

# Yu Ding

Stanford Graduate Business School  
655 Knight Way  
Stanford, CA 94305

Office: +1 (650) 725-0463  
Fax: +1 (650) 725-9932  
Homepage: [yudinglab.com](http://yudinglab.com)

## 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

Empiricals

1. **Ding, Yu** and Ellie Kyung (2024), "Time Flies. . . But Only When the Speed is 'Just Right': The Convex Effect of Repeated Animation Speed on Wait Perception and Online Customer Experience," conditional accept, *Journal of Consumer Research*.
2. **Ding, Yu**, Gita Venkataramani Johar, and Michael W. Morris (2024), "When the One True Faith Trumps All: Low Religious Diversity, Religious Intolerance, and Science Denial," *PNAS Nexus*, 3(4), 144. [Web Appendix](#).

**Editor's Pick for Press Interest.** Media coverage: [EurekAlert!](#), [Phys.org](#).

*Chazen Global and Doctoral Research Grant, Columbia Business School, 2017 & 2020*

3. Chung, Jaeyeon, **Yu Ding**, and Ajay Kalra (2023), "I Really Know You: How Influencers Can Increase Audience Engagement by Referencing Their Close Social Ties," *Journal of Consumer Research*, 50(4), 683–703. [Web Appendix](#).

**Editor's Choice Article.** Media coverage: [Stanford Business Insights](#), [Ariyh Practical Insights](#), [Instagram](#).

4. **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](#).

Media coverage: [JMR Scholarly Insights](#).

5. **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.**

6. 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.

Media coverage: NTU News.

#### Reviews and Chapters

7. Di Domenico, Giandomenico and **Yu Ding** (2023), "Between Brand Attacks and Broader Narratives: How Direct and Indirect Misinformation Erode Consumer Trust," *Current Opinion in Psychology*, 54, 101716.
8. Netzer, Oded and **Yu Ding** (Eds.) (2023), *Legends in Marketing: Donald Lehmann, Volume II: Analysis Methods*. New Delhi, Sage Publications, India.
9. **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.

### Selected Working Papers

1. **Ding, Yu** and Gita Venkataramani Johar, "A Novel Crowdsourcing Approach for Improving the Information Ecosystem."

Media coverage: Medium

*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*

2. **Ding, Yu** and Karl Aquino, "Similarity Judgments Debias Candidate Ratings for Hiring."
3. **Ding, Yu\***, Louise Lu\*, Jennifer Aaker, and Szu-chi Huang, "Beauty Won't Fade: How the Recall of Beautiful Experiences Impacts Memory Preservation Over Time."
4. Xiong, Ji\*, **Yu Ding\***, and Gita Venkataramani 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*

*Behavioral Research Lab Grant, Columbia Business School, 2016*

5. Low, Andrea, **Yu Ding**, and Krishna Savani, "Exposure to Variability Leads to More Unethical Behavior."

### Presentations and Talks

"Similarity Judgments Debias Candidate Ratings for Hiring"

2024: Fudan University, Shanghai Jiaotong University (Antai), Zhejiang University, Nanjing University, *SuHang Marketing Conference*, Singapore Management University (Lee Kong Chian), Nanyang Technological University, National University of Singapore, VU Amsterdam (SBE)

"Low Religious Diversity, Religious Intolerance, and Science Denial"

*AP-ACR Bali* (2024), Peking University (Guanghua) (2023), *ACR Seattle* (2023), *SCP San Juan* (2023)

"The Effect of Quantity Requirement in Conditional Promotions"

*SCP San Juan* (2023)

"A Novel Crowdsourcing Approach for Improving the Information Ecosystem"

2023: Yonsei University, Bocconi University (SDA), University of Amsterdam, Erasmus University (RSM and ESE), University of California Berkeley (Haas), Carnegie Mellon University (CBDR), University of California San Diego (Rady), University of California Los Angeles (Anderson), University of Pennsylvania (Wharton), City University of Hong Kong (*online*), Warwick University, Imperial College London, *SCP San Juan*, Stanford GSB Asian Alumni Leadership Summit

2022: *ACR Denver*, Stanford University (SISL), Peking University (Guanghua, *online*), University of Delaware (Lerner, *online*)

2021: University of Cambridge (Judge, *online*), Cheung Kong Graduate School of Business (*online*), University of Hong Kong (*online*), Chinese University of Hong Kong (*online*), Singapore Management University (Lee Kong Chian, *online*), University of Toronto (Rotman, *online*), University of Miami (Herbert, *online*), Stanford University (GSB, *online*), University of Florida (Warrington), New York University (Stern), University of British Columbia (Sauder), University of Connecticut, Cornell University (SC Johnson), Duke University (Fuqua), University of Chicago (Booth), Northwestern University (Kellogg), *Morris Lab* (Columbia), *Motivation Lab* (NYU), *Johar Lab* (Columbia)

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

*Marketing Quant Lab* (Columbia) (2020), *SCP Huntington Beach* (2020)

"The Convex Effect of Repeated Animation Speed on Wait Perception and Online Customer Experience"

*Lehmann Lab* (Columbia) (2019), *ACR Atlanta* (2019)

"People Exposed to Greater Variability Judge Wrongdoers More Harshly"

*SPSP Atlanta* (2018), *ACR San Diego* (2017), *SPSP San Antonio* (2017)

"The Effect of Gift Vouchers in Conditional Promotions"

*ACR San Diego* (2017), National University of Singapore (2015)

"Product Shape and Consumer Perceptions of Product Luxury"

*SCP Savannah* (2019), *ACR Dallas* (2018), Columbia University (2017), *Behavioral Lab* (Columbia) (2017), *ACR Berlin* (2016)

## Teaching

Stanford Graduate School of Business

MKTG 240 Marketing Management (MBA), 2023, 2024, 2025

MKTG 642 Behavioral Research in Marketing II: Consumer Behavior (PhD), 2025

## 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 Grant, Columbia Business School, 2016

Doctoral Fellowship, Columbia Business School, 2016-2021

## Academic Service

Journal ad-hoc reviewer

*Acta Psychologica Sinica, Behavioral Science & Policy (BSP), Journal of Consumer Research (JCR), Journal of Marketing Research (JMR), Journal of Personality and Social Psychology (JPSP), Organizational Behavior and Human Decision Processes (OBHDP), Personality and Social Psychology Bulletin (PSPB)*

Conference reviewer

*Association of Consumer Research (ACR)*

*Society of Consumer Psychology (SCP)*

University service

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

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