

# YAJIN WANG

Curriculum Vitae

January 2015

Carlson School of Management  
University of Minnesota  
321 19<sup>th</sup> Avenue South, Suite 3-150  
Minneapolis, MN 55455

Mobile: (612) 481-3281  
Fax: (612) 624-8804  
Email: wang0936@umn.edu

## EDUCATION

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Ph.D., Marketing, University of Minnesota (Expected 2015)  
M.A., Mass Communications, University of Minnesota, 2010  
B.A., Journalism & B.Law, Sociology, Peking University, 2007

## RESEARCH INTERESTS

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Luxury Goods, Conspicuous Consumption, Consumer Goal Pursuit

## JOURNAL PUBLICATIONS

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1. Wang, Yajin and Vldas Griskevicius (2014), "Conspicuous Consumption, Relationships, and Rivals: Women's Luxury Products as Signals to Other Women," *Journal of Consumer Research*, 40(5), 834-854.  
*Selected Media Coverage:* ABCNews, NBC, CBSNews, Harvard Business Review, TIME, CNN, New York Daily News, Daily Mail UK, The Huffington Post, Toronto Star
2. Vohs, Kathleen D., Yajin Wang, Francesca Gino, and Michael I. Norton (2013), "Rituals Enhance Consumption," *Psychological Science*, 24(9), 1714-1721.  
*Selected Media Coverage:* New York Times, Wall Street Journal, Harvard Business Review, USA Today, Forbes, TIME, Telegraph UK, Daily Mail UK, NBCNews

## MANUSCRIPTS UNDER REVISION

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1. Wang, Yajin, Deborah Roedder John, and Vldas Griskevicius, "The Devil Wears Prada? How Luxury Consumption Influences Social Behavior" (invited for revision at *Journal of Consumer Research*)
2. Wang, Yajin, Jennifer Stoner, and Deborah Roedder John, "You're Not Fooling Anyone! How Social Feedback Affects Moral Disengagement and the Purchase of Counterfeit Luxury Products," (invited for revision at *Journal of Marketing Research*)
3. Wang, Yajin and Deborah Roedder John, "Love it or Leave it? How Consumers Diverge from Others Depends on Self-Brand Connections," (invited for revision at *Journal of Marketing Research*)
4. 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*)
5. Wang, Yajin and Deborah Roedder John, "Louis Vuitton and Your Waistline: Using Luxury Goods Depletes Self-Regulatory Resources and Impairs Self-Control," (Revising for new submission at *Journal of Consumer Research*)

## **SELECTED RESEARCH IN PROGRESS**

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Wang, Yajin, Vldas Griskevicius, and Deborah Roedder John, "I Am Out of Your League: Luxury Consumption and Romantic Relationships," Data collection in process.

Wang, Yajin, Vldas Griskevicius, and Deborah Roedder John, "Luxury Consumption and Political Attitudes," Data collection in progress.

Lalwani, Ashok, Carlos J. Torelli, Jessie Wang, and Yajin Wang, "Power Distance Belief and Consumers' Preference for Premium (vs. Generic) Brands: The Role of Consumers' Status and Product Type," (manuscript preparation for submission)

## **HONORS AND AWARDS**

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2014 The Vaile Graduate Fellowship

2014 AMA-Sheth Foundation Doctoral Consortium Fellow

2014 Carlson School Management Dissertation Fellowship (\$25,000)

2014 McNamara Women's Fellowship (also 2013)

2013 Henrickson Research Fellowship Award

2013 Haring Symposium Fellow, Indiana University

2013 Ph.D. Student Excellence in Teaching Award, Carlson School of Management

2007 Dean's List, Peking University (ranking top 1 in graduating class)

## **INVITED TALKS**

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University of Southern California, Marshall School of Business (2014)

University of British Columbia, Sauder School of Business, Canada (2014)

Georgetown University, McDonough School of Business (2014)

University of Maryland, Robert H. Smith School of Business (2014)

## **REFEREED CONFERENCE PRESENTATIONS**

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"The Devil Wears Prada: How Luxury Consumption Influences Social Behaviors," with Deborah R. John and Vldas Griskevicius, Society for Consumer Psychology, Phoenix, AZ, March, 2015.

"Negative Moods Spur Effortful Attainment: A Mood Improvement Strategy," with Kathleen D. Vohs, Society of Personality and Social Psychology, Long Beach, CA, February, 2015.

"Louis Vuitton and Your Waistline: Using Luxury Goods Depletes Self-Regulatory Resources and Impairs Self-Control," with Deborah R. John, Association for Consumer Research, Baltimore, MD, October, 2014. (***Wang co-chaired the special session***)

"You're Not Fooling Anyone! How Social Feedback Affects Moral Disengagement and the Purchase of Counterfeit Luxury Products" with Jennifer Stoner and Deborah R. John, Association for Consumer Research, Baltimore, MD, October, 2014. (***Wang co-chaired the special session***)

"Negative Moods Spur Effortful Attainment: A Mood Improvement Strategy," with Kathleen D. Vohs, Association for Consumer Research, Baltimore, MD, October, 2014. (***Wang co-chaired the special session***)

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

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

“Conspicuous Consumption, Relationships, and Rivals: Women’s Luxury Products as Signals to Other Women,” with Vldas Griskevicius, Association for Consumer Research, Chicago, IL, October, 2013.

“Faking It with Luxury Counterfeit Products: How Social Feedback Can Make Us More or Less Dishonest,” with Deborah R. John, Association for Consumer Research, Chicago, IL, October, 2013. (*Wang chaired the special session*)

“Fendi Handbags Fend Off Romantic Rivals: Women’s Conspicuous Consumption as a Signaling System,” with Vldas Griskevicius, Human Behavior & Evolution Society, Miami, FL, July, 2013.

“Fendi Handbags Fend Off Romantic Rivals: Women’s Conspicuous Consumption as a Signaling System,” Haring Symposium, Indiana University, Bloomington, IN, March 2013.

“Back Off My Man! Women’s Conspicuous Consumption as a Mate Guarding Strategy,” with Vldas Griskevicius, Society for Consumer Psychology, San Antonio, TX, February, 2013.

“Love it or Leave it? Diverging from Dissimilar Users Depends on Brand Attachment,” with Deborah R. John, Association for Consumer Research, Vancouver, BC, October 2012.

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

“The Interplay between Power Distance, Position in the Social Hierarchy, and Product Type: Consequences for Consumers’ Preferences for Premium over Generic Brands,” with Torelli, Carlos, Ashok Lalwani, Jessie Wang, Association for Consumer Research, Vancouver, BC, October 2012.

“Mo’Men, Mo’ Problem: Sex Ratio, Impulsive Spending, and Conspicuous Consumption,” with Vldas Griskevicius, Joshua Ackerman, and Andrew White, ACR, Vancouver, BC, October 2012.

## **TEACHING EXPERIENCE**

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Instructor, Principles of Marketing, University of Minnesota

- Fall 2013 Evaluations:
  - Received *PhD Student Excellence in Teaching Award*
  - Overall course evaluation: 5.57/6.00
  - Recommend instructor to other students 90%
- Spring 2013 Evaluations:
  - Overall course evaluation: 5.62/6.00
  - Recommend instructor to other students 98%

Teaching Assistant, University of Minnesota, 2010-2014

- Brand Management (MBA)
- Marketing Management (MBA)
- Buyer Behavior (Undergraduate)
- Introduction to Mass Communication (Undergraduate)

## **PROFESSIONAL EXPERIENCE**

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

**Hoffman Agency** (Public Relations), Summer Intern, Beijing, China, 2005-2007

## **INSTITUTIONAL AND PROFESSIONAL SERVICE**

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Trainee reviewer, Journal of Consumer Research (2013-present)  
Reviewer, Society for Consumer Psychology Annual Conference (2013)  
Volunteer, Association of Consumer Research Conference, St. Louis, MO, October, 2011  
Volunteer, National Multiple Sclerosis Society, Minnesota Chapter, 2007-2008  
President, Advertising and Media Association, Peking University, 2005-2007

## **PROFESSIONAL AFFILIATIONS**

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Association of Consumer Research  
Society for Consumer Psychology  
Society of Personality and Social Psychology  
Association for Psychological Science  
Human Behavior & Evolution Society