

DIAN WANG

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ACAEMIC EMPLOYMENT

UNIVERSITY OF TEXAS AT SAN ANTONIO

Assistant Professor of marketing 2018-present

EDUCATION

TEXAS A&M UNIVERSITY

Ph.D., Marketing 2018

UNIVERSITY OF TEXAS AT ALRINGTON

M.B.A in Marketing 2013

TEXAS TECH UNIVERSITY

B.A., Marketing 2010

RESEARCH INTERESTS

- Cross-cultural Marketing
- Creativity
- Behavioral Pricing
- Behavioral Decision Theory

PUBLICATIONS

- Saini, Ritesh, **Dian Wang**, and Haipeng (Allan) Chen (2023), “The Over-Diversification Effect: Enhancement in Perceived Heterogeneity of Multiple (vs. Single) Others’ Preferences”, *Journal of Consumer Psychology*, forthcoming.
- Guo, Bingxuan and **Dian Wang** (2023), “Will Online Shopping Lead to More Brand Loyalty than Offline Shopping,” *Journal of Marketing Research*.
<https://doi.org/10.1177/00222437231153075>.
 - Both authors contributed equally.

- Chen, Haipeng (Allan), Lisa Bolton, Sharon Ng, and **Dian Wang** (2020). “Replication Note Dual Entitlement Revisited: Cultural Differences in Asymmetric Pricing,” *Journal of Marketing Behavior*, 4(2-4), 213-225.
- Dou, Wenjing, Wei Lu, **Dian Wang**, Brady Hodges, and Haipeng Allan Chen (2019). "I Paid More than You (Before)?! The Effects of Self-Construal and Comparison Target on Price Unfairness Perceptions," *Customer Needs and Solutions*: 1-7.
- Chen, Haipeng (Allan), Lisa Bolton, Sharon Ng, Dongwon Lee, and **Dian Wang** (2018), “Culture, Relationship Norm, and Dual Entitlement,” *Journal of Consumer Research*, 45 (1), 1-20.
 - Lead article in the June 2018 issue

MANUSCRIPTS IN REVIEW PROCESS

- Incentive Framing and Creativity, with Haipeng Chen, Cexun Cai, and Marco Palma, under review at *Nature Human Behavior*
- Income Inequality and Consumer Attitude, with Eunho Park, Haipeng Chen, and Yinlong Zhang, preparing resubmission at *Journal of Marketing Research*

WORKING PAPERS

- Spillover Effects of Product Recall, with Fangfei Guo, Yan Liu, and Haipeng Chen, manuscript in preparation.
- Large Effects of Small Cues: Priming Selfish Economic Decisions, with Dudi Levy, Avichai Snir, Daniel Levy, and Haipeng Chen, manuscript in preparation.
- Facial Expression and Marketing Implications, with William Hedgecock, Yixiang Xu, and Haipeng Chen, manuscript in preparation.
- Power Distance Belief and Creativity, with Haipeng Chen and Yinlong Zhang, manuscript in preparation.

WORK IN PROGRESS

- Inequality and advertising effectiveness, with Eunho Park, Haipeng Chen and Yinlong Zhang, working in progress.
- Inequality and loss aversion, with Eunho Park, Haipeng Chen and Yinlong Zhang, working in progress.
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TEACHING EXPERIENCES

- **Doctoral Seminar in Experimental Design (MKTG 7043)**
University of Texas at San Antonio 2018 – present

- **Consumer Behavior (MKTG 4093)**
University of Texas at San Antonio 2018 – present
- **Consumer Behavior (MKTG 322)**
Texas A&M University 2015

SERVICE

- Behavioral Lab Coordinator 2020 – present
- Ad hoc reviewer for
 - Journal of Marketing Research
 - Journal of Academy of Marketing Science
 - Frontiers in Psychology
 - Service Science

HONORS AND AWARDS

- Dean’s Award for Outstanding Teaching by a Doctoral Student (2016-017)
- 2017 AMA Sheth Consortium Fellow (nominated by department)
- 2017 Haring Symposium Fellow (nominated by department)
- Mays Fellowship, Texas A&M University, 2013 – present
- Marketing Department Fellowship, Texas A&M University, 2013 – present
- Graduate Research Assistantship, University of Texas at Arlington, 2011-2013

INVITED PRESENTATIONS

- The University of Texas at San Antonio (2018)
- Dayton University (2018)
- The University of Texas at El Paso (2018)