Product Increase Men's Support for Women? How Product Usage Influences Perspective-Taking](#)," *Journal of Consumer Research*, 52(6), 1212-1231.
5. Yan Cheng, **Jingbo Wang**, **Xinyu Cao**, Zuo-Jun Max Shen and Yuhui Zhang (2026), "[A Deep-DiD Method to Estimate Heterogeneous Treatment Effects: Application to Content Creator Selection](#)," *Marketing Science*, 45(2), 258-279.
6. Yuejun Lawrence Cai, Kin Fai Ellick Wong and **Jessica Y. Y. Kwong** (2025), "[Does your surname undermine your research impact?](#)" *Psychonomic Bulletin & Review*, 32, 3116-3133.
7. Tommaso Bondi, Omid Rafieian and **Yunfei (Jesse) Yao** (2025), "[Privacy and Polarization: An Inference-Based Framework](#)," *Management Science*, 72(2), 1389-1409.

8. Jingqi Yu, **Catherine Yeung** and Dilip Soman (2025), "[Are Media Reports of Published Research an Accurate Representation of the Research?](#)" *Behavioral Public Policy*, published online.
9. Diyi Liu, Sun tong Qi, **Xianchi Dai** and Huibin Du (2025), "[When to Showcase Automated Production Processes? Disclosing Production Processes Increases Evaluation of Low-End but Decreases Evaluation of High-End Products,](#)" *Psychology & Marketing*, 42(7), 1762-1778.
10. **Yunfei (Jesse) Yao** (2025), "[Reputation for Privacy,](#)" *Marketing Science*, 44(5), 1145-1162.
11. Z. Eddie Ning, J. Miguel Villas-Boas and **Yunfei (Jesse) Yao** (2025), "[Search Fatigue, Choice Deferral, and Closure,](#)" *Marketing Science*, 44(5), 1188-1211.
12. Yan Xu, **Mantian Hu**, Junhong Chu and Andrew T. Ching (2025), "[Heterogeneous Complementarity and Team Design: The Case of Real Estate Agents,](#)" *Marketing Science*, 44(3), 626-654.
13. **Jessica Y.Y. Kwong** and Kin Fai Ellick Wong (2025), "[The development of escalation bias across the life span: A multi-level adaptive learning approach,](#)" *Cognitive Development*, 74, 101554.
14. Ran Li , **Meng Zhang** and Pankaj Aggarwal (2025), "[Retail Karma: How Our Shopping Sins Influence Evaluation of Service Failures,](#)" *Journal of Consumer Research*, 51(5), 1027-1046.
15. Emre Demirkaya, Yingying Fan, Lan Gao, Jinchi Lv, Patrick Vossler and **Jingbo Wang** (2024), "[Optimal Nonparametric Inference with Two-Scale Distributional Nearest Neighbors,](#)" *Journal of the American Statistical Association*, 119(545), 297-307.
16. Jieteng Chen, Yuetao Gao, and **T. Tony Ke** (2024), "[Regulating Digital Piracy Consumption,](#)" *Journal of Marketing Research*, 61(6), 1096-1115.

17. Kin Fai Ellick Wong, **Jessica Y. Y. Kwong** and Michelle Yik (2024), "[Individual differences in escalation of commitment: a multi-level adaptive learning perspective](#)," *Journal of Computational Social Science*, 8, 11.
18. Ganesh Iyer and **T. Tony Ke** (2024), "[Competitive Model Selection in Algorithmic Targeting](#)," *Marketing Science*, 43(6), 1226-1241.
19. Bin Li, Lai Jin, Xiaoxi Chen, Weinan Yu, Aimei Li and **Xianchi Dai** (2024), "[Order of disorder: The matching effect between display order and product attribute](#)," *Acta Psychologica Sinica*, 56(10), 1448-1461.
20. **Yunfei (Jesse) Yao** (2024), "[Dynamic Persuasion and Strategic Search](#)," *Management Science*, 70(10), 6778-6803.
21. **T. Tony Ke**, Monic Sun and Baojun Jiang (2024), "[Peer-to-Peer Markets with Bilateral Ratings](#)," *Marketing Science*, 43(5), 1081-1101.
22. **Xianchi Dai**, Yu (Anna) Lin, Jianping Liang and Chen Yang (2024), "[Appearance for Females, Functionality for Males? The False Lay Belief about Gender Difference in Product Preference](#)," *Journal of Consumer Research*, 50(6), 1136-1156.
23. **Catherine Yeung**, Teck-Hua Ho, Ryoko Sato, Noah Lim, Rob M. Van Dam, Hong-Chang Tan, Kwang-Wei Tham and Rehan Ali (2024), "[Cash incentives for weight loss work only for males](#)," *Behavioural Public Policy*, 8(2), 279-299.
24. **Xianchi Dai** and Kao Si (2024), "[The Fundamental Recruitment Error: Candidate-Recruiter Discrepancy in Their Relative Valuation of Innate Talent vs. Hard Work](#)," *Organization Science*, 35(1), 215-231.
25. **Sungjin Jung**, Charlene Chen and Andy Yap (2024), "[Expressing passion for luxury enhances perceived authenticity](#)," *Journal of Consumer Psychology*, 34(1), 101-109.
26. Shubin Yu, Ji (Jill) Xiong and **Hao Shen** (2024), "[The rise of chatbots: The effect of using chatbot agents on consumers' responses to request rejection](#)," *Journal of Consumer Psychology*, 34(1), 35-48.

27. **Xinyu Cao** and Yuting Zhu (2024), "[The Power of Commitment in Group Search](#)," *Marketing Science*, 43(1), 213-228.
28. **T. Tony Ke**, Jiwoong Shin and Jungju Yu (2023), "[A Model of Product Portfolio Design: Guiding Consumer Search Through Brand Positioning](#)," *Marketing Science*, 42(6), 1101-1124.
29. **T. Tony Ke** and K. Sudhir (2023), "[Privacy Rights and Data Security: GDPR and Personal Data Markets](#)," *Management Science*, 69(8), 4389-4412.
30. **Luxi Shen** and Samuel D. Hirshman (2023), "[As Wages Increase, Do People Work More or Less? A Wage Frame Effect](#)," *Management Science*, 69(8), 4721-4732.
31. **T. Tony Ke**, Christopher Li, and Mikhail Safronov (2023), "[Learning by Choosing: Career Concerns with Observable Actions](#)," *American Economic Journal: Microeconomics*, 15(2), 536-567.
32. Dmitri Kuksov and **Chenxi Liao** (2023), "[Restricting Speculative Reselling: When "How Much" Is the Question](#)," *Marketing Science*, 42(2), 377-400.
33. **T. Tony Ke**, Wenpin Tang, J. Miguel Villas-Boas and Yuming Paul Zhang (2022), "[Parallel Search for Information in Continuous Time—Optimal Stopping and Geometry of the PDE](#)," *Applied Mathematics and Optimization*, 85, 3.
34. Rui Chen, **Hao Shen** and Chun-Ming Yang (2022), "[Chooser or suitor? The effects of mating cues on men's versus women's reactions to commercial rejection](#)," *Marketing Letters*, 33, 659-679.
35. **Leilei Gao** and Yan Zhang (2022), "[Procedure dependence in resource allocations: How focusing on resource or target affects variety-seeking](#)," *Journal of Experimental Psychology: General*, 151(11), 2756-2770.
36. Jingshi (Joyce) Liu, Anirban Mukhopadhyay and **Catherine Wing-Man Yeung** (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.

37. **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.
38. **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.
39. 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.
40. 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.
41. 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.
42. Kao Si and **Xianchi Dai** (2022), "[The memory-search frame effect: impacts on consumers' retrieval and evaluation of consumption experiences](#)," *Marketing Letter*, 33, 5-17.
43. 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.
44. **T. Tony Ke** and Yuting Zhu (2021), "[Cheap Talk on Freelance Platforms](#)," *Management Science*, 67(9), 5901-5920.

45. 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.
46. Defeng Yang, **Hao Shen** and Robert S. Wyer Jr. (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.
47. Yanli Jia, Robert S. Wyer Jr. and **Hao Shen** (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.
48. Kao Si, **Xianchi Dai** and Robert S. Wyer Jr. (2021), "[The Friend Number Paradox](#)," *Journal of Personality and Social Psychology*, 120(1), 84-98.
49. 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.
50. Tingting Fan, **Leilei Gao** and Yael Steinhart (2020), "[The Small Predicts Large Effect in Crowdfunding](#)," *Journal of Consumer Research*, 47(4), 544-565.
51. **Hao Shen**, Aparna Labroo and Robert S. Wyer Jr. (2020), "[So Difficult to Smile: Why Unhappy People Avoid Enjoyable Activities](#)," *Journal of Personality and Social Psychology*, 119(1), 23-39.