

Yanping Tu | 涂艳苹

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POSITIONS

Associate Professor of Marketing, Hong Kong Polytechnic University, 2024 – present

- Presidential Young Scholar, 2024 -

Associate Professor of Marketing, Peking University, 2021-2024

Assistant Professor of Marketing, University of Florida, 2015-2021

- John I. Williams Jr. Professor of Marketing, 2020-2021

EDUCATION

University of Chicago, Booth School of Business, USA

Ph.D. in Marketing (Supporting Area: Behavioral Science), 2010-2015

M.B.A., 2012-2015

Peking University, China

B.S. in Psychology, 2005-2009

B.A. in Economics, 2006-2009

RESEARCH INTERESTS

Social influence, joint consumption, context effects, and decision bias

PUBLICATIONS (* denotes equal contribution; † denotes student collaborators when the project started)

Representative Research Articles

1. *† Xu, Minzhe, *† Zhihao Yu, and *Yanping Tu (2023), "I Will Get a Reward, Too: When Disclosing Referrer-reward Increases Referring," *Journal of Marketing Research*, 60 (2), 355-370.
2. Shaddy, Franklin, Yanping Tu, and Ayelet Fishbach (2023), "Synchronized Scheduling," *Journal of the Association for Consumer Research (Special Issue: Pandemic Transformed Economy)*, 8 (2), 130-141.
3. *† Winet, Yuji, *Yanping Tu, Shoham Choshen-Hillel, and Ayelet Fishbach (2022), "Social Exploration: When People Deviate from Options Explored by Others," *Journal of Personality and Social Psychology*, 122(3), 427–442.
4. *Ding, Ying, *Yanping Tu, *† Jingchuan Pu, and *Liangfei Qiu (2021), "Environmental Factors in Operations Management: The Impact of Air Quality on Product Demand," *Production and Operations Management*, 30(9), 2910-2924.
5. † Shaddy, Franklin, Yanping Tu, and Ayelet Fishbach (2021), "Social Hedonic Editing: People Prefer to Experience Events at the Same Time as Others," *Social Psychological and Personality Science*, 12(7), 1233-1240.
6. Tu, Yanping and Christopher K. Hsee (2016), "Consumer Happiness Derived from Inherent Preferences and Learned Preferences," *Current Opinion in Psychology (Special Issue: Consumer Behavior)*, 10, 83-88.
7. Tu, Yanping, Alex Shaw, and Ayelet Fishbach (2016), "The Friendly Taking Effect: When Interpersonal Closeness Leads to Seemingly Selfish Yet Jointly Maximizing Choice," *Journal of Consumer Research*, 42(5), 669-687.
8. Tu, Yanping and Ayelet Fishbach (2015), "Words Speak Louder: Conforming to Preferences More Than Actions," *Journal of Personality and Social Psychology*, 109(2), 193-209.

9. Tu, Yanping and Dilip Soman (2014), "The Categorization of Time and Its Impact on Task Initiation," *Journal of Consumer Research*, 41(3), 810-822.
10. *Hsee, Christopher K., *Yanping Tu, Zoe Y. Lu, and Bowen Ruan (2014), "Approach Aversion: Negative Hedonic Reactions Toward Approaching Stimuli," *Journal of Personality and Social Psychology*, 106(5), 699-712.

Other Research Articles

11. 盖嘉、郑晓莹、涂艳苹、+林荫、徐菁（2023），中国女性的“幸福悖论”：时间分配视角下家庭工作平衡对女性幸福感的影响研究，《经济管理学报》，2(2), 27-50.
12. Tu, Yanping and Dilip Soman (2022), "The Role of Timeframes in the Retrieval and Temporal Location Judgments of Past Events," *Marketing Letters*, 33(1), 19-25.
13. Tu, Yanping and Christopher K. Hsee (2018). Hedonomics: On Subtle Yet Significant Determinants of Happiness. In E. Diener, S. Oishi, & L. Tay (Eds.), e-Handbook of Well-Being. Noba Scholar encyclopedia series: Subjective well-being. Salt Lake City, UT: DEF publishers. DOI:nobascholar.com
14. Finkelstein, Stacey, Ayelet Fishbach, and Yanping Tu (2017), "When Friends Exchange Negative Feedback," *Motivation and Emotion*, 41(1), 69-83.
15. Fishbach, Ayelet and Yanping Tu (2016), "Pursuing Goals with Others," *Social and Personality Psychology Compass*, 10(5), 298-312.
16. Fishbach, Ayelet, Janina Steinmetz, and Yanping Tu (2016), "Motivation in a Social Context: Coordinating Personal and Shared Goal Pursuits with Others" In A. Elliot (Ed.). *Advances in Motivation Science Volume Three*. 35-79.
17. Zhang, Ying and Yanping Tu (2011), "The Impact of Associative Strength on Performance in Goal Pursuit," *Journal of Experimental Social Psychology*, 47(6), 1088-1095.

Scientific Outreach

18. 盖嘉、郑晓莹、涂艳苹、+林荫、徐菁（2022），“中国女性的‘幸福悖论’及其纾解”，《中国社会科学（内部文稿）》
19. 涂艳苹（2022），“推动国民低碳行为：行为科学的视角”，收录于《数字时代的碳达峰与碳中和》（曹立主编），新华出版社（书号：978-7-5166-6354-7）
20. Tu, Yanping (2014), "People Don't Like Anything (or Anyone) Moving Toward Them," *Harvard Business Review*, October, 30-31.

Teaching Cases (with Teaching Notes)

21. 王翀、涂艳苹、王卓（2024），NIO power：建设可持续的蔚来充换电体系
 - 《哈佛商业评论》中文版 2023 “年度卓越管理奖”
22. 涂艳苹、齐菁（2022），“参半益生菌漱口水：伪装者定位和产品上市策略”
23. 张颖婕、涂艳苹、翟耀（2022），“星创视界（宝岛眼镜）：从 Eyewear 到 Eyecare 的数字化转型升级”

PROFESSIONAL SERVICE

Associate Editor

心理学报, 2018-2022, 2022-present

Ad-hoc Reviewer

Marketing: Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, Journal of Consumer Psychology, Marketing Letters, Journal of the Association for Consumer Research

Psychology: Journal of Personality and Social Psychology, Psychological Science, Social Psychological and Personality Science, Perspectives of Psychological Science, PSPB

Management and Others: Management Science, Organizational Behavior and Human Decision

Processes, Information and Management, Appetite, Judgment and Decision Making, Journal of Business Research, Scientific Reports

Reviewer of Grants and Awards

The Israeli Science Foundation (ISF), 2017, 2018

Alden G. Clayton Doctoral Dissertation Proposal Award, Marketing Science Institute (MSI), 2018

JMS Marketing Science Annual Conference in China Doctoral Forum, 2022

Society for Judgment and Decision Making (SJDM) Conference Best Poster Award, 2022

Conference Reviewer

ACR, 2012-present

SCP, 2013-present

Conference Organization

Program Committee, ACR Asia-Pacific, 2015

AWARDS AND HONORS

National Science Foundation of China (NSFC) Excellent Young Scientist, 2021

1st Prize, Teaching Contest at Peking University, 2021

Outstanding Contribution in Reviewing, Journal of Consumer Psychology, 2017

Kilts Center of Marketing Doctoral Fellow, University of Chicago, 2015

Wesley C. Pickard Fellowship, University of Chicago, 2014

Katherine Dusak Miller Fellowship, University of Chicago, 2013

Dean's Award for Teaching Excellence (EMBA course TA × 3), University of Chicago, 2012, 2013

Oscar Meyer Fellowship, University of Chicago, 2011

PhD Fellowship, Booth School of Business, University of Chicago, 2010-2014

TEACHING

Peking University

02814910 Consumer Behavior Seminar 1 (PhD)

02817390 Marketing Management (MBA)

02839510 Scientific Thinking and Practice-based Approach (Undergrad), co-taught

University of Florida

MAR3503 Consumer Behavior (Undergrad)

MAR6930 Customer Analysis (MBA)

MAR6930/MAR6507 Customer Insights (MBA)

MAR6930 Consumer & Managerial Decision (MBA)

INVITED TALKS

1. Nanyang Technological University (Business School), 2023
2. Singapore Management University (Lee Kong Chian School of Business), 2023
3. Hong Kong Polytechnic University (Faculty of Business), China, 2023
4. Keynote, China Marketing International Conference (CMIC), 2023
5. Xiamen University (School of Management), 2023
6. Shanghai Jiaotong University (Antai School of Economics and Management), 2023
7. Shanghai University of Finance and Economics (Business School), 2023
8. University of Macau (Faculty of Business), 2023
9. Hong Kong University of Science and Technology (Business School), 2023
10. Renmin University of China (Business School), 2023
11. East China Normal University (Asia Europe Business School), 2022

12. Fudan University (School of Management), 2022
13. Peking University (School of Psychological and Cognitive Sciences), 2022
14. Hong Kong Polytechnic University (Faculty of Business), China, 2021
15. ShanghaiTech University (School of Entrepreneurship and Management), China, June 2019
16. Fudan University (School of Management), China, 2019
17. University of Chicago (Booth School of Business; Booth Alumni Insights), 2019
18. University of Florida (Food and Resource Economics Department), 2018
19. Peking University (Guanghua School of Management), China, 2017
20. University of South Florida (Muma College of Business), 2017
21. University of Toronto (Rotman School of Management), 2017
22. University of Alberta (School of Business), 2017
23. Peking University (National School of Development), China, 2016
24. Peking University (Guanghua School of Management), China, 2015
25. University of Florida (Warrington College of Business), 2014
26. Chinese University of Hong Kong (Business School), 2014
27. University of California, Riverside (School of Business Administration), 2014
28. University of Central Florida (College of Business Administration), 2014
29. University of Iowa (Tippie College of Business), 2014
30. University of Hong Kong (School of Business), 2014
31. Singapore Management University (Lee Kong Chian School of Business), 2014
32. Yale University (School of Management; Yale Whitebox Advisors Conference), 2014