YAJIN WANG

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EDUCATION

Univ. of Minnesota, Carlson School of Management, Ph.D. in Business Administration: Marketing, 2010 - Present

Univ. of Minnesota, MA in Mass Communication, 2010

Peking Univ., Beijing, China, BA Journalism; BA Sociology, 2007

RESEARCH INTERESTS

Luxury Consumption, Luxury Brand, and Conspicuous Consumption Social Signaling and Interpersonal Relationships

JOURNAL PUBLICATIONS

Vohs, Kathleen D., **Yajin Wang**, Francesca Gino and Michael I. Norton (2013), "Rituals Enhance Consumption", *Psychological Science*.

Selected Media Coverage: New York Time, Wall Street Journal, Harvard Business Review, USA Today, Forbes, TIME, Telegraph UK, Daily Mail UK, NBCNews.

Wang, Yajin and Vladas Griskevicius (2014), "Conspicuous Consumption, Relationships, and Rivals: Women's Luxury Products as Signals to Other Women", *Journal of Consumer Research*. Selected Media Coverage: ABCNews, NBC, CBSNews, CNN, Harvard Business Review, TIME, THE TIMES, WUSA, New York Daily News, Business Standard, Australian Weekend Sunrise, Science Daily, Daily Mail UK, The Huffington Post, MetroNews Canada, Toronto Star, Times of India, Korea Times, WCCO.

MANUSCRIPTS UNDER REVISIONS AND REVIEW

Wang, Yajin and Deborah R. John, "Love it or Leave it? How Consumers Diverge from Others Depends on Self-Brand Connections", (Invited for revision at *Journal of Marketing Research*)

Wang, Yajin and Kathleen D. Vohs, "Negative Moods Spur Effortful Goal Attainment: A Mood Improvement Strategy", (Invited for revision at *Journal of Personality and Social Psychology*)

Wang, Yajin and Deborah R. John, "Louis Vuitton and Your Waistline: Using Luxury Goods Depletes Self-Regulatory Resources and Impairs Self-Control," (under review at *Journal of Consumer Research*)

Wang, Yajin, Jennifer Stoner and Deborah R. John, "You're Not Fooling Anyone! How Social Feedback Affects Moral Disengagement and the Purchase of Counterfeit Luxury Products", (under review at *Journal of Marketing Research*)

SELECTED RESEARCH IN PROCESS

"The Devil Wears Prada: Do Luxury Products Make People Selfish or Selfless?" (manuscript in preparation for *Journal of Consumer Research*)

"Does Power Distance Belief Influence Consumes' Preference for Premium (vs. Generic) Brands? The Moderating Effects of Consumers' Status and Product Type," with Carlos Torelli, Ashok Lalwani and Jessie Wang (manuscript in preparation)

REFEREED CONFERENCE PRESENTATIONS (*presenter)

Vohs, Kathleen D., Yajin Wang*, Francesca Gino and Michael Norton, "Rituals Enhance Consumption," Society for Consumer Psychology, Miami, FL, March, 2014.

Yajin Wang*, Vohs, Kathleen D., Francesca Gino and Michael Norton, "Rituals Enhance Consumption," Society of Personality and Social Psychology, Austin, Texas, Feb 2014.

Wang, Yajin* and Vladas Griskevicius, "Conspicuous Consumption, Relationships, and Rivals: Women's Luxury Products as Signals to Other Women," Association for Consumer Research, Chicago, October, 2013.

Wang, Yajin* (*Special Session Chair*) and Deborah R. John, "Faking It with Luxury Counterfeit Products: How Social Feedback Can Make Us More or Less Dishonest," Association for Consumer Research, Chicago, October, 2013.

Wang, Yajin* and Vladas Griskevicius, "Fendi Handbags Fend Off Romantic Rivals: Women's Conspicuous Consumption as a Signaling System," Human Behavior & Evolution Society, Miami, FL, July, 2013.

Vohs, Kathleen D., Yajin Wang, Francesca Gino and Michael Norton, "Rituals Enhance Consumption," La Londe Conference, La Londe les Maures, France, May, 2013.

Wang, Yajin* and Vladas Griskevicius, "Fendi Handbags Fend Off Romantic Rivals: Women's Conspicuous Consumption as a Signaling System," Haring Symposium, Indiana University, Bloomington, IN, March, 2013.

Wang, Yajin* and Vladas Griskevicius, "Back Off My Man! Women's Conspicuous Consumption as a Mate Guarding Strategy," Society for Consumer Psychology, San Antonio, TX, February, 2013.

Wang, Yajin* and Deborah R. John, "Love it or Leave it? Diverging from Dissimilar Users Depends on Brand Attachment," Association for Consumer Research, Vancouver, BC, October 2012.

Vohs, Kathleen D., Yajin Wang, Francesca Gino and Michael Norton, "Rituals Enhance the Experience of Consumption," Association for Consumer Research, Vancouver, BC, October 2012.

Torelli, Carlos, Ashok Lalwani, Jessie Wang and Yajin Wang, "The Interplay between Power Distance, Position in the Social Hierarchy, and Product Type: Consequences for Consumers'

Preferences for Premium over Generic Brands," Association for Consumer Research, Vancouver, BC, October 2012.

Griskevicius, Vladas, Joshua Ackerman, Yajin Wang and Andrew White, "Mo'Men, Mo' Problem: Sex Ratio, Impulsive Spending, and Conspicuous Consumption," Association for Consumer Research, Vancouver, BC, October 2012.

HONORS AND AWARDS

Henrickson Summer Fellowship Award, Marketing Department, Carlson School of Management, 2013

Carlson School of Management, PhD Student Excellence in Teaching Award, 2012-2013

McNamara Women's Fellowship, 2013-2014

Carlson School of Management, Travel Grant, 2013, 2014

Carlson School of Management, Department of Marketing, Ph.D. Small Grant, 2011-2012; 2012-2013

Carlson School of Management Doctoral Fellowship

Dean's List (undergraduate)

POSCO Fellowship CHINA, Peking University, 2006

South Morning Post Scholarship, Peking University, 2005

TEACHING

Principles of Marketing (Instructor), UMN Carlson School of Management, Spring 2013 – received *PhD Student Excellence in Teaching Award*

Principles of Marketing (Instructor), UMN Carlson School of Management, Fall 2013

INSTITUTIONAL AND PROFESSIONAL SERVICE

Trainee reviewer, Journal of Consumer Research (2013-present)

Reviewer, Society for Consumer Psychology Annual Conference (2013)

Volunteer, Association of Consumer Research Conference, St. Louis, MI, October, 2011

Volunteer, National Multiple Sclerosis Society, Minnesota Chapter, 2007-2008

President, Advertising and Media Association, Peking University, 2005-2007

AFFILIATION

Association of Consumer Research

Society for Consumer Psychology

Society of Personality and Social Psychology

Association for Psychological Science

Human Behavior & Evolution Society

INDUSTRY EXPERIENCE

Associate Consultant, Bain & Company, Beijing, China, 2009

DOCTORAL COURSEWORK

Marketing

- o Consumer Attitudes and Persuasion 1 Barbara Loken
- o Consumer Attitude and Persuasion 2 Vladas Griskevicius
- o Consumer Behavior Special Topics: Motivation Kathleen D. Vohs
- o Judgment and Decision Making 1 Janet Ebert

- o Judgment and Decision Making 2 Akshay Rao
- o Marketing Management and Strategy 1 Mark Bergen
- o Marketing Management and Strategy 2 Carlos Torelli
- o Inter-Organizational Relations George John
- o Marketing Modeling 1 Om Narasimhan
- o Marketing Modeling 2 Tony Haitao Cui

Psychology

- The Self Mark Snyder
- o Social Cognition Eugene Borgida

Research Methods

- o Consumer Behavior Research Methods Deborah R. John
- o Psychological Measurement Niels Waller
- o Designing Experiments Gary Oehlert
- o Introductory Statistical Methods
- o Regression and the General Linear Model