

# YANMEI ZHENG

## CURRICULUM VITAE

(UPDATED SEPTEMBER 2023)

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University of Hawai'i  
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### EMPLOYMENT

University of Hawai'i

August 2023 – Present, Associate Professor in Marketing (Tenured)  
August 2017 – July 2023, Assistant Professor in Marketing  
January 2023 – Present, Faculty Senate Executive Committee Member  
June 2018 – July 2023, Ph.D. Program Coordinator in Marketing

### EDUCATION

University of Florida

August 2016 – May 2017, Post-Doctoral Fellow in Marketing  
August 2011 – May 2016, Ph.D. in Marketing

Sun Yat-sen University

September 2007 – June 2011, B.A. in Marketing

### RESEARCH INTERESTS

The public's understanding of science is the primary theme that unifies my research activities. In my application area, the public consists of consumers. Across multiple papers, I find significant gaps between lay consumer's understanding of the world and the scientific view of the world. I have examined how consumers deviate from—and respond to—the scientific developments in the contexts of human autonomy and acceptance of new technology. Because the gaps between the lay and scientific viewpoints have tremendous implications for consumer well-being and societal welfare, I have devised interventions to narrow those gaps. As a result, my research is designed not only to enhance understanding of important marketing questions but also to promote a better world through the discipline of marketing.

### REFEREED PUBLICATIONS

Zheng, Yanmei and Joseph W. Alba (2023), "Origin versus Substance: Competing Determinants of Disruption in Welfare-Enhancing Duplication Technologies," *Journal of Consumer Research*, 49 (April), 944-66.  
Zheng, Yanmei, Chris Janiszewski, and Martin Schreier (2023), "Exploring the Origins of Intrinsic Motivation," *Motivation and Emotion*, 47 (April), 28-45.  
Wang, Xiang, Chris Janiszewski, Yanmei Zheng, Juliano Laran, and Wonseok Eric Jang (2021), "Deriving Mental Energy from Task Completion," *Frontier in Psychology*, 12.

- Zheng, Yanmei and Joseph W. Alba (2021), “Consumer Self-Control and the Biological Sciences: Implications for Marketing Stakeholders,” *Journal of Marketing*, 85 (July), 105-122.
- Wertenbroch Klaus, Rom Schrift, Joseph Alba, Alixandra Barasch, Amit Bhattacharjee, Markus Giesler, Joshua Knobe, Donald Lehmann, Sandra Matz, Gideon Nave, Jeff Parker, Stefano Puntoni, Yanmei Zheng, and Yonat Zwebner (2020), “Autonomy in Consumer Choice,” *Marketing Letters*, 31 (4), 429-39.
- Crolic, Cammy, Yanmei Zheng, JoAndrea Hoegg, and Joseph W. Alba (2019), “The Influence of Visual Product Design on Consumer Inference-Making,” *Journal of the Association for Consumer Research*, 4 (October), 398-408.
- Rice, Dan, Alan D. J. Cooke, and Yanmei Zheng (2019), “The Impact of Bundle Comparisons on Bundle Preference,” *Journal of Behavioral Decision Making*, 32 (July), 297-316.
- Zheng, Yanmei, Lisa E. Bolton, and Joseph W. Alba (2019), “Technology Resistance: The Case of Food Production Processes,” *Journal of Public Policy and Marketing*, 38 (April), 246-62.
- Zheng, Yanmei, Stijn M. J. van Osselaer, and Joseph W. Alba (2016), “Belief in Free Will: Implications for Practice and Policy,” *Journal of Marketing Research*, 53 (December), 1050-64.

## INVITED PUBLICATIONS

- Alba, Joseph W. and Yanmei Zheng (2015), “>50 shades,” *Journal of Marketing Behavior*, 1 (February), 329-49.

## MANUSCRIPTS UNDER REVIEW

- Zheng, Yanmei, Alan Cooke, and Chris Janiszewski “Irreducibility of Sensory Experiences: Dual Representations Lead to Dual Context Effects,” under 1<sup>st</sup> revision at *Cognition*.

## RESEARCH IN PROGRESS

- “Do Body and Brain Explain Away Admiration?,” with Joe Alba.
- “Consumption Memory,” with Joe Alba.
- “Big Data and Consumer Perception of Agency,” with Joe Alba.
- “When Sales Promotions Create Reactance,” with Chris Janiszewski.

## RESEARCH PRESENTATIONS

- Zheng, Yanmei, Lisa E. Bolton, and Joseph W. Alba (2019), “Technology Resistance: The Case of Food Production Processes,” 2019 AMA Marketing and Public Policy Conference, Washington D.C., June.
- Zheng, Yanmei and Chris Janiszewski (2019), “When Sales Promotions Create Reactance,” 2019 AMA Marketing and Public Policy Conference, Washington D.C., June.
- Zheng, Yanmei and Joseph W. Alba (2019) “Mental Models of the Tempted Mind,” 11<sup>th</sup> Invitational Choice Symposium, Cambridge, MD, May.
- Zheng, Yanmei and Joseph W. Alba (2018), “Mental Models of the Tempted Mind: Implications for Public Policy and Social Welfare,” 2018 AMA Marketing and Public Policy Conference, Columbus, OH, June.
- Zheng, Yanmei, Lisa E. Bolton, and Joseph W. Alba (2018), “Understanding and Reducing Consumer Resistance to Technology,” 2018 AMA Marketing and Public Policy Conference, Columbus, OH, June.

Zheng, Yanmei and Joseph W. Alba (2016) “Belief in Free Will,” 10<sup>th</sup> Invitational Choice Symposium, Lake Louise, Canada, May.

### **ACADEMIC HONORS**

Shidler College Faculty Fellow, 2018-2024.

Butterworth Foundation Fellow, 2015-2017.

AMA Sheth Foundation Doctoral Consortium Fellow, 2014.

J.C. Penney Scholarship, 2009.

China National Scholarship, 2009.

Sun Yat-sen University Scholarship, 2008-2010.

### **COURSES TAUGHT**

Principles of Marketing (Undergraduate), University of Hawai‘i, 2017 – Present.

Consumer Behavior (Undergraduate), University of Hawai‘i, 2018 – Present.

Consumer Behavior (Undergraduate), University of Florida, 2013, 2016.