YING DING



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EDUCATION

Guanghua School of Management, Peking University, Beijing
Ph.D., Marketing, 06/2013 (Expected)

Guanghua School of Management, Peking University, Beijing
B.A. (with Honors), Marketing, 07/2008

School of Business, University of Hong Kong, Hong Kong
Visiting Scholar, 09/2011-03/2012

RESEARCH INTERESTS

Consumer Decision Making
Social Influence and Self-Concept
Uniqueness Seeking
Service Marketing

HONORS AND AWARDS

Second-Prize of Best Doctoral Paper Award, Conference of China Marketing Science, 2012
First-Prize of Best Doctoral Paper Award, Conference of China Marketing Science, 2011
Distinguished Research Award, Guanghua School of Management, 2010-2011
Leo KoGuan Scholarship, Peking University, 2008-2009
Outstanding Student Award, Peking University, 2008-2009
Special Award of "Challenge Cup" Academic Competition, Peking University, 2008
National Fellowship, Peking University, 2006-2007
First Prize of LingRui Scholarship, Peking University, 2006-2007
China Marie Containers Scholarship, Peking University, 2005-2006

PUBLISHED PAPERS

Ding, Ying and Hongxia, Zhang (2010), "Development and Validity Test of Brand Culture Scale Based on Chinese Consumer," *NanKai Business Review*, 5 (Oct), 115-122.

Ding Ying, Jing Xu, and Ying Zhang (forthcoming), "Why Is It So Difficult to Choose? The Impact of Diverging Inferences of Choice Difficulty on Choice Making," accepted by *Journal of Marketing Science.*

MANUSCRIPTS UNDER REVIEW (see Appendix for abstracts)

Wan Echo Wen, Jing Xu and Ying Ding, "To Be or Not To Be Unique: The Effect of Social Exclusion on Consumers Choice of Unique Products," Under review at *Journal of Consumer Research,* 3rd round.

Keh, Hean Tat, and Ying Ding, "Consumer Perception of Service Standardization Versus Service Customization," Under review at *Journal of Service Research*, 2nd round.

Zhang, Hongxia, Ying, Ding, Angela Y. Lee, and Jing, Xu, "Have Cultural Value been Shifted in Modern China? An Empirical Investigation of Self-Construal Shifting and Regulatory Focus for Chinese," Under review at *Acta Psychologica Sinica, 3rd round.*

SELECTED RESEARCH IN PROGRESS

"Will Broad Identity Broaden Your Vision? The Effect of Identity Framing on Prosocial Behavior," with Jing Xu and Echo Wen Wan, prepare for submission to *Journal of Consumer Research*.

"Service Intangibility Reconsidered: The Roles of Service Separation and Customers' Construal Level," with Hean Tat Keh, Three studies completed, (Target Journal: *Journal of Marketing Research*)

"Optimistic Mentality: The Impact of Identity Framing on Consumer Product Choice," with Jing Xu and Echo Wen Wan, two studies completed, (Target Journal: *Journal of Consumer Research*).

"Need for Complexity: The Impact of Disfluency on Consumers' Goal Motivation," with Jing Xu, Two studies completed, (Target Journal: *Journal of Consumer Psychology*)

"Can Product on High Shelf Signal Power?" with Dilip Somon and Zixi Jiang, One study completed, (Target Journal: *Psychological Science*)

"Image Size and Psychological Distance," with Jing Xu, One study completed, (Target Journal: *Journal of Consumer Psychology*)

"When I Feel Excluded, I Want More Food: The Effect of Social Exclusion on Consumers' Food Choosing Behavior," with Wenbo Ji, Two studies completed, (Target Journal: *Psychological Science)*

CONFERENCE PRESENTATIONS

Ding Ying, Jing Xu, and Echo Wen Wan, "Will Broad Identity Broaden Your Vision? The Influence of Identity Framing on Prosocial Behavior," *Association for Consumer Research North American Conference (Special Session Accepted),* Vancouver, Canada, 2012 (Oct).

Ding Ying, Jing Xu, and Echo Wen Wan, "Will Broad Identity Broaden Your Vision? The Influence of Identity Framing on Prosocial Behavior," *Doctoral Consortium of 2011 Annual Conference of China Marketing Science*, Dalian, China, 2012 (Aug).

Ding Ying, Jing Xu, and Echo Wen Wan, "Will Broad Identity Broaden Your Vision? The Influence of Identity Framing on Prosocial Behavior," *Marketing Scholar Forum X*, Hong Kong, 2012 (June).

Ding Ying, Jing Xu, and Echo Wen Wan, "Coping with My Loneliness: The Effects of Social Exclusion on Consumer Choice of Unique Products," *Association for Consumer Research North American Conference*, St. Louis, US, 2011 (October).

Ding Ying, Jing Xu, and Echo Wen Wan, "To Be or Not To Be Unique: The Effects of Social Exclusion on Consumer Choice of Unique Products," *Doctoral Consortium of 2011 Annual Conference of China Marketing Science*, Guangzhou, China, 2011 (Aug).

Ding, Ying and Wenbo, Ji, "When I Feel Excluded, I Want More Food: The Effect of Social Exclusion on Consumers' Food Choosing Behavior," *European Marketing Academy Conference (EMAC)*, Ljubljana, Slovenia, 2011 (May).

Hongxia, Zhang, Ying, Ding, Angela Lee, Jing Xu, "Have Cultural Value been Shifted in Modern China? An Empirical Investigation of Self-construal and Regulatory Focus for Chinese," *European Marketing Academy Conference (EMAC)*, Ljubljana, Slovenia, 2011 (May).

Ding, Ying, "Will You Listen to the Strangers' Comments? The Effect of Online Product Reviews from JE-SE Perspective," *Global Marketing Conference*, Tokyo, Japan, 2010 (Sep).

Ding, Ying, Jing Xu and Echo Wen Wan, "Coping with My Loneliness: The Effect of Social Exclusion on Consumers Choice of Unique Products," *Marketing Scholar Forum VIII*, Shanghai, China, 2010 (Jun).

Ma, Hua, Ying Ding, and Hongxia, Zhang "Brand Pyramid: An Exploratory Study on Brand Culture," *9th International Conference Marketing Trends*, Venice, Italy, 2010 (Jan).

TEACHING EXPERIENCES

Teaching Assistant, Marketing Core Course (MBA Students), Peking University, 09/2012-01/2013 (Instructor: Prof. Ying Zhang)

Teaching Assistant, Consumer Behavior (International MBA Students), Peking University, 09/2012-01/2013 (Instructor: Prof. Jing Xu)

Teaching Assistant, Marketing Management (MBA Students), Peking University, 02/2010-06/2010 (Instructor: Prof. Hongxia Zhang)

Teaching Assistant, Advertisement (MBA Students), Peking University, 09/2009-01/2010 (Instructor: Prof. Hongxia Zhang)

TEACHING INTERESTS

Consumer Behavior
Marketing Management
Advertising and Consumer Psychology
Marketing Research
Service Marketing

PROFESSIONAL SERVICE AND AFFILIATION

Service

Trainee reviewer, *Journal of Consumer Research*, 2012-current
Ad hoc Reviewer, *9th International Conference Marketing Trends*, 2010
Ad hoc Reviewer, *Acta Psychologica Sinica*, 2009-2011

Professional Affiliations

Association for Consumer Research, 2011-current
Society for Consumer Psychology, 2012-current
European Institute for Advanced Studies in Management, 2010-current

SELECTED GRADUATE COURSES

Marketing

Doctoral Seminar: Marketing Strategy	Hean Tat Keh
Doctoral Seminar: Marketing Model	Jaihak Chung & Meng Su
Special Topics in Marketing	Ping Tu

Psychology

Doctoral Seminar: Happiness	Christopher K. Hsee
Consumer Information Processing	Robert S. Wyer
Doctoral Seminar: Consumer Behavior	Jing Xu
Information Processing Seminar	Ying Zhang
Neuro Science	Fang Fang

Methodology

Experimental Design and Analysis	Jing Xu
Multivariate Analysis in Marketing Research	Shaoming Zhou
Regression in Management Research	Hansheng Wang
Structural Equation Modeling	Rungting Tu