

# YIJIE WANG

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## EDUCATION

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<b>Hong Kong Polytechnic University</b> , Hong Kong <i>PhD in Marketing</i>	2016–2021
<b>Northwestern University</b> , USA <i>Visiting PhD student</i>	2019
<b>University of California – Santa Barbara</b> , USA <i>MA in Economics</i>	2015–2016
<b>University of Iowa</b> , USA <i>BBA in Accounting and Finance</i>	2011–2014

## RESEARCH INTERESTS

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Social Influence on Consumer Behavior  
Psychology of Time  
Visual Marketing

## PUBLICATIONS

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Wang, Xue (Phyllis), Yijie Wang, and Yuwei Jiang (2022), "Gift or Donation? Increase Fundraising Effectiveness through Framing Charitable Giving as Gift," **Journal of Marketing**.

## MANUSCRIPTS IN THE REVIEW PROCESS

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Wang, Yijie, and Yuwei Jiang (2021), "The Costly Signaling of Selflessness: Avoiding Personal Favorites in Individual Choices for Joint Consumption," *invited for third-round review*, **Journal of Marketing Research**.

Wang, Yijie, Hong Zhu, Xingyu Duan, Chunqu Xiao, and Yuwei Jiang (2021), "Color of a Busy Life: Exploring Consumer Color Preferences under Time Scarcity," *under review*, **Journal of Marketing Research**.

## **SELECTED RESEARCH IN PROGRESS**

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"Reach out in the Darkness: Marketplace Unfairness and Consumer Attitudes toward Socially Connected Products," with Yuwei Jiang, Mantian (Mandy) Hu, and Ninghua Zhong, *manuscript in preparation*.

"The Impact of Mere Social Presence on Post-Purchase Product Evaluation," with Rima Toure-Tillery, *data collection in progress*.

"Time Scarcity and Aesthetic Preferences," with Rafay Siddiqui and Yuwei Jiang, *data collection in progress*.

"Language and Identity Consumption," with Lili Wang and Rima Toure-Tillery, *data collection in progress*.

"Gifts for Seniors," with Yuwei Jiang, *data collection in progress*.

"How Relative Group Size Influences Consumers' Purchase Intention Toward Utilitarian Products," with Jinjun Yu and Nakaya Kakuda, *data collection in progress*.

## **DISSERTATION**

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### **"Avoiding Personal Favorites in Joint Consumption: A Consumer Signaling Perspective"**

(Dissertation defended on October 13th, 2021)

Chair: Yuwei Jiang (HKPU)

Committee Members: Dengfeng Yan (NYU-Shanghai), Meng Zhang (CUHK), Rafay Siddiqui (SCU)

*Consumers often make joint consumption decisions involving not just themselves but other consumers as well. My dissertation looks into how consumers make unilateral decisions for joint consumption involving themselves and other consumers (e.g., choosing a shared appetizer for the table or choosing a movie to watch with friends). I demonstrate that consumers are less likely to choose their personal favorite option in making choices for joint consumption when they do not know their consumption partners' preference, a tendency that is based in their motivation to signal selflessness to themselves. Consistent with this selflessness-signaling account, results of a series of studies reveal that this effect is weakened or dismissed 1) when consumers are self-affirmed, 2) when they perceive high*

*self–other similarity, or 3) when self-interest is deemed appropriate in the decision context. This research contributes to the existing literature on joint consumption by providing more insights on the decision-making pattern for an individual decision for joint consumption. It also adds to the growing literature on signaling by demonstrating a novel way of signaling one’s selflessness: self-sacrificing through avoiding one’s personal favorite option in joint consumption.*

## **TEACHING EXPERIENCE**

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### *Introduction to Marketing*

Undergraduate Level (6 sections, 2017, 2018, 2020)

### *Tango! Managing Self & Leading Others*

Undergraduate Level (4 sections, 2018)

## **HONORS AND AWARDS**

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Best Poster Award in Judgment & Decision Making II, SCP	2022
Doctoral Fellow, AMA-Sheth Foundation Doctoral Consortium	2020
PhD Research Award, Hong Kong Polytechnic University	2020
Trainee Reviewer, <i>Journal of Consumer Research</i>	2019
Postgraduate Studentship, Hong Kong Polytechnic University	2016–2021
Dean’s List, University of Iowa	2011, 2012
Academic Success Scholarship, University of Iowa	2011–2014

## **CONFERENCE ACTIVITIES**

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“Color of a Busy Life: Exploring Consumer Color Preferences under Time Scarcity,” *Society for Consumer Psychology*, (March 2022) [Working Paper]

“How Relative Group Size Influences Consumers’ Purchase Intention Toward Utilitarian Products,” *Global Marketing Conference*, Seoul, Republic of Korea (November 2020) [Working Paper]

“How Relative Group Size Influences Consumers’ Purchase Intention Toward Utilitarian Products,” *Association for Consumer Research* (October 2020) [Working Paper]

“How Unfair Treatments Shape Social Connection Motivation,” *Association for Consumer Research*, Atlanta, GA, USA (October 2019) [Special Session]

"Color of a Busy Life: Exploring Consumer Color Preferences under Time Scarcity,"  
*Association for Consumer Research*, Atlanta, GA, USA (October 2019) [Working Paper]

"How Unfair Treatments Shape Social Connection Motivation," *Association for Consumer Research*, Dallas, TX, USA (October 2018) [Working Paper]

"Preemptive Social Influence: (Not) Choosing Personal Favorites in Shared Consumption,"  
*Association for Consumer Research*, San Diego, CA, USA (October 2017) [Data Blitz]

## **SELECTED COURSEWORK**

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### *Consumer Behavior Courses:*

Consumer Information Processing	Bob Wyer
Recent Interests in Consumer Behavior Research	Angela Y. Lee
Developing Impactful Consumer Research	Alex Chernev & Aparna Labroo
Consumer Behavior Seminar	Echo Wen Wan
Self-Regulation and Consumption	C. Nathan DeWall
Social Influence on Consumer Behavior	Yuwei Jiang
Self and Identity in the Consumption Context	Yuwei Jiang

### *Methodology & Quantitative Courses:*

Research Methodology in Behavioral Studies	Jessica Kwong
Experiment Design and Data Analysis	A. V. Muthukrishnan
Research Methods in Management	Wu Liu
Microeconomic Theory	Zack Grossman
Introduction to Probability and Statistics	Doug Steigerwald
Econometric Methods	Dick Startz

## **WORK EXPERIENCE**

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Accounting Assistant, Launch Services, Iowa City, IA	2014
Vice President of Marketing, Phi Beta Lambda, Iowa City, IA	2014
Student Manager, Iowa Hawk Shop, Iowa City, IA	2013–2014

## **APPENDIX: SELECTED ABSTRACTS**

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Wang, Yijie, and Yuwei Jiang (2022), "The Costly Signaling of Selflessness: Avoiding Personal Favorites in Individual Choices for Joint Consumption," *invited for third-round review*, ***Journal of Marketing Research***.

*This research examines how consumers make delegated decisions for joint consumption involving themselves and other consumers (e.g., selecting a shared appetizer for the table or choosing a movie to watch with friends). Six studies demonstrate that consumers are less likely to choose their personal favorite option in making delegated choices for joint consumption when they do not know their consumption partners' preference. Consistent with a selflessness-signaling account, the results further reveal that this effect is weakened or dismissed 1) when consumers perceive high self-other similarity, or 2) when self-interest is deemed appropriate in the decision context.*

Wang, Xue (Phyllis), Yijie Wang, and Yuwei Jiang (2022), "Gift or Donation? Increase Fundraising Effectiveness through Framing Charitable Giving as Gift," **Journal of Marketing**.

*This research examines consumers' attitudes toward charitable giving. Five incentive-compatible behavioral studies demonstrate that semantically framing charitable giving as gift (rather than donation) decreases donors' perceived social distance from beneficiaries and boosts their contribution. We further find that this framing effect is weakened when soliciting contributions for beneficiaries who are physically or psychologically close to donors (e.g., local beneficiaries), or when donors see social distance as desirable (e.g., those with a high need for status). The current work contributes to the literatures on charitable giving, social exchange, and semantic framing, and provides strong managerial implications.*

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