

DIAN WANG

Marketing Department, Carlos Alvarez College of Business
The University of Texas at San Antonio, San Antonio, TX, 78249
dian.wang@utsa.edu

ACADEMIC EMPLOYMENT

UNIVERSITY OF TEXAS AT SAN ANTONIO

Associate Professor of Marketing 2025-present

Assistant Professor of Marketing 2018-2025

EDUCATION

TEXAS A&M UNIVERSITY

Ph.D., Marketing 2018

UNIVERSITY OF TEXAS AT ARLINGTON

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

- Avichai Snir, Dudi Levy, **Dian Wang**, Haipeng Chen, and Daniel Levy (2026), “Large Effects of Small Cues: Priming Selfish Economic Decisions,” *Journal of Economic Behavior and Organization*, forthcoming
- Saini, Ritesh., **Dian Wang**., and Haipeng (Allan) Chen (2025). “The over-diversification effect: Enhancement in perceived heterogeneity of multiple (vs. single)-others' preferences.” *Journal of Consumer Psychology*, 35(1), 158-165.

- Guo, Bingxuan and **Dian Wang** (2024), “Will Online Shopping Lead to More Brand Loyalty than Offline Shopping,” *Journal of Marketing Research*, 61(1), 92-109. <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 AND WORKING PAPERS

-(Details omitted for double-blind review.)

CONFERENCE PAPERS AND PRESENTATIONS (*PRESENTER)

- Wang, Dian*, and Yinlong Zhang, “Income Inequality and Consumer Attitude toward Marketing”
 - Association for Consumer Research (2025)
- Zhang Jintao*, Dian Wang, and Haipeng (Allan) Chen, “BOGO and Free”,
 - Association for Consumer Research (2025)
- Avichai Snir*, Dudi Levy, Dian Wang, Haipeng (Allan) Chen, and Daniel Levy, “Large Effects of Small Cues: Priming Selfish Economic Decisions”
 - 52nd European Public Choice Society Conference in Riga (2025)
- Avichai Snir, Dudi Levy, Dian Wang, Haipeng (Allan) Chen*, and Daniel Levy, “Large Effects of Small Cues: Priming Selfish Economic Decisions”
 - 62nd Annual Meeting of the Public Choice Society (2025)
- Wang, Dian*, Jeff Cai, Marco Palma, and Haipeng (Allan) Chen, “Know Pain, No Gain: How Loss Framing of Financial Incentives Affects Creativity”,
 - Texas Marketing Faculty Research Colloquium, Baylor University, 2017
 - Haring Symposium, Indiana University, 2017
- Saini, Ritesh* and Dian Wang, “Perceived Hyper-Diversification When Choosing for Multiple (vs. Single) Others’ Preference”,
 - Society of Consumer Psychology Annual Conference, San Antonio, 2013

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

- Department Behavioral Lab Coordinator 2020 – present
- Ad hoc reviewer for
 - Journal of Marketing Research
 - Journal of Academy of Marketing Science
 - International Journal of Research in Marketing
 - Journal of Business Research
 - Psychology & Marketing
 - Frontiers in Psychology
 - Service Science
 - Acta Psychologica

HONORS AND AWARDS

- Dean’s Distinguished Research Award, Alvarez College of Business, UTSA (2023)
- 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 – 2018
- Marketing Department Fellowship, Texas A&M University, 2013 – 2018
- Graduate Research Assistantship, University of Texas at Arlington, 2011-201

DISSERTATION COMMITTEES

- Dissertation committee member, Emma Gibbons, doctoral student in Marketing, UTSA (initial placement: Ohio University, 2024)
- Dissertation committee member, Bingxuan Guo, doctoral student in Marketing, UTSA (initial placement: Indiana University Kokomo, 2021)

INVITED PRESENTATIONS

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

- The University of Texas at El Paso (2018)