

# Lingzhi Yu

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## Education

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### University of Texas at Austin (USA)

Ph.D. in Marketing, McCombs School of Business, 2028 (expected)

### Fudan University (China)

Research Training, Management, School of Management, 2021

### University of Iowa (USA)

Visiting Scholar, Marketing, Tippie College of Business, 2020

### Xiamen University (China)

Bachelor of Economics, School of Economics, 2014

## Research Interests

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Social influence on decision-making; technology; happiness; gift giving; consumption of information.

## Publications and Working Papers

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1. Yu, L., Zhao, T., & Fan, X. (2021), "Reason versus feeling: relational norms influence gift choices," *Asia Pacific Journal of Marketing and Logistics*, 33(8), 1723-1742. doi: [10.1108/APJML-02-2020-0122](https://doi.org/10.1108/APJML-02-2020-0122)
2. Yu, L., & Fan, X., "Lonely human and dominant robot: similarity versus complementary attraction," *revising for 1<sup>st</sup> round at Psychology and Marketing*.
3. Ruan, B., Yu, L., & Hu, B., "The happiness of withholding happiness," *manuscript development in progress*.
4. Yu, L., & Fan, X., "Quantity matters: how online social interaction affects loneliness before and during COVID-19," *manuscript development in progress*.

## Conference Presentations (\*denotes presenter)

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1. Ruan, B., Yu, L.\*, & Hu, B. (March 2022) "The Happiness of Withholding Happiness." Paper presented at *the Society for Consumer Psychology (SCP) Conference*, Virtual.
2. Ruan, B., Yu, L.\*, & Hu, B. (October 2021) "The Happiness of Withholding Happiness." Paper presented at *the Association for Consumer Research (ACR) Conference*, Virtual.
3. Yu, L.\*, Zhao, T., & Fan, X. (October 2019) "Rational Gifts for Communal Recipients, Emotional for Exchange: How Relational Norms Influence Gift Choices." Poster presented at *the Association for Consumer Research (ACR) Conference*, Atlanta, GA.

## **Honors and Grants**

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Outstanding Graduate Assistant, Fudan University, 2019  
China National Scholarship for Graduates, Government of China, 2015  
China National Scholarship for Undergraduates, Government of China, 2012

## **Teaching and Advising**

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### **Teaching Assistant: School of Management, Fudan University**

Leadership Development (IMBA), 2016/2017/2018  
Social Marketing and Social Entrepreneurship (MBA), 2016/2017  
Service Marketing and Service Management (MBA), 2016  
Strategic management (EMBA), 2017

### **Assistant Advisor: School of Management, Fudan University**

Assistant thesis advisor (EMBA), 2021  
Assistant dissertation advisor (DBA), 2016-2018

## **Internship Experiences**

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1. Assistant Data Analyst, Orient Securities, Shanghai, China, 2015.11-2016.02
2. Customer Service Assistant, ICBC, Zhejiang, China, 2013.07-2013.09

## **Technical Skills**

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STATA; SPSS; Qualtrics; Microsoft Office including Word, Excel, and PowerPoint