

JESSIE J. WANG
(APRIL 2020)

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EDUCATION

Ph.D., Business, Indiana University, Bloomington, IN, USA, 05/2015

Major: Marketing | Minor: Psychology

B.S., Business, Indiana University, Bloomington, IN, USA, 08/2006

Major: Marketing | Minor: Fine Arts, Studio Arts

RESEARCH INTERESTS

- Cross-Cultural Consumer Behavior
- Consumers' Response to Price Promotion
- Branding
- Pro-social Consumption

JOURNAL PUBLICATIONS

1. Lalwani, Ashok K. and Wang, Jessie J. (2019), "How Do Consumers' Cultural Backgrounds and Values Influence Their Coupon Proneness?: A Multi-Method Investigation," *Journal of Consumer Research*, 45(5), 1037-1050.
2. Wang, Jessie J. and Lalwani, Ashok K. (2019), "The Distinct Influence of Power Distance Perception and Power Distance Values on Customer Satisfaction in Response to Loyalty Programs," *International Journal of Research in Marketing*, 36(4), 580-596.
3. Wang, Jessie J. and Lalwani, Ashok K. (2019), "The Interactive Effect of Cultural Self-Constraint and Social Exclusion on Consumers' Impression Management Goal Pursuit." *Journal of Business Research*, 100 (July), 51-60.
4. Wang, Jessie J., Carlos J. Torelli, and Ashok K. Lalwani (2020), "The Interactive Effect of Power Distance Belief and Consumers' Status on Preference for National (vs. Private-label) Brands." *Journal of Business Research*, 107 (Feb), 1-12.
5. DelVecchio, Devon, Jessie J. Wang, and Neil Brigden (2020), "Simultaneous versus Sequential Presentation of Discounts: Why is one more attractive than the other?" *Psychology & Marketing*, forthcoming.
6. Lalwani, Ashok K., Jessie J. Wang, David H. Silvera (2020), "Price Promotion (In)consistency and Consumers' Brand Evaluations." *Journal of Association for Consumer Research (the first two authors contributed equally)*, forthcoming.
7. Lee, Hyejin, Ashok K. Lalwani, and Jessie J. Wang (2020), "Price No Object!: The Impact of Power Distance Belief on Consumers' Price Sensitivity." *Journal of Marketing*, forthcoming.

MANUSCRIPTS IN THE REVIEW PROCESS

Lalwani, Ashok K., L.J. Shrum, and Jessie J. Wang (2020), “Men Exaggerate and Women Impression Manage: Gender Differences in Types of Socially Desirable Responding.” *Manuscript under review at International Journal of Research in Marketing*.

MANUSCRIPTS IN PREPARATION FOR SUBMISSION

1. Jessie J. Wang, Ashok K. Lalwani, and Devon DelVecchio (2020), “Power Distance Belief and Consumers’ Risk Aversion Behavior.” *Manuscript in preparation for International Journal of Research in Marketing*.
2. Jessie J. Wang, Sina Esteky, Ashok K. Lalwani, and Xingbo Li (2020), “The Effect of Power Distance on Consumers’ Preference for Logo Size.” *Manuscript in preparation for Journal of Consumer Psychology*.
4. Jimmy Wong, Ashok K. Lalwani, and Jessie J. Wang (2020), “The Interactive Effect of Power and Cultural Self-Construal on Consumers’ Preferences for Brand-logo Size.” *Manuscript in preparation for Journal of Business Research*.

CONFERENCE PROCEEDINGS (*DENOTES PRESENTER)

1. Jessie J. Wang, Sina Esteky*, Ashok K. Lalwani, and Xingbo Li (2019), “The Effect of Power Distance on Consumers’ Preference for Logo Size.” *Advances in Consumer Research*, 47. (Association for Consumer Research Conference, Atlanta, GA).
2. Jessie J. Wang, Sina Esteky*, Ashok K. Lalwani, and Xingbo Li (2019), “The Effect of Power Distance on Consumers’ Preference for Logo Size.” *China India Insights Conference*, (2019). MIT, Cambridge, MA.
3. Jessie J. Wang*, Ashok K. Lalwani, and Devon DelVecchio (2018), “Cultural Values and Consumers’ Brand Preference.” *Advances in Consumer Research*, 46. (Association for Consumer Research Conference, Baltimore, MD).
4. Ashok K. Lalwani and Jessie J. Wang* (2015), “How Does Cultural Self-Construal Influence Coupon Proneness?: Evidence from Laboratory, Field Study, and Secondary Datasets.” *Advances in Consumer Research*, 43, (Association for Consumer Research Conference, New Orleans, LA).
5. Jessie J. Wang* and Ashok K. Lalwani (2014), “Exclusion Differentially Influences Independent and Interdependent Consumers’ Impression Management Goal Pursuit.” *Advances in Consumer Research*, 42. (Association for Consumer Research Conference, Baltimore, MD).
6. Jessie J. Wang* and Ashok K. Lalwani (2014), “You Broke Our Contract!: Social Exclusion Differentially Influences Independent and Interdependent Consumers’ Social Identity Goal Pursuit?” *Society for Consumer Psychology Conference Proceedings*, Miami, Florida.
7. Jessie J. Wang* and Ashok K. Lalwani, “The Effect of Power Distance on Non-Loyalty-Status Consumers’ Satisfaction with Businesses?” *Advances in Consumer Research*, 41 (2013),

8. Carlos J. Torelli*, Ashok K. Lalwani, Jessie J. Wang, and Yajin Wang (2012), "The Interplay between Power Distance, Position in the Social Hierarchy, and Product Type: Consequences for Consumers' Preferences for Premium over Generic Brands." *Advances in Consumer Research*, 40. (Association for Consumer Research Conference, Vancouver, Canada).
9. Jessie J. Wang* and Ashok K. Lalwani (2012), "Social Exclusion and Consumers' Social Identity Goals: The Moderating Role of Cultural Self-Construal." *Society for Consumer Psychology Summer Conference Proceedings*, (APA Division 23), Orlando, Florida.
10. Jessie J. Wang* and Shuoyang Zhang (2011), "Social Exclusion and Consumer Product Preferences." *Advances in Consumer Research*, 39. (Association for Consumer Research Conference, St. Louis, MO).

Invited Presentations

1. University of Louisville (June 2019).
2. University of Texas at San Antonio (April 2019).
3. Indiana University, Psychology department (March 2016).
4. University of Louisville (October 2014).
5. California State University, Northridge (October 2014).
6. Miami University (October 2014)
7. Babson College (September 2014)
8. University of Arizona (September 2014).
9. Georgia Tech (September 2014).

WORK IN PROGRESS

1. Jessie J. Wang (2020), "The Influence of Power Distance on Social Media Sharing."
2. Xingbo Li, Jessie J. Wang, Datian Bi, and Mike Barone (2020), "Consumers' differed response to coupons on mobile phones versus on computers."
3. Jessie J. Wang and Mike Barone (2020), "The Effect of Power Distance and Brand Extension."
4. Jessie J. Wang and Ashok K. Lalwani (2020), "The Effect of Power Distance Belief on Green Consumption Behavior."
5. Jessie J. Wang, Dian Wang, and Ashok K. Lalwani (2020), "The Effect of Looseness/tightness on Price Sensitivity."
6. Jessie J. Wang and Peter Nguyen (2020), "The Effect of Looseness/tightness on social media communications."
6. Li, Xingbo, Datian Bi, and Jessie J. Wang (2020), "We Rise by Lifting Others: The Effect of Inspiration on Content Sharing on Social Media."

HONORS/AWARDS

- A paper co-authored by Jessie J. Wang titled " How Do Consumers' Cultural Backgrounds and Values Influence Their Coupon Proneness?: A Multi-Method Investigation" was identified by the Marketing Science Institute as one of "must-read" articles in Marketing, 2019.
- A paper co-authored by Jessie J. Wang titled "The Distinct Influence of Power Distance Perception and Power Distance Values on Customer Satisfaction in Response to Loyalty Programs," was one of the winners of Inaugural Research Competition organized by Carolan Research Forum at UTSA, 2018. The project was funded \$5000 by the research forum.
- Dissertation essay 2 titled "Power Distance and Consumers' Brand Preference" won the Sharon E. Beatty Best Services Marketing Proposal Award in the 2014 Doctoral Dissertation Proposal Competition. The author was awarded \$500.
- Sheth Foundation Doctoral Consortium Fellow, Northwestern University, Kellogg School of Management, 2014.
- Haring Symposium Fellow (Presenter), Indiana University, Kelley School of Business, 2013.
- Dean's Fellowship, Indiana University, Kelley School of Business, 2009.
- Certificate of Academic Excellence for continued academic excellence at Indiana University, Kelley School of Business, 2005.

TEACHING EXPERIENCE

Introduction to Marketing, Department of Marketing, Indiana University, Bloomington, IN

Marketing Research, Department of Marketing, Miami University, Oxford, OH

Developing Consumer Insights, Department of Marketing, Miami University, Oxford, OH

PROFESSIONAL AFFILIATIONS

- American Marketing Association
- Association for Consumer Research
- Society for Consumer Psychology