

Ying Zeng

CONTACT INFORMATION

995 Regent Dr
Leeds School of Business
University of Colorado Boulder
Boulder, Colorado, 80309

Email: Ying.Zeng@Colorado.edu
Website: yingzeng.weebly.com

CURRENT POSITIONS

University of Colorado Boulder

Assistant Professor of Marketing, Leeds School of Business, 2024-Current

EDUCATION

University of Toronto

Ph.D. in Management, Marketing, Rotman School of Management, 2019-2024

Committee: Claire I. Tsai (Chair), Avi Goldfarb, Pankaj Aggarwal

University of Chicago

M.A. in Social Sciences, Psychology, 2017-2018

Advisor: Christopher K. Hsee

Peking University

B.S. in Psychology (with highest honors), Yuanpei College, 2013-2017

B.A. in Economics, National School of Development, 2014-2017

RESEARCH INTERESTS

Theoretical: decision inconsistencies and biases; social influence

Substantive: digital marketing, competition, consumer experience, risk

JOURNAL PUBLICATIONS

1. **Zeng, Ying**, Claire Tsai, Min Zhao, and Nicole Robitaille. "How Relative Task Completion Affects Mundane Experience," conditionally accepted at *Journal of Personality and Social Psychology*.
2. Hsee, Christopher K, **Ying Zeng**, Xilin Li, and Alex Imas (2023), "The Psychology of Negative-Sum Competition in Strategic Interactions," *Journal of Personality and Social Psychology*, 125(4), 720-729.
3. Tsai, Claire I.* and **Ying Zeng*** (2021), "Risky but Alluring: Severe COVID-19 Pandemic Influence Increases Risk Taking," *Journal of Experimental Psychology: Applied*, 27(4), 679-694.
4. Hsee, Christopher K, **Ying Zeng**, Xilin Li, and Alex Imas (2021), "Bounded Rationality in Strategic Decisions: Undershooting in a Resource Pool-Choice Dilemma," *Management Science*, 67(10), 6553-6567.

SELECT WORK IN
PROGRESS

5. **Zeng, Ying**, Claire Tsai, and Wei Lu. "Evaluation Inflation," revising for 3rd round review at *Journal of Marketing Research*.
6. Hsee, Christopher K*, Xilin Li*, and **Ying Zeng***. "Biases in Resource Competition," under review.
7. Hsee, Christopher K*, Xilin Li*, and **Ying Zeng***. "Prediction Reciprocity," under review.
8. **Zeng, Ying***, Jiajia Liu*, Zirou Chen, and Jingyi Lu. "Preference for Diversity in Competition." working paper.
9. Hsee, Christopher K*, Alex Imas*, Xilin Li*, and **Ying Zeng***. "Internequine Behavior," working paper.
10. Minwen Yang, Claire Tsai, and **Ying Zeng**. "Risky Feelings," manuscript in preparation.

CONFERENCE
PRESENTATIONS**"Diversity Presentation"**

Association for Consumer Research (2024), Paris, France

"Evaluation Inflation"

Association for Consumer Research (2023), Seattle, WA

Yale Customer Insights Conference (2023), New Haven, CT

"Risk is Alluring"

Society for Judgment and Decision Making (2023), San Francisco, CA

Association for Consumer Research (2024), Paris, France

"Biases in Resource Competition"

Association for Consumer Research (2022), Denver, CO

Society for Judgment and Decision Making (2022), San Diego, CA (Poster)

"Preference for Diversity"

Association for Consumer Research (2021), Virtual

Society for Judgment and Decision Making (2021), Virtual

Society for Consumer Psychology (2023), San Juan, Puerto Rico

"Risky but Alluring"

Association for Consumer Research (2021), Virtual

Society for Judgment and Decision Making (2021), Virtual (Poster)

"Undershooting in a Resource Pool-Choice Dilemma"

Association for Consumer Research (2019), Atlanta, GA

Society for Judgment and Decision Making (2018), New Orleans, LA (Poster)

AWARDS AND
GRANTS

AMA-Sheth Foundation Doctoral Consortium Fellow, 2023
 Doctoral Scholarship, Society for Consumer Psychology, 2023
 SGS Conference Travel Grant, University of Toronto, 2022
 BEAR-BI Org Research and Data Collection Grant, University of Toronto, 2021
 TD Management Data and Analytics Lab Grant, University of Toronto, 2021
 Myron Gordon Fellowship, University of Toronto, 2020-22
 University of Toronto Fellowship, 2019-24
 Director's Fellowship, University of Toronto, 2019-21
 Lixin Tang Study Abroad Scholarship, 2019
 Social Sciences Division Merit-Based Scholarship, University of Chicago, 2017
 Best Paper Award, Junzheng Research Program, Peking University, 2016
 Lixin Tang Scholarship (4 in 200), Peking University, 2014-16
 Freshman Scholarship (4 in 236,158), Peking University, 2013

TEACHING
EXPERIENCE**University of Colorado at Boulder**

Marketing Research (BBA), Instructor 2024

University of Toronto

Managing Customer Value (MBA), Teaching Assistant 2020-22

Marketing Research (BBA), Teaching Assistant 2021

Marketing and Behavioral Economics (BBA), Teaching Assistant 2021

INVITED TALKS

McGill University, Desautels Faculty of Management, Oct 2023
 University of Virginia, Darden School of Business, Oct 2023
 University of Colorado Boulder, Leeds School of Business, Oct 2023
 Rice University, Jones Graduate School of Business, Oct 2023
 Northwestern University, Kellogg School of Management, Sept 2023
 Virginia Tech, Pamplin College of Business, Sept 2023
 Peking University, Guanghua School of Management, Sept 2023
 SJTU, Antai College of Economics and Management, Sept 2023
 City University of Hong Kong, College of Business, Sept 2023
 NUS Business School, Sept 2023

PROFESSIONAL
AFFILIATIONS

Association for Consumer Research (ACR)
Society for Judgment and Decision Making (SJDM)
Society for Consumer Psychology (SCP)

SERVICES

Journal Reviewer:
Journal of Personality and Social Psychology (ad hoc)
Journal of Consumer Research (trainee)

Conference Reviewer:
Association for Consumer Research
Society for Consumer Psychology

University of Chicago:
Alumni Connected Mentor (2018-19)
Englewood Community Anti-Poverty Volunteer (2017-19)

Peking University, Yuanpei Student Academic Societies:
Vice President then President (2015-17)

PRE-DOCTORAL
EXPERIENCES

Graduate Research Assistant, Chicago Booth, 2017-19
Undergraduate Research Training Program, Peking University, 2014-17