Publications 2011-2016

Jerry Han and Andrew Gershoff, “When Good Things Feel Closer and Bad Things Feel Farther: The Role of Perceived Control on Psychological Distance Perception,” *Journal of Consumer Psychology* (Invited for second-round review)


Lan Liang, Garrett Sonnier and Ty Henderson. The Effects of Subjective Imagery on Sales and Purchase Consideration for Luxury Automobiles. *Manuscript ready to submit to Journal of Marketing*.


Zhuping Liu, Jason. A. Duan and Frenkel ter Hofstede. “Marketing Spillovers of Location-Based Mobile Services.” Being revised for resubmission to *Marketing Science*.


Nandini Ramani with Professor Raji Srinivasan, “Multisided Platforms: An Innovation Research Agenda” for the *Handbook of New Product Development Research* (currently revising)

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**Selected Conference Presentations 2011-2016**

*Jerry Han and Susan Broniarczyk, “Multitasking: Juggling when low in control,” Association for Consumer Research 2016.*

*Jae-eun Namkoong, Jerry Han, and Andrew Gershoff, “When Bad Things Happen to Bad Firms: How Religiosity Affects Causal Perceptions and Consumer Retaliation,” Association for Consumer Research 2015.*


*Kiwan Park, Jerry Han, Joonkyung Kim, “Disgusted, and yet, Attracted: Effects of disgust on the evaluation of purity-related products,” Asia-Pacific Association for Consumer Research 2011.*

*Xinying Hao, Garrett Sonnier and Frenkel ter Hofstede, "Online Advertising: The Role of Forced Ad Exposure on Consumer Emotions and Ad Skipping Behavior", TX Marketing Research Conference, Arlington, TX, Mar, 2016.*

*Xinying Hao, Garrett Sonnier and Frenkel ter Hofstede, "Online Advertising: The Role of Forced Ad Exposure on Consumer Emotions and Ad Skipping Behavior", Marketing Science Conference, Shanghai, China, Jun, 2016.*


*Jang, Hyunkyu and Kyoungmi Lee, “Combating physiological determinism: People with a strong belief in free will regulate their food cravings more in response to hormonal explanations for food cravings,” Association for Psychological Science, Washington, DC, 2013.


*Jiyoung Lee and Kiwan Park, “We’re In This Together: The Effects of Significant Other’s Perceived State on Product Evaluation and Choice,” Poster presented at the Association for Cons

*Lan Liang (with Ty Henderson and Garrett Sonnier), “A Flexible Bayesian Nonparametric Model for Ordinal Data”, 32nd Annual University of Houston Doctoral Symposium, Houston, TX, April 2014


*Zhuping Liu, “Marketing Spillovers of Location-Based Mobile Services” INFORMS Marketing Science Conference, Atlanta, 2014


*Jianqing Zheng The Unintended Negative Consequences of Sharing Health Risk Information on Social Media, Poster session at Society for Consumer Psychology Winter Conference, St.Pete Beach, FL (Feb 2016).