

LINYUN W. YANG

Darla Moore School of Business, University of South Carolina
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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 [*EQUAL FIRST AUTHORSHIP] [^CURRENT/FORMER PHD STUDENT CO-AUTHOR]

Yang, Linyun W. and Pankaj Aggarwal (2024), "When Anthropomorphized Brands Push Gender Boundaries," in press at the *Journal of Consumer Psychology*.

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.

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 IN PREPARATION [CURRENT/FORMER PHD STUDENT CO-AUTHOR]

Yang, Linyun W. and Pankaj Aggarwal, "What Gender Do Consumers See When They Anthropomorphize Brands?" revising for 2nd round review at the *Journal of Consumer Research*.

[^]Li, Ruouou, **Linyun W Yang**, and Andrea C. Morales, "How (Not) to Sell Products to People of Color," reject and resubmit at the *Journal of Marketing*.

Smith, Rosanna K., **Linyun W. Yang**, and Adriana Samper, "The Double Bind of Beauty Work," under 1st round review at the *Journal of Marketing*.

Yang, Linyun W. and Pankaj Aggarwal, "What Race Do Consumers See When They Anthropomorphize Products?" in prep for submission to the *Journal of Consumer Psychology*.

CONFERENCE PRESENTATIONS [CURRENT/FORMER PHD STUDENT CO-AUTHOR]

Yang, Linyun W. and Pankaj Aggarwal, "When Anthropomorphized Brands Push Gender Boundaries," *Association for Consumer Research Conference* (October 2024).

[^]Li, Ruouou, Linyun W. Yang, and Andrea Morales, "How (Not) to Sell Products to People of Color," *Society for Consumer Psychology Conference* (March 2024).

[^]Li, Ruouou, Linyun W. Yang, and Andrea C. Morales, "How (Not) to Sell Products to People of Color," *Association for Consumer Research Conference* (October 2023).

[^]Volk, Mackenzie and Linyun W. Yang, "Zero-Sum Thinking Impedes Women's Support for Women-Owned Businesses," *Society for Consumer Psychology Conference* (March 2023).

[^]Li, Ruouou and Linyun W. Yang, "How (Not) to Sell Products to People of Color," *American Marketing Association Winter Conference* (February 2023).

[^]Volk, Mackenzie and Linyun W. Yang, "Zero-Sum Thinking Impedes Women's Support for Women-Owned Businesses," *Association for Consumer Research Conference* (October 2022).

[^]Volk, Mackenzie and Linyun W. Yang, "Zero-Sum Thinking Impedes Women's Support for Women-Owned Businesses," *Clemson Marketing Symposium* (February 2022).

[^]Li, Ruouou 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).

HONORS AND AWARDS

University of South Carolina

DMSB MBA Elective Professor of the Year, 2023

USC Thank-A-Teacher Program Recognition, 2023

DMSB Research Grant, 2018, 2019, 2020, 2021, 2022, 2023, 2024

DMSB MBA Elective Professor of the Year Honorable Mention, 2021

University of North Carolina Charlotte

Summer Research Grant, 2012, 2017
Dean's Scholar Grant, 2015
Best Paper Award, 2014
Marketing Department Research Award, 2014

Duke University

James B. Duke Fellow, 2005-2010
Graduate Fellowship, 2005-2010

STUDENT ADVISING

PhD (University of South Carolina)

Zhenyu Jin, Dissertation Committee Member (2023, Placement: Towson University)
Ruouo Li, Primary Advisor and Dissertation Co-Chair (2022, Placement: U of North Texas)
Gustavo Schneider, Dissertation Committee Member, (2021, Placement: Salisbury University)

Master's (University of South Carolina)

Quynh Le, Thesis Committee Member (2021)

Undergraduate (University of South Carolina)

Linh Tran, Honors Thesis Director (expected 2026)
Claudia Mazurkiewicz, Honors Thesis Director (2024)
Natalie Gately, Honors Thesis Director (2021)

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

Part-Time MBA (2010-2017)
Undergraduate (2011-2018)

International Marketing, University of North Carolina Charlotte

Part-time MBA (2012 – 2013)

Marketing Strategy, University of North Carolina Charlotte

Undergraduate (2010 – 2011)

SERVICE TO SCHOOL

University of South Carolina

Faculty Senate, 2024 - present
Marketing Research Camp and Speaker Series Co-Coordinator, 2019 – present
Marketing Department PhD Qualifying Exam Committee, 2019 – present
Marketing Department Faculty Hiring Committee, 2019, 2021, 2024
Marketing Department Climate and Culture Committee, 2023
Marketing Department PhD Admissions Committee, 2023

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

ACR/Sheth Foundation Dissertation Awards

Ad-Hoc Reviewer,

Journal of Consumer Research

Journal of Marketing Research

Journal of Marketing

Journal of Consumer Psychology

International Journal of Research in Marketing

Journal of the Association for Consumer Research

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

Psychology & Marketing

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