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ACADEMIC EXPERIENCE

- 2019.9- Tom Frost Endowed Professor of International Business and Professor of Marketing, College of Business, University of Texas at San Antonio, San Antonio, TX
- 2014.9- Professor of Marketing, College of Business, University of Texas at San Antonio, San Antonio, TX
- 2010.9- 2014.9 Associate Professor of Marketing, College of Business, University of Texas at San Antonio, San Antonio, TX
- 2004.6-2010.9 Assistant Professor of Marketing, College of Business, University of Texas at San Antonio, San Antonio, TX

TEACHING AWARDS

- 2010 The Dean’s Teaching Excellence Award for Tenure-Track Faculty
2010 Top 3 Best Marketing Professors, voted by MBA Student Association

SERVICE AWARDS

- 2021 Journal of Academy of Marketing Science, Best Reviewer Award
2022 Journal of Academy of Marketing Science, Best Reviewer Award

RESEARCH AWARDS

- 2009 The Dean’s Research Excellence Award for Tenure-Track Faculty
2012 The Dean’s Research Excellence Award for Tenured Faculty
2013 Finalist, International Journal of Research in Marketing, Best Paper Award
2013 Advisor to Lingjiang Tu’s ACR/Sheth Foundation Dissertation Proposal Award
2014 The Dean’s Research Excellence Award for Tenured Faculty

RESEARCH SUMMARY

Journal Publications

1. Zhang, Y., & Mittal, V. (2005), “Decision Difficulty: Effects of Procedural and Outcome Accountability,” *Journal of Consumer Research* (December), 465-72.
2. Zhang, Y., Feick, L., & Price, L. (2006), “The Impact of Self-Construal on Aesthetic Preference for Angular versus Rounded Shapes,” *Personality and Social Psychology Bulletin* (June), 794-805. [A French translation of this paper was reprinted in *Recherche et Applications en Marketing*, Vol. 22 (2007), no.2, 77-92].
3. Zhang, Y., & Mittal, V. (2007), "The Attractiveness of Enriched and Impoverished Options: Culture, Self-Construal, and Regulatory Focus," *Personality and Social Psychology Bulletin* (April), 588-98.

4. Zhang, Y., & Shrum, L.J. (2009), "The Influence of Self-Construal on Impulsive Consumption," *Journal of Consumer Research* (February), 838-50.
5. Zhang, Y., & Khare, A. (2009), "The Impact of Accessible Identities on the Evaluation of Global versus Local Products," *Journal of Consumer Research*, (October), 524-37.
6. Zhang, Y., Winterich, K. & Mittal, V. (2010), "Power-Distance Belief and Impulsive Buying," *Journal of Marketing Research*, (October), 945-54.
7. Tu, L., Khare, A. & Zhang Y. (2012), "A Short 8-item Scale for Measuring Consumers' Local-Global Identity," *International Journal of Research in Marketing*, 29 (1), 35-42.
8. Winterich, K., Zhang, Y., & Mittal, V. (2012), "How Political Identity and Charity Positioning Increase Donations: Insights from Moral Foundations Theory," *International Journal of Research in Marketing*, 29 (4), 346-54.
9. Zhang, Y., Feick L., & Mittal V., (2014), "How Males and Females Differ in Their Likelihood of Transmitting Negative Word of Mouth," *Journal of Consumer Research* 40 (6), 1097-1108.
10. Winterich, K., & Zhang, Y. (2014), "Accepting Inequality Deters Responsibility: How Power Distance Decreases Charitable Behavior," *Journal of Consumer Research* 41 (2), 274-293.
11. Gao, H., Winterich, K., & Zhang, Y. (2016) "All That Glitters is Not Gold: How Others' Status Influences the Effect of Power Distance Belief on Status Consumption," *Journal of Consumer Research* 43 (2), 265-281.
12. Gao, H., Zhang, Y., & Mittal, V., (2017) "How Does Local-Global Identity Affect Price Sensitivity?" *Journal of Marketing*, 81 (May), 62-79.
13. Gao, H., Mittal, V. & Zhang, Y., (2020) "The Differential Effect of Local-Global Identity Among Males and Females: The Case of Price Sensitivity?" *Journal of Marketing Research*, 57 (1), 173-91.
14. Song, X., Jung, J., Zhang, Y., (2021), "Consumers' Preference for User-Designed versus Designer-Designed Products: The Moderating Role of Power Distance Belief," *Journal of Marketing Research*, 58 (1), 163-81.
15. Nie, X., Yang, Z., Zhang, Y. and N. Janakiraman, (2022), "How Does Global-Local Identity Affect Consumer Preference for Access-based Consumption?" *Journal of Marketing Research*, 59 (3), 555-77.
16. Gao, H., & Zhang, Y., (2022), "How Does Power Distance Belief Impact Consumers' Responses to Demotion in Hierarchical Loyalty Programs? The Dual Processes of Monetary and Psychological Losses," *Journal of Academy of Marketing Science*.

Book Chapter

- L.J. Shrum and Yinlong Zhang (2013), "Culture and Self-Regulation: The Influence of Self-Construal on Impulsive Consumption," In Russell Belk and Ayalla Ruvio, *Identity and Consumption*.

Media Coverage Highlights

Forbes, Business News Daily, Non-Profit Quarterly, Huffington Post, Houston Business Journal, Money Central, MSN.com, Daily India

Working papers

1. Wang, D. & Zhang, Y., "How Does Income Inequality Affect Consumer's Attitude toward Marketing?" resubmission invited from *Journal of Marketing Research*.

2. Guo, B., Gao, H. & Zhang, Y., “The Impact of Uncertainty Avoidance on Consumer Confidence,”
3. Guo, B., Winterich, K. & Zhang, Y., “Will Uncertainty Avoidance Have a Positive or Negative Effect on Customer Loyalty?”

GRANTING ACTIVITIES

2011 International Marketing Research Grant, College of Business, \$10700
 2012 International Marketing Research Grant, College of Business, \$4990

TEACHING ACTIVITIES

Courses Taught

International Marketing Research, Doctoral Seminar
 Behavioral Seminar I & II, Doctoral Seminar
 International Marketing, Undergraduate, MBA
 Marketing Research, Undergraduate, MBA
 Marketing Strategy, Undergraduate
 Principles of Marketing, Undergraduate

Ph.D. Student Mentoring Highlights

Youngseon Kim (dissertation chair, Central Connecticut University, Full professor)
 Lingjiang Tu (dissertation chair, dissertation proposal winning ACR/Sheth Award, placed at Baylor University, Associate Professor of Practice)
 Huachao Gao (dissertation chair, Victoria University, Canada, Editorial Review Board members of flagship journal, Journal of Marketing Research, Associate Professor with Tenure)
 Bingxuan Guo (dissertation chair, Wake Forest University)
 Emma Gibbons (dissertation chair, Ohio University, R1)

SERVICE ACTIVITIES

Assigned Administrative Activities

Interim department chair (2013-2014; 2022-2023)

Service to the Field

Expert reviewers for:
 National Science Foundation (U.S. A)
 Austrian National Science Foundation
 Hong Kong Research Council
 International Journal of Research in Marketing
 Journal of Academy of Marketing Science (Editorial Review Board)
 Journal of Consumer Research
 Journal of Marketing
 Journal of Marketing Research (AE from 2021-2023)
 Association for Consumer Research
 American Marketing Association

REFERENCES

Dr. Lawrence Feick
Professor of Marketing
Marketing Katz Graduate School of Business
University of Pittsburgh
(412) 648-1561

Dr. Vikas Mittal
J. Hugh Liedtke Professor of
Jones Graduate School of Business
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Dr. Karen Winterich
Gerald I. Susman Professor in Sustainability
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