

# LI XIUPING

**Associate Professor**  
**EMBA-C Associate Academic Director**  
**Deputy HOD**  
**Department of Marketing**  
**NUS Business School**  
**15 Kent Ridge Drive**  
**Singapore 119245**  
**Email: [xiuping@nus.edu.sg](mailto:xiuping@nus.edu.sg)**

---

## **Education**

**Ph.D. in Marketing, 2006**  
Rotman School of Management, University of Toronto

**M.A. in Business Administration, 2001**  
**B.A. in Economics, 1999**  
Management School, [Dalian University of Technology](#)

---

## **Academic Position**

Associate Professor (with tenure), National University of Singapore, January 2013 – present  
Assistant Professor, National University of Singapore, July 2006 – December 2012

---

## **Publications**

1. Luo Cheng, Zhenhui (Jack) Jiang, Xiuping Li, Yi Chen and Catherine Tucker. (2023). Choosing to Discover the Unknown: The Effects of Choice on User Attention to Online Video Advertising. *Management Science*, Accepted for publication
  2. Jiang, H., Jiang, X., Sun, P., & Li, X. (2021). Coping with workplace ostracism: the roles of emotional exhaustion and resilience in deviant behavior. *Management Decision*.
  3. Jiang, H., Li, C., Li, X., & Li, L. (2020). The effect of social exclusion on persuasiveness of feelings versus reasons in advertisements: The moderating role of culture. *International Journal of Advertising*, 39(8), 1252-1273.
  4. Jia, Miaolei, Xiuping Li, and Aradhna Krishna. (2020). Contraction with Unpacking: When Unpacking Leads to Lower Calorie Budgets. *Journal of Consumer Research*, 46(5), 853-870. doi:[10.1093/jcr/ucz036](https://doi.org/10.1093/jcr/ucz036) (equal contribution)
  5. Yi, Chen, Zhenhui (Jack) Jiang, Xiuping Li, and Xianghua Lu. (2019). Leveraging User-Generated Content for Product Promotion: The Effects of Firm-Highlighted Reviews. *Information Systems Research*, 711-725. doi:[10.1287/isre.2018.0807](https://doi.org/10.1287/isre.2018.0807)
  6. Krishna, Aradhna, Spike Lee, Xiuping Li, and Norbert Schwarz (2017), Embodied Cognition, Sensory Marketing, and the Conceptualization of Consumers' Judgment and Decision Processes: Introduction to the Issue, *Journal of Association for Consumer Research*, 2 (4), 377-381.
-

7. Jun Pang, Hean Tat. Keh, Xiuping Li, and Durairaj Maheswaran (2017), "Every coin has two sides": The effects of dialectical thinking and attitudinal ambivalence on psychological discomfort and consumer choice. *Journal of Consumer Psychology*, 27(2), 218-230.
8. Xiaobing Song, Feifei Huang, and Xiuping Li (2017) The Effect of Embarrassment on Preferences for Brand Conspicuousness: The Roles of Self-Esteem and Self-Brand Connection, *Journal of Consumer Psychology*, Vol 27(1), 69-83. (equal contribution)
9. Xiuping Li and Meng Zhang (2014), "The Effects of Heightened Physiological Needs on Perception of Psychological Connectedness," *Journal of Consumer Research*, 41, no. 4, 1078-1088. (equal contribution)
10. Xun (Irene) Huang, Xiuping Li, and Meng Zhang (2013) "Seeing the Brand Social Role: How Relative Physical Position Influences Social Role Perceptions", *Journal of Consumer Psychology*, 23 (4), 509-514. (equal contribution)
11. Xiuping Li, Qiang (Steven) Lu, and Rohan Miller (2013) "Self- Medication and Pleasure as Dichotomous Underlying Behavioural Disorders", *Journal of Business Research*, 66 (9), 1598-1904.
12. Boyoun Chae, Xiuping Li, and Juliet Zhu (2013) "Judging Product Effectiveness from Perceived Spatial Proximity," *Journal of Consumer Research*, vol.40 (August), 317-335. (equal contribution, corresponding author)
13. Meng Zhang and Xiuping Li (2012), "From Physical Weight to Psychological Significance: the Contribution of Semantic Activations", *Journal of Consumer Research*, vol. 38, no. 6, 1063-1075. (equal contribution)  
*Selected Media Coverage:* The Telegraph, Wall Street Journal, Science Newswire
14. Xiuping Li, Liyuan Wei, and Dilip Soman (2010), "Sealing the Emotions Genie: The Effects of Physical Enclosure on Psychological Closure", *Psychological Science*, 1047-50.
15. Kyeongheui Kim, Meng Zhang, and Xiuping Li (2008), "Effects of Temporal and Social Distance on Consumer Evaluations", *Journal of Consumer Research*, Vol. 35 (Dec), 706-13. (equal contribution)
16. Xiuping Li (2008), "The Effects of Appetitive Stimuli on Out-of-Domain Consumption Impatience," *Journal of Consumer Research*, Vol. 34 (Feb) 649-56.  
*Selected Media Coverage:* Reuters, NY Time, CNN, CBC (Canada), BBC world
17. Dilip Soman, George Ainslie, Shane Frederick, Xiuping Li, John Lynch, Page Moreau, Andrew Mitchell, Daniel Read, Alan Sawyer, Yaacov Trope, Klaus Wertenbroch (2005), "The Psychology of Intertemporal Discounting: Why are Distant Events Valued Differently from Proximal Ones?" *Marketing Letters*, 347-360

---

## **Professional Service**

Editorial Review Board:

Journal of Consumer Psychology, 2013-present

Journal of Consumer Research, 2014-2017

Guest Associate Editor for Frontiers, Special Topic: Psychological and Behavioral Decision  
Making of Green Consumption

Guest Editor for Journal of Association of Consumer Research, Special Issue on Embodiment

Ad Hoc Reviewer for:

Association for Consumer Research, Journal of Consumer Psychology, Psychological Science,

Journal of Consumer Research, Journal of Marketing Research