Oct 2019

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National University of Singapore,
Department of Marketing, 8-21
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EMPLOYMENT

Assistant Professor, National University of Singapore Business School, Singapore, 2016 - present

EDUCATION

Ph.D. in Marketing, The University of Chicago Booth School of Business, 2016

M.S. Management, Shanghai Jiao Tong University, 2009

(M.S. E.M. Lyon Business School, France, 2007-2008)

B.S. Statistics, Department of Statistics, East China Normal University, 2006

(Minor in French, Department of Foreign Languages, 2006)

RESEARCH INTERESTS

Judgment and decision-making

Consumer behavior and consumer psychology

Interpersonal, social, and prosocial decision-making

PUBLICATIONS

Adelle X. Yang and Christopher Hsee (2019), "Idleness versus Busyness," *Current Opinion in Psychology*, Volume 26, 15-18.

Adelle X. Yang and Oleg Urminsky (2018), "The 'Smile-Seeking' Hypothesis: Anticipated Affective Reaction Motivates and Rewards Gift Choices," *Psychological Science*, Volume 29 issue: 8, 1221-1233.

Media Coverage*: The Economist, Washington Post, Daily Mail, Sunday Times, Science Magazine, Mail Online, Capital Ideas, Channel News Asia*, and so on

Adelle X. Yang and Oleg Urminsky (2015), "The Foresight Effect: Local Optimism Motivates Consistency and Local Pessimism Motivates Variety," *Journal of Consumer Research, 42*(3), 361-377. (Lead article)

Oct 2019

Adelle X. Yang, Christopher K. Hsee, and Xingshan Zheng (2012). "The AB identification Survey: A Practical Method to Distinguish between Absolute and Relative Determinants of Happiness," *Journal of Happiness Studies,* Volume 13, Issue 4, 729-744.

Adelle X. Yang, Christopher K. Hsee, Yi Liu and Li Zhang (2011). "The Supremacy of Singular Subjectivity," *Journal of Consumer Psychology (Special Issue: Behavioral Decision Theory),* 21, 393-404.

Christopher K. Hsee, **Adelle X. Yang** and Liangyan Wang (2010). "Idleness Aversion and the Need for Justifiable Busyness," *Psychological Science,* Volumn 21, 926-930.

SELECTED WORKING PAPERS

Adelle X. Yang and Christopher K. Hsee, "Mandatory Self-Promotion Increases Charitable Acts" (Under 2nd round review)

Adelle X. Yang and Oleg Urminsky, "Agent's Impatience: A Self-Other Decision Model of Intertemporal Choices" (Invited for resubmission)

Adelle X. Yang, Babu Gounder, and Rajesh Bagchi, "The Starting Problem and the Jumpstart Effect" (Under review)

Adelle X. Yang, Minjung Koo, and Jaewon Hwang, "'Remember Me': Misprediction and Misuse of Mnemonic Devices in Gift Choices" (Under review)

Adelle X. Yang and Jasper Teow, "Decision Diagnosticity and the Spreading of Alternatives" (Manuscript in preparation)

Jasper Teow and **Adelle X. Yang**, "Defending the Human Need to Be Seen: Aversion to Algorithmic Judges in Resource Allocation Decisions" (Manuscript in preparation)

Adelle X. Yang and Ann McGill, "Medium and Resource Allocation" (Work in progress)

Stephanie Lin, Hannah Chang, and **Adelle Yang,** "Avoiding Counterfactual Inefficiency" (Work in progress)

Xiaoqing Zhang, Tuan Phan, and **Adelle X. Yang**, "The Grandfather Clause and Customer Loyalty – A Quasi Experiment". (Preparing for resubmission)

Adelle X. Yang, Zheshuai Yang, and Jasper Teow, "Man in the Mirror: Visual Feedback and Work vs. Leisure Choices" (Work in progress)

Adelle X. Yang and Oleg Urminsky, "Giving versus Helping: A Psychological Account of 'Warm Glow'" (Work in progress)

Oleg Urminsky, **Adelle X. Yang** and Lilly Kofler, "Outcome Neglect: Failure of Expected Value Maximization in a Simple Game". (Manuscript in preparation)

SELECTED CONFERENCE PRESENTATIONS

"Medium and Resource Allocation Decisions" with Ann McGill, paper presented at the 11th Triennial Invitational Choice Symposium, Chesapeake, VA, 2019

"Mandatory Self-Promotion Increases Charitable Acts" with Chris Hsee, paper presented at the INSEAD Marketing Camp, Fontainebleau, France, 2019

"The Dread of Starting and the Jumpstart Effect" with Babu Gounder and Rajesh Bagchi, paper presented at the annual conference of the Society for Consumer Psychology, Savannah, 2019

"Mandatory Self-Promotion Increases Prosociality" with Chris Hsee, paper presented at the Society for Judgment and Decision, New Orleans, 2018

"Overcome the Dread of Starting" with Babu Gounder and Rajesh Bagchi, paper presented at the annual conference of the Association for Consumer Research, Dallas, 2018 (session chair)

"Gifts as Relationship Mnemonics: Examining the Giver-Receiver Preference Discrepancy for Material Gifts" with Minjung Koo and Jaewon Hwang, paper to be presented at the annual conference of the Association for Consumer Research, Dallas, 2018

"Giver Impatience: An Interpersonal Model of Intertemporal Decisions" with Oleg Urminsky, paper presented at the annual conference of the Association for Consumer Research, Dallas, 2018 (session chair)

"Mandatory Conspicuity Increases Prosociality" with Chris Hsee, paper presented at the biannual conference of Behavioral Decision Research in Management, Boston, 2018

"Why Are More Material Gifts Given than Wanted" with Minjung Koo and Jaewon Hwang, paper presented at the annual conference of the Society for Consumer Psychology, Dallas, 2017

"Promoting Conspicuous Generosity: Justifying the "Brag" by Removing the Choice" with Christopher K. Hsee, paper presented at the annual conference of the Association for Consumer Research, San Diego, 2017 (session chair)

"Decision to Share" with Ann McGill, paper presented at the annual conference of the Association for Consumer Research, San Diego, 2017

"Smile-Seeking: Why Gift-Givers Often Don't Give What Receivers Want" with Oleg Urminsky, paper presented at the annual conference of the Association for Consumer Research, San Diego, 2017

Oct 2019

"Happily Sharing What You Wouldn't Give", with Ann McGill, paper presented at the annual conference of the Society for Consumer Psychology, San Francisco, 2016 (session chair)

"Smile-Seeking: Why Gift-Givers Often Don't Give What Receivers Want" with Oleg Urminsky, paper presented at the annual conference of the Society for Consumer Psychology, San Francisco, 2016

"Altruistic Behavior, Egoistic Choice", with Oleg Urminsky and Christopher K. Hsee, paper presented at the annual conference of the Association for Consumer Research, Chicago, IL. 2013.

"Outcome Neglect: How Guessing Heuristics Supersede Expected Value", with Oleg Urminsky, paper presented at the annual conference of the Association for Consumer Research, Chicago, IL. 2013.

"Change 'Fate' Through Consumer Choices", with Oleg Urminsky, paper presented at the annual conference of the Association for Consumer Research, Vancouver 2013.

"Changing Myself, Changing My Fate: How Anticipating Future Outcomes Affects Experiential Consumer Choices", with Oleg Urminsky, paper presented at the annual conference of the Society for Judgment and Decision Making, Minneapolis, MN, 2012.

"Outcome Neglect: How Guessing Heuristics Supersede Expected Value" with Oleg Urminsky, paper presented at the annual conference of the Society for Judgment and Decision Making, Minneapolis, MN, 2012.

"The Consequences of Waiting and the Constructed Consumption", with Min Zhao and Dilip Soman, paper presented at the annual conference of the Association for Consumer Research, Vancouver, BC, 2012.

"Changing Myself, Changing My Fate: How Anticipating Future Outcomes Affects Experiential Consumer Choices", with Oleg Urminsky, paper presented at the conference of Behavioral Decision Research in Management, Boulder, CO. 2012

"The AB Identification Survey: A Practical Method to Distinguish between Absolute and Relative Determinants of Happiness", with Christopher K. Hsee, paper presented at the annual conference of the Association for Consumer Research, Jacksonville, FL, 2010

"The Supremacy of Subjective Evaluations as Indicators of Inherent Preferences", with Christopher K. Hsee, paper presented at the annual conference of the Association for Consumer Research, Jacksonville, FL. 2010.

HONORS, SCHOLARSHIPS, AND FELLOWSHIPS

2019	Winner, Humanities and Social Sciences (HSS) Research Fellowship, NUS
2018	Preregistration Challenge Award, Open Science Framework

Oct 2019

2016-2019	NUS Business School Start-up Research Grant
2015	Fellow, AMA-Sheth Foundation Doctoral Symposium
2014	Winner, MSI Alden G. Clayton Dissertation Proposal Award
2014	Kilts Marketing Research Center Fellowship
2013	Fellow, Haring Symposium, Indiana University
2011	Oscar Mayer Fellowship
2010-2016	Katherine Dusak Miller PhD Fellowship

TEACHING EXPERIENCE

- Consumer Behavior, National University of Singapore, 2016 – present
- Current Topics in Consumer Research (PhD course), NUS, 2019-present
- Teaching Assistant for Marketing Strategy, Consumer Behavior, Marketing Research Methods, and Managing in Organizations, Booth School of Business, 2011 - 2015
- Teaching Assistant, Behavioral Research Method, Shanghai Jiaotong University, 2009

PROFESSIONAL SERVICES

- Ad hoc/trainee reviewer, Journal of Consumer Research, 2013 - present
- Ad hoc reviewer, Journal of Consumer Psychology, 2016 - present
- Ad hoc reviewer, Journal of Marketing Research, 2019 - present
- Ad hoc reviewer, Frontiers in Psychology, 2019 - present
- Ad hoc reviewer, Collabra, 2019 - present
- Session, Competitive Paper and Poster Reviewer for the Association for Consumer Research, the Society for Consumer Psychology, and the Society for Judgement and Decision Making, 2013 - present
- Co-organizer of Marketing Insights and New Investigations Conference (MINICON) in Singapore, 2017-present