

YAN ZHANG

Department of Marketing
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ACADEMIC EXPERIENCE

Associate Professor, Department of Marketing, NUS Business School, 2017-Present
Assistant Professor, Department of Marketing, NUS Business School, 2009-2017

EDUCATION

Ph.D in Behavioral Science and MBA, University of Chicago, Booth School of Business, 2009
M.S. in Marketing, Shanghai International Studies University, Management School, 2003
B.A. in Management, Shanghai Jiaotong University, Management School, 1999

HONORS AND AWARDS

2016 NUS Business School Early Career Research Excellence Award
2016 Among the Most Influential Business Professors Aged 40 and under in Singapore

JOURNAL ARTICLES

1. Yang Zheshuai & Yan Zhang (2024), "Easy to be selfish: When and why is one individual as influential as multiple individuals," *Journal of Consumer Research*.
2. Xiling Xiong, Yan Zhang, & Xinyue Zhou (2023), "Adding a third-party player in the sender-receiver deception game," *Current Psychology*, 28700-28713.
3. Gao Leilei & Yan Zhang (2022), "Procedure dependence in resource allocations: How focusing on the resource or target affects variety-seeking," *Journal of Experimental Psychology: General*, 151(11), 2756-2770.
4. Ding Yu & Yan Zhang (2020), "Hiding gifts behind the veil of vouchers: On the effects of gift vouchers in conditional promotions," *Journal of Marketing Research*, 739-754.
5. Zhang Yan, Fei Xu, & Christopher K. Hsee (2018), "An introduction to experimental design," Book chapter in X. Chen, A. Tsui & L. Fah (Eds.), *Empirical Methods for Organization and Management Research*.
6. Zhang Yan & Leilei Gao (2016), "Wanting ever more: Acquisition procedure motivates continued reward acquisition," *Journal of Consumer Research*.
7. Chen Rui, Yuhuang Zheng, & Yan Zhang (2016), "Fickle men, faithful women: Effects of mating cues on men's and women's variety-seeking behavior in consumption," *Journal of Consumer Psychology*, 26(2), 275-282.

8. Zhang Yan & Jane L. Risen (2014), "Embodied motivation: Using a goal systems framework to understand the preference for social and physical warmth," *Journal of Personality and Social Psychology*, 107(6), 965-977.
9. Zhang Yan, Jane L. Risen, & Christine Hosey (2014), "Reversing one's fortune by pushing away bad luck," *Journal of Experimental Psychology: General*, 143(3), 1171-1184.
10. Zhang Yan & Nicholas Epley (2012), Exaggerated, mispredicted, and misplaced: When "it's the thought that counts" in gift exchanges," *Journal of Experimental Psychology: General*, 141(4), 667-681.
11. Labroo Aparna, Soraya Lambotte, & Yan Zhang (2009), "The "name-ease" effect and its dual impact on importance judgments," *Psychological Science*, 20(12), 1516-1522.
12. Zhang Yan & Nicholas Epley (2009), "Self-centered social exchange: Differential use of costs versus benefits in prosocial reciprocity," *Journal of Personality and Social Psychology*, 97(5), 796-810.
13. Hsee Christopher K., Jean-Pierre Dube, & Yan Zhang (2008), "The prominence effect in Shanghai apartment prices," *Journal of Marketing Research*, 45(2), 133-144.
14. Hsee Christopher K., Fang Yu, Jiao Zhang, & Yan Zhang (2003), "Medium maximization," *Journal of Consumer Research*, 30(1), 1-14.

PAPER UNDER REVIEW

1. Yang Zheshuai & Yan Zhang, "Effort begets business: On the effectiveness of appreciation letters in inducing repeat purchases", *R&R at Journal of Consumer Research*.
2. Yunzhi Huang, Jun Ye, & Yan Zhang, "I finish what is on my plate: The effect of food presentation on food consumption behavior," *R&R at Journal of Consumer Psychology*.
3. Yan Zhang, Daniel He, & Aparna Labroo, "Medium induces patience", under review at *Journal of Consumer Research*.
4. Chong Jiun Kuan, Leonard Lee, Yee Hwai Lee, Xiuping Li, Yan Zhang, "Self-conscious emotions affect self-service usage: Field evidence from the FMCG industry", under review at *Journal of Marketing Research*.

INVITED RESEARCH TALKS

- 2023 University of Chicago, Booth School of Business
 Xiamen University
 Nanyang Technological University, Faculty of Social Sciences
 University of Hong Kong
- 2022 Peking University
- 2021 Chinese University of Hong Kong

- 2019 Fudan University
Johns Hopkins University Carey Business School
Sun Yat-Sen University
- 2017 Beijing University
Zhejiang University
- 2016 Xiamen University
Hong Kong Polytechnic University
Hong Kong University
- 2013 Shanghai Jiaotong University
- 2012 University of Chicago Beijing Center
- 2011 The Chinese University of Hong Kong

TEACHING EXPERIENCES

- 2022-present Digital Marketing, NUS Masters Program
- 2017-2022 Marketing Strategy: Analysis and Practice, NUS BBA Program
- 2009-2017 Asian Markets and Marketing Management, NUS BBA Program
- 2016 Marketing Seminar: Consumer Information Processing, NUS PhD Program
- 2013 Perspectives in Consumer Behavior, NUS PhD Program

SERVICE

- Associate Editor for
Service Science (2024-now)
- Editorial Review Board for
Marketing Letters (2022-now)
- Ad Hoc Reviewer for
Journal of Consumer Research
Journal of Consumer Psychology
Journal of Marketing Research
Journal of Personality and Social Psychology
Organizational Behavior and Human Decision Processes
Marketing Letters
Journal of Economic Psychology
Basic and Applied Social Psychology
- Invited External Reviewer for Research Grant Council
National Science Foundation (USA) for social science track
Israel Science Foundation

Student Advising

- Ph.D. Student Advising:
Zheshuai Yang (Zhejiang University), Advisor
Isabel Ding, committee member
Miaolei Jia, committee member
- Undergraduate Honor's Thesis Advising:
Stanley Tan (2014);
Justin Sieow (2019, joined University of Connecticut as a Ph.D. student)
- Research Assistant
Yu Ding (joined Columbia University as a Ph.D. student, first job placement at Stanford University)