

Yu Ding

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Employment

Assistant Professor of Marketing, Stanford University, 2022 - present

Education

Ph.D. (with M.Phil.), Marketing, Columbia University, 2022

M.S., Statistics, National University of Singapore, 2016

B.A. (with Honors), Marketing, Fudan University, 2013

Research Interests

Theoretical: Trust, Debiasing, Social Influence, Culture and Norms

Substantive: Misinformation, Social Media, Brand Positioning, Price Promotions

Methodological: Lab and Field Experimentation, Machine Learning, Text Analysis

Publications

1. Chung, Jaeyeon, **Yu Ding**, and Ajay Kalra (2023), "I Really Know You: How Influencers Can Increase Audience Engagement by Referencing Their Close Social Ties," forthcoming in *Journal of Consumer Research*. Web Appendix.
2. **Ding, Yu** and Yan Zhang (2020), "Hiding Gifts Behind the Veil of Vouchers: The Effect of Gift Vouchers in Conditional Promotions," *Journal of Marketing Research*, 57(4), 739-54. Web Appendix.
Selected media coverage: JMR Scholarly Insights.
3. **Ding, Yu** and Krishna Savani (2020), "From Variability to Vulnerability: People Exposed to Greater Variability Judge Wrongdoers More Harshly," *Journal of Personality and Social Psychology*, 118(6), 1101-17. Web Appendix.
Lead article. Selected media coverage: Science.
4. **Ding, Yu**, Wayne S. DeSarbo, Dominique M. Hanssens, Kamel Jedidi, John G. Lynch, Jr., and Donald R. Lehmann (2020), "The Past, Present, and Future of Measurement and Methods in Marketing Analysis," *Marketing Letters*, 31, 175-86. Web Appendix.
5. Savani, Krishna, Monica Wadhwa, Yukiko Uchida, **Yu Ding**, and N. V. R. Naidu (2015), "When Norms Loom Larger than the Self: Susceptibility of Preference-Choice Consistency to Normative Influence across Cultures," *Organizational Behavior and Human Decision Processes*, 129, 70-79.
Selected media coverage: NTU News.

Selected Working Papers

*indicates equal authorship.

1. **Ding, Yu** and Ellie Kyung, "Time Flies Only When the Speed is 'Just Right': The U-Shaped Effect of Animation Speed on Perceived Waiting Time."
2. **Ding, Yu** and Gita V. Johar, "Fact-Checking Matters: A Novel Crowdsourcing Approach for Improving the Information Ecosystem."

Selected media coverage: [Repustar](#)
John A. Howard/AMA Doctoral Dissertation Award, 2022
ACR-Sheth Foundation Dissertation Award, 2020
Computational Social Science Grant, Russell Sage Foundation, 2020
Deming Doctoral Fellow Grant, Columbia Business School, 2019
3. **Ding, Yu**, Gita V. Johar, and Michael. W. Morris, "Science Denial: Rooted in Religious Intolerance and Lack of Religious Diversity."

Chazen Doctoral Research Grant, Columbia Business School, 2020
Chazen Global Research Grant, Columbia Business School, 2017
4. **Ding, Yu***, Jill Xiong*, and Gita V. Johar, "Slim = Luxurious? Product Shape and Consumer Perceptions of Product Luxury."

LVMH-SMU Luxury Research Conference Special Award, 2018
LEF Doctoral Fellow, Luxury Education Foundation, 2018
5. Andrea Low, **Yu Ding**, and Krishna Savani, "Exposure to Variability Can Lead to More Unethical Behavior."

Presentations and Talks

"The Effect of Quantity Requirement in Conditional Promotions"

Society for Consumer Psychology, San Juan, PR, 2023

"A Novel Crowdsourcing Approach for Improving the Information Ecosystem"

Haas School of Business, University of California Berkeley, 2023

Rady School of Management, University of California San Diego, 2023

Anderson School of Management, University of California Los Angeles, 2023

The Wharton School, University of Pennsylvania, 2023

Amsterdam Business School, University of Amsterdam, 2023

Rotterdam School of Management | Erasmus School of Economics, Erasmus University, 2023

Warwick Business School, Warwick University, 2023

Imperial College Business School, Imperial College London, 2023

RIEM, Southwestern University of Finance and Economics, 2023 (online)

College of Business, City University of Hong Kong, 2023 (online)

Society for Consumer Psychology, San Juan, PR, 2023

Association for Consumer Research, Denver, CO, 2022

Stanford Intelligent Systems Laboratory (SISL), Stanford University, 2022

Guanghua School of Management, Peking University, 2022 (online)

Lerner College of Business and Economics, University of Delaware, 2022 (online)

Cambridge Judge Business School, University of Cambridge, 2021 (online)
 Cheung Kong Graduate School of Business, 2021 (online)
 Warrington College of Business, University of Florida, 2021
 Darden School of Business, University of Virginia, 2021 (online)
 Rotman School of Management, University of Toronto, 2021 (online)
 Stern School of Business, New York University, 2021
 Sauder School of Business, University of British Columbia, 2021
 School of Business, University of Connecticut, 2021
 Graduate School of Business, Stanford University, 2021 (online)
 Faculty of Business and Economics, University of Hong Kong, 2021 (online)
 SC Johnson College of Business, Cornell University, 2021
 Fuqua School of Business, Duke University, 2021
 Business School, Chinese University of Hong Kong, 2021 (online)
 Herbert Business School, University of Miami, 2021 (online)
 Booth School of Business, University of Chicago, 2021
 Kellogg School of Management, Northwestern University, 2021
 Lee Kong Chian School of Business, Singapore Management University, 2021 (online)
 Morris lab, Columbia University, 2021
 Motivation lab, New York University, 2021 (online)
 Johar lab, Columbia University, 2020

“How Influencers Can Increase Audience Engagement by Referencing Their Close Social Ties”

Marketing Quant Lab, Columbia University, 2020
Society for Consumer Psychology, Huntington Beach, CA, 2020

“The U-Shaped Effect of Animation Speed on Perceived Waiting Time”

Lehmann Lab, Columbia University, 2019
Association for Consumer Research, Atlanta, GA, 2019

“People Exposed to Greater Variability Judge Wrongdoers More Harshly”

Society for Personality and Social Psychology, Atlanta, GA, 2018
Association for Consumer Research, San Diego, CA, 2017
Society for Personality and Social Psychology, San Antonio, CA, 2017

“The Effect of Gift Vouchers in Conditional Promotions”

Association for Consumer Research, San Diego, CA, 2017
 Marketing seminar, National University of Singapore, 2015

“Product Shape and Consumer Perceptions of Product Luxury”

Society for Consumer Psychology, Savannah, GA, 2019
Association for Consumer Research, Dallas, TX, 2018
 Marketing seminar, Columbia University, 2017
 Behavioral lab, Columbia University, 2017
Association for Consumer Research, Berlin, Germany, 2016

Teaching

Stanford Graduate School of Business, MBA

MKTG 240 Marketing Management (core), 2023

Grants, Awards, and Honors

John A. Howard/AMA Doctoral Dissertation Award, 2022

AMA-CBSIG Rising Star Award, 2022

ACR-Sheth Foundation Dissertation Award, 2020

Computational Social Science Grant, Russell Sage Foundation, 2020

AMA-Sheth Doctoral Symposium Fellow, Indiana University, 2020

Chazen Doctoral Research Grant, Columbia Business School, 2020

Deming Doctoral Fellow Grant, Columbia Business School, 2019

University of Houston Marketing Doctoral Symposium Fellow, 2019

Luxury Education Foundation Doctoral Fellow, Columbia Business School, 2018

LVMH-SMU Luxury Research Conference Special Award, 2018

Chazen Global Research Grant, Columbia Business School, 2017

Behavioral Research Lab Fellowship, Columbia Business School, 2016

Doctoral Fellowship, Columbia Business School, 2016-2021

Academic Service

Journal ad-hoc reviewer

Organizational Behavior and Human Decision Processes (OBHDP)

Acta Psychologica Sinica

Journal of Personality and Social Psychology (JPSP)

Personality and Social Psychology Bulletin (PSPB)

Journal of Consumer Research (JCR)

Conference reviewer

Association of Consumer Research (ACR)

Society of Consumer Psychology (SCP)

University service

Marketing Seminars (Co-Organizer), Stanford Graduate School of Business, 2022

GSB Marketing Camp (Co-Organizer), Stanford Graduate School of Business, 2023