



## YAJIN WANG

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- 2024 -present *Associate Dean (Research), Professor of Marketing*  
China Europe International Business School, Shanghai, China
- 2022-2024 *Professor of Marketing*  
China Europe International Business School, Shanghai, China
- 2021-2022 *Associate Professor of Marketing*  
China Europe International Business School, Shanghai, China
- 2015-2020 *Assistant Professor of Marketing*  
Robert H. Smith School of Business, University of Maryland, College Park, MD
- 
- 2015 *Ph.D. in Marketing*  
Carlson School of Management, University of Minnesota, Minneapolis, MN
- 2010 *M.A. in Mass Communications*  
The Hubbard School of Journalism and Mass Communication, University of Minnesota,

Editorial Review Board, International Journal of Research in Marketing, 2022 – present  
Reviewer, Journal of Marketing Research, Journal of Marketing, Organizational Behavioral and  
Human Decision Processes

Academic Conferences:

Associate Editor, Association of Consumer Research, 2023,2024

Associate Editor, Society of Consumer Psychology, 2023,2024

Program Committee, Association of Consumer Research, 2017-present

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- 13.! and Vldas Griskevicius (2014), "Conspicuous Consumption, Relationships, and Rivals: Women's Luxury Products as Signals to Other Women," *Journal of Consumer Research*, 40(5), 834-854.
- ! The most cited paper in JCR 2014 (as of 2022)
  - ! 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
- 14.!Vohs, Kathleen D., , Francesca Gino, and Michael I. Norton (2013), "Rituals Enhance Consumption," *Psychological Science*, 24(9), 1714-1721.
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"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

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Executive Education (e.g., EMBA and Executive Education):  
Environmental, Social and Governance (ESG, EMBA core course)  
Branding Strategy and Digital Marketing  
Customer Insights and Product Design  
Luxury Branding Strategy in the Digital World

Ph.D. and DBA:  
PhD Seminar in Social Influence and Identity