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## **ACADEMIC EXPERIENCE**

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Assistant Professor of Marketing, NUS Business School, September 2017 – present

## **EDUCATION**

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**Ph.D. in Marketing, September 2017**

Graduate School of Business, Columbia University

**M.Phil. in Marketing, September 2017**

Graduate School of Business, Columbia University

**B.A. in Psychology with Honors and in Political Science, June 2011**

College of Arts and Science, University of Chicago

## **HONORS AND AWARDS**

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2017-present	NUS Startup Grant “Consumer Behavior in Digital Media”
2016	Dean’s Office Summer Internship
2015	Marketing Science Institute Research Grant (\$10,950.00)
2015	Luxury Education Foundation Scholarship (\$14,000.00)
2015	Behavioral Research Lab Fellowship Award (\$450.00)
2015	Dean’s Office Summer Internship
2015	University of Houston Doctoral Symposium, Department Representative
2014	University of Indiana Doctoral Symposium, Department Representative
2011-present	Graduate Student Fellowship, Columbia Business School
2007-2011	Dean’s List, University of Chicago

## **RESEARCH INTERESTS**

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- Digital Marketing and Social Media
- Judgment and Decision Making
- Consumer Psychology

## **PUBLICATIONS**

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He, Daniel, Shiri Melumad, and Michel Pham (2018), "The Pleasure of Assessing and Expressing Our Likes and Dislikes," *Journal of Consumer Research*, published online.

Kivetz, Ran, Rachel Meng, and Daniel He (2017), "Hyperopia: A Theory of Reverse Self-Control," in Handbook of Self-Control in Health and Wellbeing, Denise de Ridder, Marieke Adriaanse, and Kentaro Fujita (eds).

Drolet, Aimee and Daniel He (2010), "Variety-Seeking," in Consumer Behavior, Wiley International Encyclopedia of Marketing, Richard P. Bagozzi and Ayalla Ruvio (eds), John Wiley & Sons.

## **SELECTED CURRENT PROJECTS**

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He, Daniel and Ran Kivetz, "Being in the Moment: The Consequences of Ephemeral Communication in Social Media"

He, Daniel and Ran Kivetz, "Tie Signaling"

He, Daniel and Rachel Meng, "Social Network Search"

He, Daniel and Jin Miao, "When Brands Speak: The Effects of Personified Content on Word of Mouth"

Chen, Yupeng and Daniel He, "Shareable Coupons"

## **CONFERENCE PRESENTATIONS**

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(\* Presentation led by co-author)

He, Daniel\* and Rachel Meng (2019), "The Affective Advantage of Social Network Search," working paper to be presented at Association of Consumer Research Conference (ACR), Atlanta, GA.

He, Daniel\* and Ran Kivetz (2019), "Why Close Friends Publicly Share Provocative Content Online," competitive paper presented at Marketing Science, Rome, Italy.

He, Daniel,\* Jonathan Hurwitz, and Ran Kivetz (2017), "The Consumption of Digital Live Content: How Live Streaming Enhances Interest in Uninteresting Content," working paper presented at Association of Consumer Research Conference (ACR), San Diego, CA.

He, Daniel\* and Ran Kivetz (2017), "Technology-Driven Consumption," special session paper to be presented at Society for Consumer Psychology Conference (SCP), San Francisco, CA..

He, Daniel\* and Ran Kivetz (2016), “Ephemeral Messaging: Intimacy, Spontaneity, and Creativity in Fleeting Experiences,” competitive paper to be presented at Association for Consumer Research Conference (ACR), Berlin, Germany.

He, Daniel, Shiri Melumad, and Michel Pham\* (2016), “The Pleasure of Liking (and Disliking),” paper presented at Nanyang Technological University, Singapore.

He, Daniel, Shiri Melumad, and Michel Pham\* (2016), “The Pleasure of Liking (and Disliking),” paper presented at Yale Customer Insight Conference, New Haven, CT.

He, Daniel\* and Ran Kivetz (2015), “Tie Signaling in Social Networks,” competitive paper presented at Association for Consumer Research Conference (ACR), New Orleans, LA.

He, Daniel, Shiri Melumad,\* and Michel Pham (2014), “The Pleasure of Liking (and Disliking),” competitive paper presented at Society of Consumer Psychology Conference (SCP), Miami, FL.

He, Daniel,\* Shiri Melumad, and Michel Pham (2014), “The Pleasure of Liking (and Disliking),” paper presented at Haring Symposium, Bloomington, IN.

He, Daniel, Shiri Melumad,\* and Michel Tuan Pham (2014), “The Pleasure of Liking (and Disliking),” paper presented at University of Houston Doctoral Symposium, Houston TX.

He, Daniel,\* Shiri Melumad, and Michel Pham (2013), “The Feeling of Liking and the Joy of Learning,” competitive paper presented at Association for Consumer Research Conference (ACR), Chicago, IL.

## **TEACHING**

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Marketing in the Digital Age (Masters), National University of Singapore, 2019 – present

Marketing in a Digital Age (Undergraduate), National University of Singapore, 2018 - present

Teaching Assistant for Marketing Management (MBA) and Strategic Consumer Insights (MBA), Columbia University, 2014 – 2016

Teaching Assistant for Experimental Design (PhD), Columbia University, 2015

## **AD HOC REVIEWER**

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*Association for Consumer Research  
Journal of Consumer Research*