

June 2024

**ADELLE X. YANG**

Adelle.Yang@Gmail.com

## CURRENT POSITION

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

## EDUCATION

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

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

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

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

(Minored in French, 2006)

## RESEARCH INTERESTS

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Consumer behavior, judgment and decision-making, field experiments

## PUBLICATIONS († denotes graduate student at the time)

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**Adelle X. Yang** and Jasper Teow<sup>†</sup> (forthcoming), “Framing Affects Post-Decision Preferences Through Self-Preference Inferences (and Probably Not Dissonance),” *Journal of Experimental Psychology: General*.

**Adelle X. Yang** and Chris K. Hsee (forthcoming), “Field Experiments in Marketing: A Case of Application,” Invited Book Chapter in the *Handbook of Marketing Analytics, 2<sup>nd</sup> Edition*.

**Adelle X. Yang** and Oleg Urminsky (2023), “The Agent’s Impatience: A Self-Other Decision Model of Intertemporal Choices,” *Journal of Marketing Research*.

**Adelle X. Yang** and Chris K. Hsee (2022), “Obligatory Publicity Increases Charitable Acts,” *Journal of Consumer Research*, 48(5), 839–857. ([Editor Curated](#))

**Adelle X. Yang**, Minjung Koo, and Jaewon Hwang<sup>†</sup> (2022), “‘Remember Me, Will You?’: Overusing Material Gifts for Interpersonal Memory Management,” *Journal of Consumer Psychology*, 32(4), 615-633.

**Adelle X. Yang** and Chris K. Hsee (2019), “Idleness versus Busyness,” *Current Opinion in Psychology*, Volume 26, 15-18.

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**Adelle X. Yang** and Oleg Urminsky (2018), “The ‘Smile-Seeking’ Hypothesis: Anticipated Affective Reaction Motivates and Rewards Gift Choices,” *Psychological Science*, 2(8), 1221-1233.  
([Winner of the MSI Alden G. Clayton Dissertation Proposal Award](#))  
([Media coverage highlights: The Economist](#), Washington Post, The Guardian, Science)

**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](#))

**Adelle X. Yang**, Chris 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*, 13(4), 729-744.

**Adelle X. Yang**, Chris K. Hsee, Yi Liu and Li Zhang (2011). “The Supremacy of Singular Subjectivity,” *Journal of Consumer Psychology*, 21, 393-404.

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

**WORKING PAPERS** († denotes graduate student at the time; titles adapted to protect blind review)

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Adelle X. Yang and Jasper Teow†, “Malleable AI Aversion in Resource-Allocation Decisions”  
(Under review at *Journal of Marketing Research*)

Yu Gu†, Adelle X. Yang, and Sijin Chen†, “Attribution Ambiguity in AI-based Sales Automation”  
(Under review)

Adelle X. Yang, Sijin Chen†, and Yu Gu†, “Decision-Making AI and Moral Intuitions”  
(Manuscript in preparation for *Psychological Science*)

Adelle X. Yang, Sijin Chen†, Yu Gu† and Rajesh Bagchi, “The Jumpstart Effect” (Invited for resubmission, *Journal of Marketing*)

Adelle X. Yang and Oleg Urminsky, “Donateering: A Novel Fundraising Method” (Data collection completed for 10 experiments; 1 field experiment in progress)

Adelle X. Yang, Jasmina Cong†, and Jussi Keppo, “A Virtual Food Bank” (Large-scale field experiment in progress)

Adelle X. Yang and Ann McGill, “A Medium-Friction Effect in Prosocial Resource Allocations”  
(To be resubmitted)

**OTHER WORK IN PROGRESS** († denotes graduate student at the time)

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Adelle X. Yang and Gabriele Paolacci, “Discounting the Default Effect” (Data collection in progress)

Adelle X. Yang and Jasmina Cong†, “Behavioral Streaks” (Data collection in progress)

Adelle X. Yang, “Risk Dispersion Effect” (Data collection in progress)

Stephanie Lin, Hannah Chang, and Adelle Yang, “Avoiding Counterfactual Inefficiency” (Data collection in progress)

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

## **CONFERENCE PRESENTATIONS**

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“Slow Moral Trade-Off by AI Increases AI Appreciation” with Sijin Chen and Yu Gu, paper to be presented at the annual conference of the Association for Consumer Research, Paris, Sept 2024

“Slow Moral Trade-Off by AI Increases AI Appreciation” with Yu Gu and Sijin Chen, flash talk presented at the conference of the Behavioral Decision Research in Management, Chicago, June 2024

“Slow Moral Trade-Off by AI Increases AI Appreciation” with Yu Gu and Sijin Chen, poster presented at the annual conference of the Society for Judgment and Decision Making, San Francisco, Nov 2023

“Single-Minded AI Agents and Cynical Consumer Inferences” with Yu Gu and Sijin Chen, paper presented at the annual conference of the Association for Consumer Research, Seattle, Oct 2023

“Single-Minded AI Agents and Cynical Consumer Inferences” with Yu Gu and Sijin Chen, paper presented at the conference of the European Association for Consumer Research, Amsterdam, July 2023

“Malleable AI Aversion: A Moral Intuition Perspective”, paper presented at the Conference on Behavioural Science in the Age of Smart Technology, Hong Kong, July 2023

“Donateering: A Novel Fundraising Method” with Oleg Urminsky, paper presented at the annual conference of the Society for Judgment and Decision Making, San Diego, Nov 2022

“Donateering: A Novel Fundraising Method” with Oleg Urminsky, paper presented at the annual conference of the Association for Consumer Research, Denver, Oct 2022

“Obligatory Publicity Increases Charitable Acts” with Chris Hsee, paper presented at the annual conference of the Society for Personality and Social Psychology, Feb 2022

“Decision Framing: The Reject Frame Leads to a Larger Preference Gap than Choose Frame” with Jasper Teow, paper presented at the annual conference of the Society for Judgment and Decision Making, 2020

“AI Aversion: Defending the Human Gaze for the Identifiable Recipient” with Jasper Teow, paper presented at the annual conference of the Association for Consumer Research, 2020

“Decision Framing: The Reject Frame Leads to a Larger Preference Gap than Choose Frame” with Jasper Teow, paper presented at the annual conference of the Association for Consumer Research, 2020 (session chair)

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- “AI Aversion: Defending the Human Gaze for the Identifiable Recipient” with Jasper Teow, paper presented at the annual conference of the Society for Consumer Psychology, Long Beach, California, 2020
- “Medium and Resource Allocation Decisions” with Ann McGill, paper presented at the 11<sup>th</sup> 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
- “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.

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- “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.

## **INVITED TALKS**

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| May 2024 | Tilburg University, Marketing Department                             |
| May 2024 | Vrije University Amsterdam, Marketing Department                     |
| May 2024 | Erasmus University, Rotterdam School of Management, Marketing Dept   |
| Apr 2024 | University of Hong Kong, Marketing Department                        |
| Apr 2024 | Hong Kong University of Science and Technology, Marketing Department |
| Feb 2024 | City University of Hong Kong, Marketing Department                   |
| May 2023 | UC Berkeley, Marketing Department                                    |
| Nov 2021 | Peking University, Marketing Department                              |
| Apr 2021 | Peking University, National School of Development                    |
| Jan 2021 | UCSD, Marketing Department   |
| Nov 2019 | University of Toronto, Marketing Department                          |
| May 2019 | INSEAD, Marketing Camp   |
| May 2019 | HEC Paris, Marketing Department                                      |

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- Nov 2015 National University of Singapore, Marketing Department
- Oct 2015 University of Hong Kong, Marketing Department
- Oct 2015 Hong Kong University of Science and Technology, Marketing Department

## **HONORS, SCHOLARSHIPS, AND FELLOWSHIPS**

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- 2022 NUS Business School Tier-1 Grant (USD \$76,200)
- 2020 NUS Business School Tier-1 Grant (USD \$59,200)
- 2019 Winner, Humanities and Social Sciences (HSS) Research Fellowship, NUS
- 2016-2019 NUS Business School Start-up Research Grant (USD \$66,500)
- 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**

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- Understanding and Influencing Consumers (MSc program, NUS; CEMS, global)/ Consumer Insights (MSc program, NUS Marketing Department), 2023 - present
  - **4.6+** [Dept Average 4.3; School Average 4.2]
  - Highest class enrollment in both years
- Consumer Behavior (Undergrad program, NUS), 2016 – 2023
  - **4.5+** [Dept Average 4.3; School Average 4.1]
- Current Topics in Consumer Research (PhD course, NUS), 2019
- Teaching Assistant for Marketing Strategy, Consumer Behavior, Marketing Research Methods, The University of Chicago Booth School of Business, 2011 - 2015

## **PROFESSIONAL SERVICES**

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- Reviewer for *Journal of Marketing Research*, *Journal of Consumer Psychology*, *Journal of Consumer Research*, *Journal of Experimental Psychology: General*, *Journal of Personality and Social Psychology*, *Journal of Marketing*, *Marketing Science*, *Organizational Behavior and Human Decision Processes*, *Journal of Associations for Consumer Research*, *Journal of Experimental Social Psychology*, *Frontiers in Psychology*, *Emotion*, *Psychology and Marketing*, *Collabra*, and others.

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- Reviewer for the *Association for Consumer Research*, *Society for Judgement and Decision Making*, *Society for Consumer Psychology*, and *Behavioral Decision Research in Management*, 2013 – present.
  - Committee member for the *Society for Judgement and Decision Making*, 2019-present.
  - Co-organizer of Marketing Insights and New Investigations Conference (MINICON) in Singapore, 2017 and 2018.