YANMEI ZHENG

CURRICULUM VITAE

Department of Marketing, Shilder College of Business,
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EMPLOYMENT

University of Hawai'i at Mānoa
2017 – Present, Assistant Professor in Marketing

EDUCATION

University of Florida
2016 – 2017, Post-Doctoral Fellow in Marketing
University of Florida
2011 – 2016, Ph.D. in Marketing
Sun Yat-sen University
2007 – 2011, B.A. in Marketing

RESEARCH INTERESTS

My primary research interests revolve around intrinsic motivation and agency, with a focus on their implications for consumer choice and consumer welfare. My current research specifically investigates how consumer engagement or motivation can be sustained, and how consumers conceptualize agency, culpability, and merit.

REFEREED PUBLICATIONS

Zheng, Yanmei, Stijn M. J. van Osselaer, and Joseph W. Alba (2016), "Belief in Free Will: Implications for Practice and Policy," *Journal of Marketing Research*, 53 (December), 1050-64.

INVITED PUBLICATIONS

Alba, Joseph W. and Yanmei Zheng (2016), ">50 shades," *Journal of Marketing Behavior*, 1(February), 329-49.

MANUSCRIPTS UNDER REVIEW

Zheng, Yanmei, Lisa E. Bolton, and Joseph W. Alba, "Technology Resistance: The Case of Food Production Processes," under review at *Journal of Public Policy and Marketing*.

MANUSCRIPTS IN PREPARATION

Zheng, Yanmei and Joseph W. Alba, "Mental Models of the Tempted Mind," targeted for *Journal of Consumer Research*.

WORKING PAPERS

Zheng, Yanmei, Alan D. J. Cooke, and Chris Janiszewski, "Concurrent Assimilation and Contrast Effects in Consumption Experiences."
Zheng, Yanmei, Chris Janiszewski, Juliano Laran, and Eric Jang, "Deriving Mental Energy from Task Engagement and Task Completion."
Zheng, Yanmei and Chris Janiszewski, "When Sales Promotions Restrict a Consumer's Freedom of Choice."
Rice, Dan, Alan D. J. Cooke, and Yanmei Zheng, "The Impact of Compositional Contextual Information on Bundle Preference."

RESEARCH IN PROGRESS

"Fostering Intrinsic Motivation in Novel Activities," with Chris Janiszewski and Martin Schreier.
"Structural Equivalence," with Joe Alba and Lisa Bolton

RESEARCH PRESENTATIONS

Zheng, Yanmei and Joseph W. Alba (2016) "Belief in Free Will," 10th Invitational Choice Symposium, Lake Louise, Canada, May.
Zheng, Yanmei and Joseph W. Alba (2016) "Belief in Free Will," Department of Psychology, University of Florida, April.

ACADEMIC HONORS

Butterworth Foundation Fellowship, 2015, 2016.
AMA-Sheth Foundation Doctoral Consortium Fellow, 2014.
China State Scholarship, 2009.
J.C. Penney Scholarship, 2009.
Sun Yat-sen University Scholarship, 2008, 2009, 2010.