

MANUSCRIPTS UNDER REVIEW (see Appendix for abstracts)

Wan Echo Wen, Jing Xu and Ying Ding, "To Be or Not To Be Unique: The Effect of Social Exclusion on Consumers Choice of Unique Products", Under review at *Journal of Consumer Research*, 3rd round

Keh, Hean Tat and Ying Ding, "Consumer Perception of Service Standardization Versus Service Customization", Under review at *Journal of Service Research*, 2nd round

Zhang, Hongxia, Ying Ding, Angela Y. Lee, and Jing, Xu, "Have Cultural Value been Shifted in Modern China? An Empirical Investigation of Self-Strual Shifting and Regulatory Focus for Chinese", Under review at *Acta Psychologica Sinica*, 3rd round.

SELECTED RESEARCH IN PROGRESS

"Will Broad Identity Broaden Your Vision? The Effect of Identity Framing on Prosocial Behavior" with Jing Xu and Echo Wen Wan, prepare for submission to *Journal of Consumer Research*.

"Service Intangibility Reconsidered: The Roles of Service Separation and Customers' Construal Level", with Hean Tat Keh, Three studies completed (Target Journal: *Journal of Marketing Research*)

"Optimistic Mentality: The Impact of Identity Framing on Consumer Product Choice" with Jing Xu and Echo Wen Wan, two studies completed (Target Journal: *Journal of Consumer Research*).

"Need for Complexity: The Impact of Disfluency on Consumers' Goal Motivation," with Jing Xu, Two studies completed, (Target Journal: *Journal of Consumer Psychology*)

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The Influence of Identity Framing on Prosocial Behavior
Consortium of 2011 Annual Conference of China Marketing Science, Dalian,
China, 2012 (Aug).

Ding Ying, Jing Xu, and Echo Wen Wan
Will Broad Identity Broaden Your Vision?
The Influence of Identity Framing of Prosocial Behavior,
Marketing Scholar Forum X, Hong Kong, 2012 (June).

Ding Ying, Jing Xu, and Echo Wen Wan
Coping with My Loneliness: The Effects
of Social Exclusion on Consumer Choice of Unique Products
Association for Consumer Research North American Conference, St. Louis US, 2011
(October)

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RI 6RFLDO ([FOXVLRQ RQ & RQVXPHEU & KRRLFH RI 8QL
Consortium of 2011 Annual Conference of China Marketing Science,
Guangzhou, China, 2011 (Aug).

Ding, Ying and Wenbo, Ji
When I Feel Excluded, I Want More Food: The Effect of
6RFLDO ([FOXVLRQ RQ & RQVXPHEU & KRRLFH RI 8QL
Marketing Academy Conference (EMAC), Ljubljana, Slovenia
2011 (May)

Hongxia, Zhang, YingDing, Angela Lee, Jing Xu,
Have Cultural Value been
Shifted in Modern China? An Empirical Investigation of Self-construal and
Regulatory Focus for Chinese
European Marketing Academy Conference
(EMAC), Ljubljana, Slovenia
2011 (May)

Ding, Ying, Will You Listen to the Stranger's
Comments? The Effect of Online
Product Reviews from JSE Perspective,
Global Marketing Conference,
Tokyo, Japan
2010 (Sep)

Ding, Ying, Jing Xu and Echo Wen Wan
Coping with My Loneliness: The Effect
of Social Exclusion on Consumers Choice of Unique Products
Marketing Scholar Forum VIII, Shanghai
China, 2010 (Jun)

Ma, Hua, YingDing, and Hongxia, Zhang
Brand Pyramid: An Exploratory Study
on Brand Culture
9th International Conference Marketing Trends, Venice,
Italy, 2010 (Jan).

TEACHING EXPERIENCE S

Teaching Assistant Marketing Core Course (MBA Students) Peking University
09/2012-01/2013 (Instructor: Prof. Ying Zhang)

Teaching Assistant Consumer Behavior (International MBA Students) Peking
University, 09/2012-01/2013 (Instructor: Prof. Jing Xu)

Teaching Assistant Marketing Management (MBA Students) Peking University
02/2010-06/2010 (Instructor: Prof. Hongxia Zhang)

Teaching Assistant Advertisement (MBA Students) Peking University
09/2009-01/2010 (Instructor: Prof. Hongxia Zhang)

TEACHING INTERESTS

Consumer Behavior
Marketing Management
Advertising and Consumer Psychology
Marketing Research
Service Marketing

PROFESSIONAL SERVICE AND AFFILIATION

Service

Trainee reviewer, *Journal of Consumer Research*, 2012-current
Ad hoc Reviewer, *9th International Conference Marketing Trends*, 2010
Ad hoc Reviewer, *Acta Psychologica Sinica*, 2009-2011

Professional Affiliations

Association for Consumer Research, 2011-current
Society for Consumer Psychology, 2012-current
European Institute for Advanced Studies in Management, 2010-current

SELECTED GRADUATE COURSES

Marketing

Doctoral Seminar: Marketing Strategy	Hean Tat Keh
Doctoral Seminar: Marketing Model	Jiahak Chung & Meng Su
Special Topics in Marketing	Ping Tu

Psychology

Doctoral Seminar: Happiness	Christopher K. Hsee
Consumer Information Processing	Robert S. Wyer
Doctoral Seminar: Consumer Behavior	Jing Xu
Information Processing Seminar	Ying Zhang
Neuro Science	Fang Fang

Methodology

Experimental Design and Analysis	Jing Xu
Multivariate Analysis in Marketing Research	Shaoming Zhou