

LINYUN W. YANG

Darla Moore School of Business, University of South Carolina
1014 Greene Street, Columbia, SC 29208
lyang@moore.sc.edu

EMPLOYMENT

University of South Carolina, Darla Moore School of Business

Assistant Professor, 2018 - Present

University of North Carolina Charlotte, Belk College of Business

Assistant Professor, 2011 - 2018

Visiting Assistant Professor, 2010 - 2011

EDUCATION

Duke University, Fuqua School of Business

Ph.D., Marketing, 2010

University of Michigan, College of Literature, Science, and the Arts

B.S. with Honors, Biopsychology and Cognitive Sciences, 2005

PUBLICATIONS

Yang, Linyun W., Pankaj Aggarwal, and Ann L. McGill (2020), "The 3 C's of Anthropomorphism: Connection, Comprehension, and Competition," *Consumer Psychology Review*, 3, 3-19.

Yang, Linyun W. and Pankaj Aggarwal (2019), "No Small Matter: How Company Size Affects Consumer Expectations and Evaluations," *Journal of Consumer Research*, 45 (6), 1369-1384.

Ruggs, Enrica N., Jennifer Ames Stuart, and **Linyun W. Yang** (2018), "The Effect of Traditionally Marginalized Groups in Advertising on Consumer Response," *Marketing Letters*, 29, 319-335.

*Samper, Adriana, ***Linyun W. Yang**, and *Michelle E. Daniels (2018), "Beauty, Effort, and Misrepresentation: How Beauty Work Affects Judgments of Moral Character and Consumer Preferences," *Journal of Consumer Research*, 45 (1), 126-147.

[*equal first authorship, *PhD student]

Yang, Linyun W., Tanya L. Chartrand, and Gavan J. Fitzsimons (2015), "The Influence of Gender and Self-Monitoring on the Products Consumers Choose for Joint Consumption," *International Journal of Research in Marketing*, 32 (4), 398-407.

Yang, Linyun W., Keisha M. Cutright, Tanya L. Chartrand, and Gavan J. Fitzsimons (2014), "Distinctively Different: Exposure to Multiple Brands in Low Elaboration Settings," *Journal of Consumer Research*, 40 (5), 973-992.

Yang, Linyun W., Jared M. Hansen, Tanya L. Chartrand, and Gavan J. Fitzsimons (2013), "Stereotyping, Affiliation, and Self-Stereotyping of Underrepresented Groups in the Sales Force," *Journal of Personal Selling and Sales Management*, 33 (1), 105-116.

MANUSCRIPTS UNDER REVIEW AND WORKING PAPERS

Yang, Linyun W. and Pankaj Aggarwal, "Is Male the Default Gender for Anthropomorphized Brands and Products?" under third round review at the *Journal of Marketing Research*.

Ruouo Li⁺ and **Linyun W Yang**, "How (Not) to Sell Products to People of Color," in prep for submission to the *Journal of Consumer Research*. [+PhD student]

Yang, Linyun W. and Pankaj Aggarwal, "White-Centrism and Race Attribution for Anthropomorphized Products and Brands," working paper.

Yang, Linyun W., Tanya L. Chartrand and Gavan J. Fitzsimons "Consumer Responses to Being 'Positively' Stereotyped in Advertising," working paper.

Yang, Linyun W. and Mary Frances Luce, "Changing Mental Illness Stereotypes: Including versus Excluding Stereotype-Inconsistent Disease Sufferers," working paper.

Wang, Lili, **Linyun W. Yang**, and Tanya L. Chartrand "When Helping Hurts: Social Support and Risky Behaviors," working paper.

CONFERENCE PRESENTATIONS

Li, Ruouo and Linyun W. Yang, "Targeted Products and Underserved Consumers," *Association for Consumer Research Conference* (October 2021).

Yang, Linyun W. and Pankaj Aggarwal, "Is Male the Default Gender? The Distinctive Effects of Anthropomorphizing Products as Male versus Female," *Association for Consumer Research Conference* (October 2019).

Yang, Linyun W., Tanya L. Chartrand, and Gavan J. Fitzsimons, "How Group Identification and Stereotype Content Determine the Effectiveness of Ads Portraying Positive Stereotypes," *Association for Consumer Research Conference* (October 2017).

Yang, Linyun W., Enrica N. Ruggs, Jennifer Ames Stuart, and Steven Shepherd, "When Diversity in Marketing Leads to Activism vs. Aversion," *Association for Consumer Research Conference* (October 2016).

Yang, Linyun W., Adriana Samper, and Michelle Daniels, "How Beauty Work Affects Judgments of Moral Character," *Association for Consumer Research North America Conference* (October 2015).

Yang, Linyun W., Adriana Samper, and Michelle Daniels, "How Beauty Work Affects Judgments of Moral Character," *Society for Consumer Psychology Winter Conference* (February 2015).

Yang, Linyun W. and Pankaj Aggarwal, "Size-Based Firm Stereotypes: Asymmetric Expectations of Small versus Large Firms in the Face of Negative Behavior," *Association for Consumer Research North America Conference* (October 2014).

Wang, Lili, Linyun W. Yang, and Tanya L. Chartrand, "When Helping Hurts: Social Support and Risky Behaviors," *Association for Consumer Research North America Conference* (October 2012).

Yang, Linyun W., Tanya L. Chartrand, and Gavan J. Fitzsimons, "The Use of Stereotypes as Social Tools when Co-Consuming for the First Time," *Society for Consumer Psychology Winter Conference* (February 2012), served as symposium chair.

Yang, Linyun W., Tanya L. Chartrand, and Gavan J. Fitzsimons, "Strategic Self-Presentation in Joint Consumption: Stereotypes as a Social Tool," *Association for Consumer Research North America Conference* (October 2011), served as symposium chair.

Yang, Linyun W., Tanya L. Chartrand, and Gavan J. Fitzsimons, "Constructive Responses to Being Stereotyped: Self-Construal and Selective Self-Stereotyping," *Association for Consumer Research North America Conference* (October 2010).

Cutright, Keisha M., Linyun W. Yang, Tanya L. Chartrand, and Gavan J. Fitzsimons, "When Opposites Attract: The Impact of Brand Exposure and Brand Personalities when Your Guard is Down," *Association for Consumer Research North America Conference* (October 2010).

Yang, Linyun W., Tanya L. Chartrand, and Gavan J. Fitzsimons, "How Consumers Perceive Positive Stereotypes," *Association for Consumer Research North America Conference* (October 2009), served as symposium chair.

Yang, Linyun W. and Mary Frances Luce, "Understanding and Changing Behaviors Toward Stigmatized Diseases," *Association for Consumer Research North America Conference* (October 2008).

Alattar, Laith, J. Frank Yates, and Linyun W. Yang, "Wrongful Convictions vs. Wrongful Acquittals: Who Sees which as Worse and Why," *Society for Judgment and Decision Making Annual Conference* (September 2005).

Alattar, Laith, J. Frank Yates, and Linyun W. Yang, "The n Guilty Maxim: Wrongful Convictions versus Wrongful Acquittals," *University of Michigan Decision Consortium* (May 2005).

ADVISING

Doctoral Committee, University of South Carolina

Primary Advisor and Dissertation Co-Chair, Ruouo Li (expected 2022)

Dissertation Committee Member, Gustavo Schneider (2021)

Master's Thesis Committee, University of South Carolina

Quynh Le (2021)

Undergraduate Honors Thesis, University of South Carolina

Natalie Gately (2021)

Jeanine Sturgeon (2022)

TEACHING

Consumer Behavior, University of South Carolina

Full-Time MBA (2018-present)

Part-time MBA (2018-present)

Undergraduate (2018-present)

Consumer Behavior, University of North Carolina Charlotte

Undergraduate (2011-2018)

Part-time MBA (2010-2017)

International Marketing, University of North Carolina Charlotte

Part-time MBA (2012 – 2013)

Marketing Strategy, University of North Carolina Charlotte

Undergraduate (2010 – 2011)

HONORS AND AWARDS

MBA Elective Professor of the Year Honorable Mention, DMSB, UofSC, 2021

Research Grant, DMSB, UofSC, 2018, 2019, 2020, 2021

Summer Research Grant, Belk College of Business, UNC Charlotte, 2012, 2017

Dean's Scholar Grant, Belk College of Business, UNC Charlotte, 2015

Best Paper Award, Belk College of Business, UNC Charlotte, 2014

Marketing Department Research Award, Belk College of Business, UNC Charlotte, 2014

James B. Duke Fellow, Duke University 2005-2010

Graduate Fellowship, Duke University 2005-2010

Dean's Merit Scholarship, University of Michigan, 2002-2005

SERVICE TO SCHOOL

University of South Carolina

Marketing Research Camp and Speaker Series Co-Coordinator, 2019 – present

Marketing Department PhD Qualifying Exam Committee Member, 2019 – present

Marketing Department Faculty Hiring Committee, 2019, 2021, 2022

University of North Carolina Charlotte

Belk College Graduate Council, 2013-2018

Belk College By-Laws Committee, 2012-2013

Marketing Department Faculty Hiring Committee, 2012

Belk College Faculty Research Grants Committee, 2011-2012

Marketing Department Best Paper Committee, 2011-2012

Marketing Department Doctoral Programs Committee, 2011-2012

SERVICE TO FIELD

Program Committee, Society for Consumer Psychology Conference

Reviewer for

Journal of Consumer Research

Journal of Marketing Research

Journal of Marketing

Journal of Consumer Psychology

International Journal of Research in Marketing

Psychological Science

Personality and Social Psychology Bulletin

Journal of Business Ethics

Journal of Business Research

Journal of Interactive Marketing

Journal of Personal Selling and Sales Management

Social and Personality Psychology Compass
Journal of General Psychology
American Marketing Association Conference
Association for Consumer Research Conference

PROFESSIONAL AFFILIATIONS

American Marketing Association
Association for Consumer Research
Society for Consumer Psychology