

## YAJIN WANG

Robert H. Smith School of Business  
University of Maryland  
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### EMPLOYMENT

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*Assistant Professor*, 2015 – present  
Robert H. Smith School of Business, University of Maryland, College Park, MD, U.S.

*Associate Consultant*, 2009  
Bain & Company, Beijing, China

### EDUCATION

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*Ph.D. in Marketing*, 2015  
Carlson School of Management, University of Minnesota

*M.A. in Mass Communications*, 2010  
University of Minnesota

*B.A. in Journalism in B.A. in Law & Sociology (Double Degree)*, 2007  
Peking University, China

### RESEARCH INTERESTS

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#### **Conspicuous and Luxury Consumption, Branding and Social Influence**

My primary research focuses on consumer motivations, the consumer experience, and managerial implications of conspicuous consumption. In this research, I examine how different types of social influence (e.g., romantic relationships and reference groups) affect consumer desire for luxury goods. My work also investigates how actual consumption of luxury brands influence consumer psychology and behavior. Taking the firm's perspective in some of my projects, I explore how brands can leverage social influencers and react to counterfeit sales. I approach my work by conducting experiments and field studies (including company data), as well as by constructing new conceptual frameworks and theories of luxury consumption. Finally, my recent work on residential mobility combines multiple methods including panel data, mobile usage data, experiments and field studies.

I am actively involved in the community of scholars, having organized numerous special sessions and led roundtables at marketing conferences. During the COVID-19 pandemic, I organized an 8-week long Zoom research seminar on luxury consumption with more than 40 scholars and PhD students as well as practitioners from around the world.

### SELECTED HONORS AND AWARDS

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2019 Distinguished Teaching Award, Robert H. Smith School of Business, University of Maryland  
2019 Maryland Research Excellence Award, University of Maryland  
2017 Outstanding Reviewer, Journal of Consumer Psychology  
2014 The Vaile Graduate Fellowship  
2014 AMA-Sheth Foundation Doctoral Consortium Fellow  
2014 Carlson School Management Dissertation Fellowship  
2014 McNamara Women's Fellowship  
2013 Henrickson Research Fellowship Award  
2013 Haring Symposium Fellow, Indiana University

2013 Ph.D. Student Excellence in Teaching Award, Carlson School of Management  
2007 Dean's List, Peking University (ranking top 1 in graduating class)

## ACADEMIC PUBLICATIONS

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Wang, Yajin, Amna Kirmani and Xiaolin Li (forthcoming), "Not too Far to Help: Residential Mobility, Global Identity, and Donations to Distant Beneficiaries," *Journal of Consumer Research*.

Wang, Yajin, Deborah Roedder John, and Vladas Griskevicius (forthcoming), "Does the Devil Wear Prada? Luxury Products Experiences Can Affect Prosocial Behavior," *International Journal of Research in Marketing*.

Wang, Yajin and Deborah Roedder John (2019), "Up, up, and away: Upgrading as a Response to Dissimilar Brand Users," *Journal of Marketing Research*, 56 (1), 142 – 157.

Wang, Yajin, Jennifer Stoner, and Deborah Roedder John (2019), "Counterfeit Luxury Consumption in a Social Context: The Effects on Females' Moral Disengagement and Behavior," *Journal of Consumer Psychology*, 29 (2), 207-225.

Wang, Yajin and Vladas Griskevicius (2014), "Conspicuous Consumption, Relationships, and Rivals: Women's Luxury Products as Signals to Other Women," *Journal of Consumer Research*, 40(5), 834-854.

- Featured as JCR's most impactful articles in JCR's the 40<sup>th</sup> anniversary special issue
- Featured in JCR's Research Curations - "Products as Signals"
- *Media Coverage*: ABCNews, NBC, CBSNews, Harvard Business Review, TIME, CNN, New York Daily News, Daily Mail UK, The Huffington Post, Toronto Star

Vohs, Kathleen D., Yajin Wang, Francesca Gino, and Michael I. Norton (2013), "Rituals Enhance Consumption," *Psychological Science*, 24(9), 1714-1721.

- *Media Coverage*: *New York Times*, *Wall Street Journal*, *Harvard Business Review*, *USA Today*, *Forbes*, *TIME*, *Telegraph UK*, *Daily Mail UK*, *NBCNews*

## BOOK CHAPTER

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Wang, Yajin (2020), "Evolutionary Function of Luxury Consumption," in the *Research Handbook on Luxury Branding*, eds., Felicitas Morhart, Keith Wilcox and Sandor Czellar, Edward Elgar Publishing, Cheltenham, UK.

## SELECTED RESEARCH IN PROGRESS

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Kim, Nicole Y. and Yajin Wang, "Social Influence Through Luxury Choice Variety: How Accumulated Luxury Experience Signals Status" (revise & resubmit at *Journal of Marketing Research*)

Wang, Yajin, Liyin Jin, and Ying Zhang, "The Persuasiveness of Cognitive versus Affective Messages in Collective Goal Adoption" (revise & resubmit at *Journal of Marketing*)

Jin, Liyin, Qian Xu, Yajin Wang and Ying Zhang, "The Divergent Impact of the Reward Magnitude on Goal Eagerness and Engagement" (revise & resubmit at *Organizational Behavior and Human Decision Processes*)

Fan, Linying, Yajin Wang, Yuwei Jiang and Xiaolin Li, "The Moving that Makes Us: How Residential Mobility Facilitates Intrinsic Job Motivation" (under review at *Organizational Behavior and Human Decision Processes*)

Wang, Yajin, Alison Xu and Ying Zhang, "Monet, Picasso, and Louis Vuitton: How Art Dampens the Desire for Luxury Goods" (under review at *Journal of Consumer Research*)

Wang, Yajin, Qihui Chen and Nailya Ordabayeva, "Out of Your League: Women's Luxury Products as Signals to Men" (manuscript completed, preparing for submission to *Journal of Consumer Research*)

Wang, Yajin, Qihui Chen, and Ying Zhang, "How Perceived Social Mobility Influences Parents' Preference for Children's Educational Products" (manuscript completed, preparing for submission to *Journal of Consumer Research*)

Wang, Yajin and Deborah Roedder John, "Luxury Experiences and Consumer Well-Being: Using Luxury Products Can Impair Women's Self-Control" (manuscript completed, preparing for submission to *Journal of Marketing Research*)

Jinjie Chen, Deborah Roedder John and Yajin Wang, "Your Cheating Heart: When Using Counterfeits is an Act of Betrayal" (manuscript completed, preparing for submission to *Journal of Consumer Research*)

## **SELECTED INVITED TALKS**

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Columbia University Business School, BRITE Conference (canceled due to covid-19)  
The University of Chicago, Booth School of Business  
Munich University, Munich, Germany  
McGill University, Desautels Faculty of Management, Fashion Retail Conference, Canada  
Texas Christian University, Neeley School of Business, Luxury Branding Symposium  
Singapore Management University, LVMH-SMU Luxury Research Conference, Singapore  
National University of Singapore, NUS Business School, Singapore  
Nanyang Technological University, Nanyang Business School, Singapore  
Drexel University, LeBow College of Business  
The Hong Kong Polytechnic University, Faculty of Business, Hong Kong, China.  
University of Southern California, Marshall School of Business  
University of British Columbia, Sauder School of Business, Canada  
Georgetown University, McDonough School of Business  
University of Maryland, Robert H. Smith School of Business  
Tsinghua University, School of Economics and Management, China  
Peking University, Guanghua School of Management, China  
Fudan University, School of Management, China

## **SERVICE AND COMMITTEE WORK**

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### Academic Journals:

Editorial Review Board, *Journal of Consumer Research* 2021  
Editorial Review Board, *Journal of Consumer Psychology*, 2019 – present  
Reviewer, *Journal of Marketing Research*, 2015-present  
Reviewer, *Journal of Consumer Research*, 2015-present  
Reviewer, *Journal of Marketing*, 2015-present  
Reviewer, *Journal of Consumer Psychology*, 2015-present  
Reviewer, *Organizational Behavioral and Human Decision Processes*, 2018-present  
Reviewer, *International Journal of Research in Marketing*, 2018-present

### Service and Committees (University of Maryland):

PhD Program Coordinator (Consumer Behavior Track), Marketing Department, 2019  
Member, Ph.D. Committee, 2019, 2020

Member, Tenure Track Hiring Committee, 2016, 2019

Dissertation Committees:

Co-Chair: Nicole Y. Kim

Member: Yuechen Wu, Jason Hasbrouck (Social Psychology)

## **REFEREED CONFERENCE PRESENTATIONS**

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“Picasso, Monet, and Louis Vuitton: How Art Dampens the Desire for Luxury Goods,” with Alison Xu and Ying Zhang, Association for Consumer Research, Atlanta, GA, October 2019

“Picasso, Monet, and Louis Vuitton: How Art Dampens the Desire for Luxury Goods,” with Alison Xu and Ying Zhang, Marketing Science, Rome, Italy, June 2019

“Moving Makes Us: The Impact of Residential Mobility on Consumer Motivation” with Linying Fan and Yuwei Jiang, Association for Consumer Research, Dallas, TX, October 2018

“How Residential Mobility Influences Prosocial Behavior” with Amna Kirmani and Xiaolin Li, Association for Consumer Research, Dallas, TX, October 2018

“Out of Your League: Women’s Luxury Products as Signals to Men” with Vladas Griskevicius and Qihui Chen, Association for Consumer Research, Dallas, TX, October 2018

“How Residential Mobility Influences Prosocial Behavior” with Amna Kirmani, Xiaolin Li and Nicole Y. Kim, Society for Consumer Psychology, Dallas, TX, February 2018

“Out of Your League: Women’s Luxury Products as Signals to Men” with Vladas Griskevicius and Qihui Chen, Society for Consumer Psychology, Dallas, TX, February 2018

“When Experience is Costly: How Choice Variety Signals Expertise and Status” with Nicole Y. Kim, Association for Consumer Research, San Diego, CA, October 2017

“Prosocial Consequences of Counterfeits: Using Counterfeit Luxury Goods Can Lead to Prosocial Behavior,” with Jinjie Chen, Deborah Roedder John and Courtney A. Careful, Association for Consumer Research, San Diego, CA, October 2017

“The Evolution of Signals”, invited speaker for research roundtable, Association for Consumer Research, San Diego, CA, October 2017

“How Residential Mobility Influences Prosocial Behaviors” with Xiaolin Li, Amna Kirmani, and Nicole Y. Kim, International Forum of Marketing Science and Applications, Changsha, China, July, 2017

“Less Variety as Status Signal,” with Nicole Kim, Society for Consumer Psychology, San Francisco, CA, February, 2017

“Luxury Brands, Conspicuous Consumption and Social Signaling,” Roundtable Discussion Organizer, Association for Consumer Research, Berlin, Germany, October, 2016

“Catch Me if You Can: Counterfeit Luxury Consumption in a Social Context,” with Jennifer Stoner and Deborah R. John, LVMH-SMU Luxury Conference, Singapore, 2016

“Catch Me if You Can: Counterfeit Luxury Consumption in a Social Context,” with Jennifer Stoner and Deborah R. John, Marketing Science, Shanghai, China, June, 2016

“How Luxury Consumption Influence Self-Control,” with Deborah R. John, Society for Consumer Psychology Boutique Conference on Identity and Consumption, Chicago, IL, July, 2016

“The Devil Wears Prada: How Luxury Consumption Influences Social Behaviors,” with Deborah R. John and Vladas Griskevicius, Association for Consumer Research, New Orleans, LA, October, 2015

“Louis Vuitton and Conservatism: How Luxury Consumption Influences Political Attitudes,” Brand and Brand Relationship Accelerator Conference, Boston, MA, May, 2015

“The Devil Wears Prada: How Luxury Consumption Influences Social Behaviors,” with Deborah R. John and Vladas Griskevicius, Society for Consumer Psychology, Phoenix, AZ, March, 2015

“Negative Moods Spur Effortful Attainment: A Mood Improvement Strategy,” with Kathleen D. Vohs, Society of Personality and Social Psychology, Long Beach, CA, February, 2015

“Louis Vuitton and Your Waistline: Using Luxury Goods Depletes Self-Regulatory Resources and Impairs Self-Control,” with Deborah R. John, Association for Consumer Research, Baltimore, MD, October, 2014

“You’re Not Fooling Anyone! How Social Feedback Affects Moral Disengagement and the Purchase of Counterfeit Luxury Products” with Jennifer Stoner and Deborah R. John, Association for Consumer Research, Baltimore, MD, October, 2014

“Negative Moods Spur Effortful Attainment: A Mood Improvement Strategy,” with Kathleen D. Vohs, Association for Consumer Research, Baltimore, MD, October, 2014

“Rituals Enhance Consumption,” with Kathleen D. Vohs, Francesca Gino, and Michael Norton, Society for Consumer Psychology, Miami, FL, March, 2014

“Rituals Enhance Consumption,” with Kathleen D. Vohs, Francesca Gino, and Michael Norton, Society of Personality and Social Psychology, Austin, Texas, Feb 2014

“Conspicuous Consumption, Relationships, and Rivals: Women’s Luxury Products as Signals to Other Women,” with Vladas Griskevicius, Association for Consumer Research, Chicago, IL, October, 2013

“Faking It with Luxury Counterfeit Products: How Social Feedback Can Make Us More or Less Dishonest,” with Deborah R. John, Association for Consumer Research, Chicago, IL, October, 2013

“Fendi Handbags Fend Off Romantic Rivals: Women’s Conspicuous Consumption as a Signaling System,” with Vladas Griskevicius, Human Behavior & Evolution Society, Miami, FL, July, 2013

“Fendi Handbags Fend Off Romantic Rivals: Women’s Conspicuous Consumption as a Signaling System,” Haring Symposium, Indiana University, Bloomington, IN, March 2013

“Back Off My Man! Women’s Conspicuous Consumption as a Mate Guarding Strategy,” with Vladas Griskevicius, Society for Consumer Psychology, San Antonio, TX, February, 2013

“Love it or Leave it? Diverging from Dissimilar Users Depends on Brand Attachment,” with Deborah R. John, Association for Consumer Research, Vancouver, BC, October 2012

“Rituals Enhance the Experience of Consumption,” with Kathleen D. Vohs, Francesca Gino, and Michael Norton, Association for Consumer Research, Vancouver, BC, October 2012

“The Interplay between Power Distance, Position in the Social Hierarchy, and Product Type: Consequences for Consumers’ Preferences for Premium over Generic Brands,” with Torelli, Carlos, Ashok Lalwani, Jessie Wang, Association for Consumer Research, Vancouver, BC, October 2012

“Mo’Men, Mo’ Problem: Sex Ratio, Impulsive Spending, and Conspicuous Consumption,” with Vladas Griskevicius, Joshua Ackerman, and Andrew White, ACR, Vancouver, BC, October 2012

## **TEACHING**

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Ph.D.:  
PhD Seminar in Social Influence and Identity  
PhD Seminar in Consumer Motivation

Undergraduate:  
Consumer Analysis  
The Principle of Marketing