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# Edward Yuhang Lai

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## ACADEMIC EMPLOYMENT

**The Hong Kong Polytechnic University, Faculty of Business** 2023 – Present  
Assistant Professor of Marketing

## EDUCATION

**Virginia Tech, Pamplin College of Business** 2023  
Ph.D. in Marketing (Minor: Statistics)  
Dissertation: Fostering a More Sustainable World through Reduce, Reuse, and Recycle: The Role of Perceived Value in a Circular Economy (Chair: Rajesh Bagchi)

**The Hong Kong Polytechnic University, School of Hotel and Tourism Management** 2013  
BSc in Hotel Management with *First Class Honors*  
Graduated with *the Highest GPA* in Major

**Boston University, School of Hospitality Administration** 2012  
International Student Exchange Program  
Coursework in Hospitality Administration

## INDUSTRY EXPERIENCES

**Horwath HTL, Global Leader in Hotel, Tourism & Leisure Consulting** | *Consultant* 2014 – 2016

**Langham Hospitality Group, Global Headquarter Office** | *Revenue Management Executive* 2013

**Four Seasons Hotel Hong Kong** | *Trainee* 2012

**Hilton Beijing Capital Airport** | *Trainee* 2011

## RESEARCH INTERESTS

Sustainability, Consumer & Societal Well-being

## PUBLICATION

**Lai, Edward Yuhang**, Julio Sevilla, Mathew S. Isaac, and Rajesh Bagchi (forthcoming), “The Easy Addendum Effect: When Doing More Seems Less Effortful,” *Journal of Applied Psychology*.

## MANUSCRIPTS UNDER REVIEW

**Lai, Edward Yuhang** and Rajesh Bagchi, “The Value of Having Been Used Before: Heightened Consumer Value Perceptions of Products Made from Recycled Materials,” invited for 2<sup>nd</sup> round review at the *Journal of Consumer Research*.

## MANUSCRIPTS IN PREPARATION

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**Lai, Edward Yuhang** and Mario Pandelaere, “Motivated Happiness within a Brand Hierarchy,” working paper, in preparation for submission to the *Journal of Consumer Research*.

**Lai, Edward Yuhang**, Mario Pandelaere, and Daniel Villanova, “Getting Less from More: Do More Options Lead to *Inevitable* Dissatisfaction in an Unreliable World?,” working paper, revising for submission to *Management Science*.

## SELECTED RESEARCH IN PROGRESS

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“Usage and Recycling” with Rajesh Bagchi

“Perceptions of Recycled Products” with Rajesh Bagchi, Elise Ince, and Julia van de Sandt

“The Linearity Bias” with Mario Pandelaere

“Concession Patterns and Negotiation Mindset” with Dipankar Chakravarti

## HONORS & AWARDS

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|----------------------------------------------------------------------------------------|--------------------|
| Pamplin College of Business DEIB Excellence Award                                      | 2023               |
| Society for Consumer Psychology 2023 Conference Doctoral Scholarship                   | 2023               |
| Pamplin Doctoral Student Research Award Honorable Mention                              | 2022               |
| AMA-Sheth Foundation Doctoral Consortium Fellow (UT-Austin)                            | 2022               |
| Pamplin Doctoral Summer Research Grant (\$7,500)                                       | 2020 & 2022        |
| Virginia Tech Graduate School Travel Fund                                              | 2018 & 2022        |
| School Flag Bearer at the 19 <sup>th</sup> Congregation (HK PolyU)                     | 2013               |
| Dean’s List, SHTM Academic Achievement Award                                           | 2011, 2012, & 2013 |
| International Student Ambassador Scheme Scholarship (HK PolyU)                         | 2013               |
| Best Paper Award, APacCHRIE Youth Conference 2013, Macau                               | 2013               |
| Merit Award for Innovation, Global Student Challenge (GSC) PolyU Pre-Challenge         | 2013               |
| Member, Eta Sigma Delta International Hospitality and Tourism Management Honor Society | 2012               |
| Delegate, Young Hoteliers Summit, Ecole hôtelière de Lausanne, Switzerland             | Mar 2012           |
| Star Student, Special E-portfolio of Preferred Graduates (HK PolyU)                    | 2011 & 2013        |

## CONFERENCE PROCEEDINGS & PRESENTATIONS

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**Lai, Edward Yuhang** and Rajesh Bagchi (2023), “The Value of Having Been Used Before: Heightened Consumer Value Perceptions of Products Made from Recycled Materials,” part of a special session presentation scheduled at the Association for Consumer Research Annual Conference, Seattle, WA.

**Lai, Edward Yuhang** and Rajesh Bagchi (2023), “The Value of Having Been Used Before: Heightened Consumer Value Perceptions of Products Made from Recycled Materials,” paper presented at the Society for Consumer Psychology Annual Conference, San Juan, PR.

**Lai, Edward Yuhang**, Mario Pandelaere, and Daniel Villanova (2022), “Overinflated Expectations from Maximizing with Unreliable Information,” paper presented as part of a special session at the Association for Consumer Research Annual Conference, Denver, CO.

**Lai, Edward Yuhang**, Mario Pandelaere, and Daniel Villanova (2021), “Overinflated Expectations from Maximizing with Unreliable Information,” poster presented at the Association for Consumer Research Annual Conference, Virtual.

**Lai, Edward Yuhang**, Julio Sevilla, Mathew S. Isaac, and Rajesh Bagchi (2020), “Doing More for Less, The Easy Addendum Effect in Goal Pursuit,” paper presented at the Association for Consumer Research Annual Conference, Virtual.

**Lai, Edward Yuhang** and Eloise Coupey (2019), “I Think I Can... Self-efficacy and Information Disclosure,” paper presented at the Association for Consumer Research Annual Conference, Atlanta, GA.

**Lai, Edward Yuhang** and Mario Pandelaere (2019), “Motivated Happiness in Luxury Consumption,” paper presented at the Association for Consumer Research Annual Conference, Atlanta, GA.

**Lai, Edward Yuhang** and Cindy Yoonjoung Heo (2018), “Prestige is the Truth: Luxury Branding Drives for Fairness Perception of Non-physical Attribute Based Dynamic Pricing,” poster presented at the Association for Consumer Research Annual Conference, Dallas, TX.

**Lai, Edward Yuhang** and Cindy Yoonjoung Heo (2013), “An Examination of Relationship between Price Perception and Fairness Perceptions of Hotel Revenue Management,” paper presented at the APacCHRIE Youth Conference, Macau. (*Best Paper Award*)

Heo, Cindy Yoonjoung and **Edward Yuhang Lai** (2013), “Chinese Consumers’ Fairness Perceptions of Rate Fences in the Hotel Industry,” paper presented at the China Tourism and China Hotel Branding Forum, Hong Kong.

## TEACHING EXPERIENCES

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### *TEACHING INTERESTS*

Marketing Analytics, Consumer Behavior, Sustainability, Consultancy Projects, Experimental Research, Services Marketing, Revenue Management, Real Estate Development, Hotel & Tourism Planning

### *INSTRUCTOR*

#### **Analytics for Marketing**

Spring 2020, Fall 2020, Fall 2021

Most recent teaching evaluations: 5.17/6.00 (5-item average)

#### **Consumer Behavior**

Summer 2021

Most recent teaching evaluations: 5.78/6.00 (5-item average)

### *TEACHING ASSISTANT*

Marketing Analytics (MS in Business Analytics) – Dr. Yan Xu

Spring 2022

Analytics for Marketing (Undergraduate, two sections) – Dr. Yan Xu

Spring 2022

Judgment and Decision Marketing (Marketing Ph.D. Seminar) – Dr. Rajesh Bagchi

Spring 2021

Experimental Business Research (Business Ph.D. Behavioral Track Methodology Core)  
– Dr. Mario Pandelaere

Fall 2019

### *GUEST LECTURE*

Qualtrics Workshop for the Marketing Undergraduate Research Program

Fall 2018/Spring 2019/Fall 2019/Spring 2022

## ACTIVITIES & SERVICES

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### Field

|                                                                |                    |
|----------------------------------------------------------------|--------------------|
| <i>Trainee Reviewer</i> , Journal of Consumer Research         | 2020               |
| <i>Reviewer</i> , EMAC Annual Conference                       | 2022               |
| <i>Reviewer</i> , Association for Consumer Research Conference | 2019 – 2023        |
| <i>Reviewer</i> , Society for Consumer Psychology Conference   | 2020, 2022, & 2023 |
| <i>Volunteer</i> , ACR Conference (Atlanta)                    | 2019               |

### Virginia Tech

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|---------------------------------------------------------------------------------------------|--------------------|
| <i>Presentation Assessor</i> , Pamplin College of Business Assurance of Learning Assessment | 2019, 2020, & 2022 |
| <i>Behavioral Lab Manager</i> , Department of Marketing                                     | 2019 – 2020        |
| <i>Organizer</i> , the Ph.D. Journal Club, Department of Marketing                          | 2019 – 2020        |
| <i>Department Delegate</i> , Graduate Students Assembly                                     | 2018 – 2019        |

### The Hong Kong Polytechnic University (as an undergraduate student)

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|-------------------------------------------------------------------------------------------------|-------------|
| <i>Judging Panel Member</i> , Tomorrow's Guestroom 2013 Competition, SHTM, PolyU                | 2013        |
| <i>Invited Speaker</i> , AHTEC@HOFEX 2013 (Asian Hospitality Technology Education Conference)   | 2013        |
| <i>Asia Pacific Project Leader</i> , Global Hospitality Accounting System Users Guide (by HFIP) | 2012 – 2013 |
| <i>Chapter President</i> , Hospitality Financial and Technology Professionals HK PolyU Chapter  | 2010 – 2011 |
| <i>General Secretary</i> , Election Committee, Union Council, HKPU Students' Union              | 2010 – 2011 |
| <i>Volunteer</i> , PolyU Education Info Days and Common Orientation Program                     | 2011        |

## PROGRAMMING LANGUAGE AND SOFTWARE

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R, JavaScript, Python, SPSS, Mplus, JMP, NVivo

## RESEARCH EXPERIENCES PRIOR TO PH.D.

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### The Hong Kong Polytechnic University, School of Hotel and Tourism Management

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|-------------------------------------------------------------------------------------|-------------|
| Full-time Research Assistant for Prof. Cathy Hsu                                    | 2016 – 2017 |
| Part-time Research Assistant for Dr. Cindy Heo (now at Ecole hôtelière de Lausanne) | 2013        |

### The Hong Kong Polytechnic University, English Language Center

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|------------------------------------------------|-------------|
| Part-time Research Assistant for Dr. Linda Lin | 2011 – 2012 |
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