

TEACHING EXPERIENCE

Marketing Management (MBA)
Marketing Research (MBA)
Integrated Marketing Communication (MBA)
Advertising and Promotion Management
Principles of Marketing
Consumer Behavior

SELECTED JOURNAL PUBLICATIONS

You, Ya, **Yi He**, Qimei Chen and Miao Hu (2021), “The Interplay Between Brand Relationship Norms and Ease of Sharing on Electronic Word of Mouth and Willingness to Pay,” *Information & Management*, 58(2), 103410.

Chen, Qimei, **Yi He**, Miao Hu and Jaisang (Jay) Kim (2020), “Navigating Relationship Norms: An Exploration of How Content Strategies Improve Brand Valuation Over Time,” *Journal of Advertising*, 49(4), 477-494.

He, Yi, Ya You and Qimei Chen (2020), “Our Conditional Love for the Underdog: The Effect of Brand Positioning and the Lay Theory of Achievement on WOM,” *Journal of Business Research*, 118, 210-22.

He, Yi, Qimei Chen, Leona Tam and Ruby P. Lee (2016), “Managing Sub-Branding Affect Transfer: The Role of Consideration Set Size and Brand Loyalty,” *Marketing Letters*, 27, 103-113.

Chen, Qimei, **Yi He** and Dana L. Alden (2014), “Social Presence in Service Failure: Why It Might not be a Bad Thing,” *Customer Needs and Solutions*, 1(4), 288-297.

He, Yi, Qimei Chen and Dana L. Alden (2012)

He, Yi, Qimei Chen

He, Yi, “‘Help- Self’ versus ‘Help- Others’: The Effect of Consumption Context on Health Decisions,” International Academy of Business and Economics Conference, Key west, FL, March 2012.

He, Yi, Qimei Chen and Dana L. Alden, “Untangling Social Presence Effects on Customer Reactions to Service Failure,” AMA Summer

Vargo, Stephen L., Robert F. Lusch, Melissa M. Archpru and **Yi He**, “The Service-Dominant Logic of Marketing: Progress and Prospects”, Special Session in American Marketing Association Educator's Meeting, Washington, D.C., August 2007.

He, Yi, Michael A. Merz and Dana L. Alden, “Measurement Invariance Assessment in Cross-National Business Research: A Status Quo Analysis of its Application,” Hawai‘i International Conference on System Sciences, Big Island, HI, January 2007.

Alden, Dana L, **Yi He** and Qimei Chen, “Cultural and Situational Contingencies of Service Evaluation: A Study of Chinese and American Consumers,” American Marketing Association Educator's Meeting, Chicago, IL, August 2006.

Merz, Michael A., **Yi He** and Dana L. Alden, “A Categorization Approach to Analyzing the Global Consumer Culture Debate,” Association of Consumer Research Asian-Pacific Conference, Sydney, Australian, July 2006.

RESEARCH UNDER REVIEW

“Rooting for the Underdog! --Turning Intention Fallacy into Behavior Reality in a Sharing Economy,” under first-round review at the *Journal of Academy of Marketing Science*.

“The warmer shade of green: Market signaling and consumers' willingness to sacrifice for the environment,” under first-round review at the *Journal of Business Research*.

RESEARCH IN PROGRESS

“Leveraging Boredom: Equilibrium between Light and Darkness of Marketing,” finalizing manuscript to be submitted to JCR.

“When Shared, Boredom becomes Engaging: Driving Social Media Engagement through Boredom, Mindfulness and Communal Connectivity,” finalizing manuscript to be submitted to JM.

ACADEMIC SERVICE

Ad-Hoc Reviewing:

Journal of the Academy of Marketing Science, 2006 to present

European Journal of Marketing, 2008 to present

International Marketing Review, 2008 to present

Journal of International Marketing, 2010 to present

Asia Pacific Management Review, 2008 to present

Association of Consumer Research Conference 2009 to present

American Marketing Association Winter/Summer Educators Conference 2009 to present

Academy Marketing Science Annual Conference, 2008

National Service:

Session Chair, AMA Summer Educators' Conference, San Francisco, CA, 2011.

Session Chair, AMA Winter Educators' Conference, Austin, TX, 2011.
Session Chair, AMA Winter Educators' Conference, San Diego, CA, 2006

MEMBERSHIPS

Beta Gamma Sigma
American Marketing Association
Association for Consumer Research

HONORS, AWARDS AND GRANTS