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ACADEMIC EXPERIENCE

- 2019.9- Tom Frost 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

AWARDS AND HONORS

- 2009 The Dean’s Research Excellence Award for Tenure-Track Faculty
- 2010 Top 3 Best Marketing Professors, voted by MBA Student Association
- 2010 The Dean’s Teaching 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
- 2021 Journal of Academy of Marketing Science, Best Reviewer Award

RESEARCH SUMMARY

Journal Publications

- Zhang, Y., & Mittal, V. (2005), “Decision Difficulty: Effects of Procedural and Outcome Accountability,” *Journal of Consumer Research* (December), 465-72.
- 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].
- 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.
- Zhang, Y., & Shrum, L.J. (2009), "The Influence of Self-Construal on Impulsive Consumption," *Journal of Consumer Research* (February), 838-50.
- 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.
- Zhang, Y., Winterich, K. & Mittal, V. (2010), “Power-Distance Belief and Impulsive Buying,” *Journal of Marketing Research*, (October), 945-54.

- 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.
- 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.
- 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.
- Winterich, K., & Zhang, Y. (2014), "Accepting Inequality Deters Responsibility: How Power Distance Decreases Charitable Behavior," *Journal of Consumer Research* 41 (2), 274-293.
- 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* 42 (2), 265-281.
- Gao, H., Zhang, Y., & Mittal, V., (2017) "How Does Local-Global Identity Affect Price Sensitivity?" *Journal of Marketing*, 81 (May), 62-79.
- 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.
- 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.

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*.

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

- Lingjiang Tu (dissertation chair, dissertation proposal winning ACR/Sheth Award, placed at Baylor University)
- Huachao Gao (dissertation chair, placed at Victoria University, Canada, with 1 JCR, 2 JMR, 1 JM publications)
- Bingxuan Guo (dissertation chair, placed at Indiana University, Kokomo, with JMR R&R)
- Emma Gibbons (second year student)

SERVICE ACTIVITIES

Assigned Administrative Activities

Interim department chair (2013-2014)

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 Cross-Cultural Psychology

Journal of Marketing

Journal of Marketing Research (Editorial Review Board)

Association for Consumer Research

American Marketing Association

REFERENCES

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

Dr. Vikas Mittal
J. Hugh Liedtke Professor of Marketing
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