

Xiaoyan Deng

Department of Marketing & Logistics
Fisher College of Business
The Ohio State University

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ACADEMIC POSITIONS

The Ohio State University, Max M. Fisher College of Business

2017 – Present Associate Professor of Marketing with tenure
2009 – 2017 Assistant Professor of Marketing

EDUCATION

Ph.D., Marketing, the Wharton School, University of Pennsylvania
M.S., Advertising, University of Illinois at Urbana-Champaign
B.S. & M.S., Industrial Design, Hunan University, China

HONORS & AWARDS

Editorial Review Boards:

2018 - Present *Journal of Marketing*
2015 - Present *Journal of Consumer Research*

Awards:

2017 *Journal of Consumer Research* Outstanding Reviewer
2017 Marketing Science Institute (MSI) Young Scholar
2008 AMA-Sheth Foundation Doctoral Consortium Fellow
2007 Associate for Consumer Research (ACR) Best Working Paper

Faculty Representative/Mentor:

2018 Marketing and Public Policy Conference Doctoral Consortium
2016 Robert Mittelstaedt Doctoral Symposium
2011 Albert Haring Doctoral Symposium

Faculty Grants:

2015 – Present Summer Research Award, Fisher College of Business, OSU
2011 – Present Fisher Small Grant, Fisher College of Business, OSU

Student Grants:

2009	Jay H. Baker Retailing Initiative Research Grant
2009	Dean's Fellowship, the Wharton School, UPenn
2007 - 2009	Russell Ackoff Grant for Doctoral Research on Human Decision Processes
2007 - 2008	Wharton Doctoral Travel Grant
2004 - 2009	Wharton Doctoral Fellowship, the Wharton School, UPenn
2003 - 2004	Assistantship, Department of Advertising, UIUC

JOURNAL ARTICLES (*equal authorship)

Teeny, Jake, Xiaoyan Deng, and H. Rao Unnava (forthcoming), "The 'Buzz' Behind the Buzz Matters: Energetic and Tense Arousal as Separate Motivations for Word of Mouth," *Journal of Consumer Psychology*.

Togawa, Taku, Jaewoo Park, Hiroaki Ishii, and Xiaoyan Deng (forthcoming), "A Packaging Visual-Gustatory Correspondence Effect: Using Visual Packaging Design to Influence Flavor Perception and Healthy Eating Decisions," *Journal of Retailing*.

You, Yanfen, Xiaojing Yang, Lili Wang, and Xiaoyan Deng (forthcoming), "When and Why Saying 'Thank You' Is Better Than Saying 'Sorry' in Redressing Service Failures: The Role of Self-Esteem," *Journal of Marketing*.

Yang, Xiaojing*, Xiaoyan Deng*, and Amita Bhadauria* (forthcoming), "Does Mere Exposure to Beauty-Related Words Promote Prosocial Behavior?: Exploring the Mental Association between Beauty and Prosociality," *Journal of Association of Consumer Research*.

Deng, Xiaoyan, H. Rao Unnava, and Hyojin Lee (2019), "'Too True to Be Good?' When Virtual Reality Decreases Interest in Actual Reality," *Journal of Business Research*, 100(July), 561-570.

Stillman, Paul, Hyojin Lee, Xiaoyan Deng, H. Rao Unnava, William A. Cunningham, and Kentaro Fujita (2017), "Neurological Evidence for the Role of Construal Level in Future-Directed Thought," *Social Cognitive and Affective Neuroscience (SCAN)*, 12(6/Jun), 937-947.

Lee, Hyojin, Kentaro Fujita, Xiaoyan Deng, and H. Rao Unnava (2017), "The Role of Temporal Distance on the Color of Future-directed Imagery: A Construal Level Perspective," *Journal of Consumer Research*, 43(5/Feb), 707-725.

Deng, Xiaoyan, Barbara E. Kahn, H. Rao Unnava, and Hyojin Lee (2016), "A 'Wide' Variety: Effects of Horizontal versus Vertical Display on Assortment Processing, Perceived Variety, and Choices," *Journal of Marketing Research*, 53(5/Oct), 682-698.

Lee, Hyojin, Xiaoyan Deng, H. Rao Unnava, and Kentaro Fujita (2014), “Monotonous Forests and Colorful Trees: The Effects of Black-and-White versus Color Imagery on Construal Level,” *Journal of Consumer Research*, 41(4/Dec), 1015-1032.

Deng, Xiaoyan and Raji Srinivasan (2013), “When Do Transparent Packages Increase (or Decrease) Food Consumption,” *Journal of Marketing*, 77(4/Jul), 104-117.

Deng, Xiaoyan, Sam Hui, and J. Wesley Hutchinson (2010), “Consumer Preferences for Color Combinations: An Empirical Analysis of Similarity-Based Color Relationships,” *Journal of Consumer Psychology*, 20(4/Oct), 476-484.

Deng, Xiaoyan and Barbara E. Kahn (2009), “Is Your Product on the Right Side? The ‘Location Effect’ on Perceived Product Heaviness and Package Evaluation,” *Journal of Marketing Research*, 46(6/Dec), 725-738.

Iacobucci, Dawn, Neela Saldanha, and Xiaoyan Deng (2007), “A Meditation on Mediation: Evidence That Structural Equations Models Perform Better Than Regressions,” *Journal of Consumer Psychology*, 17(2/Apr), 139-153.

BOOK CHAPTERS

Kahn, Barbara E. and Xiaoyan Deng (2011), “Effects on Visual Weight Perceptions of Product Image Locations on Packaging,” in *Sensory Marketing: Research on the Sensuality of Products*, ed., Aradhna Krishna, New York: Routledge.

PROFESSIONAL SERVICE

Editorial Review Board Member:

2018 - Present	<i>Journal of Marketing</i>
2015 - Present	<i>Journal of Consumer Research</i>

Ad Hoc Journal Reviewer:

Journal of Marketing Research
Management Science
Journal of Consumer Psychology
Journal of the Association for Consumer Research
Journal of Retailing
Journal of Interactive Marketing
International Journal of Research in Marketing
Journal of Business Research
Psychology and Marketing
Marketing Letters
European Journal of Marketing
Journal of Business Logistics
PLOS ONE
Journal of Wine Economics

Conference Reviewer/Program Committee Reviewer:

ACR (Association for Consumer Research) Conference
AMA (American Marketing Association) Conference
SCP (Society for Consumer Psychology) Conference
The Biannual World Conference on Mass Customization &
Personalization

College & Department Service:

2019 – Present	MBA Program Committee, Department of Marketing & Logistics
2019 – Present	Educational and Professional Diversity Committee, Fisher College of Business
2017	Faculty Recruitment Search Committee Co-Chair, Department of Marketing & Logistics
2015 - 2019	PhD Program Committee, Department of Marketing & Logistics
2013 - 2016	Educational and Professional Diversity Committee, Fisher College of Business
2011 - 2016	Behavioral Lab Advisory Group, Fisher College of Business
2009 - 2012	Undergraduate Program Committee, Department of Marketing & Logistics

Mentoring:

Doctoral students

Dissertation chair/co-chair:

Lei Jia, in progress
Hyojin Lee, Ph.D. 2016

Dissertation committee member:

Yanfen You, Ph.D. 2018
Amit S. Singh, Ph.D. 2018
Amita Bhadauria, Ph.D. 2016
Pielah Kim, Ph.D. 2015

Candidacy committee member:

Nicole Dusthimer (Psychology), 2016

Undergraduate students

Honors thesis advisor:

Alysha M. Fligner, B.S. 2014

Honors thesis defense committee member:

John Engle (Psychology), 2017

COURSES TAUGHT

Consumer Behavior (Full Time MBA)
Consumer Behavior (MBA for Working Professionals)
New Product Management (Undergraduate)
Consumer Behavior (Undergraduate)

INVITED RESEARCH TALKS

2019 The Hong Kong Polytechnic University, China
2019 Wuhan University, China
2019 Washington State University
2019 University of British Columbia, Canada
2019 Marketing Matters @ Wharton Business Radio, University of Pennsylvania
2019 The Wharton School, University of Pennsylvania
2019 Villanova University
2018 The Ohio State University (Department of Psychology)
2018 Waseda University, Japan
2016 Sun Yat-sen University, China
2015 Temple University
2015 University of Wisconsin-Milwaukee
2014 Kent State University
2012 The Ohio State University (Department of Psychology)
2008 Peking University, China
2008 Singapore Management University, Singapore
2008 National University of Singapore, Singapore
2008 Chinese University of Hong Kong, China
2008 University of South California
2008 Columbia University
2008 University of Texas at San Antonio
2008 The Ohio State University
2008 University of Maryland
2008 University of Georgia
2008 University of Illinois at Urbana-Champaign

CONFERENCE PRESENTATIONS (*presenter)

Teeny, Jake*, Xiaoyan Deng, and H. Rao Unnava (2019), “The Buzz behind ‘the Buzz’ Matters: Energetic and Tense Arousal as Separate Motivations for Word of Mouth,” Competitive Paper, **Association for Consumer Research**, Atlanta, GA.

Deng, Xiaoyan* and Alysha M. Fligner (2019), “The Effect of Packaging Typeface on Product Perception and Evaluation,” Special Session, **Association for Consumer Research**, Atlanta, GA.

Togawa, Taku*, Jaewoo Park, Hiroaki Ishii, and Xiaoyan Deng (2019), “A Packaging Visual-Gustatory Correspondence Effect: Using Visual Packaging Design to Influence Flavor Perception and Healthy Eating Decisions,” Special Session, **Association for Consumer Research**, Atlanta, GA.

You, Yanfen*, Xiaoyan Deng, and Xiaojing Yang (2019), “Just Remember: The Right Reminder that Leads to Actions,” Competitive Paper, **Association for Consumer Research**, Atlanta, GA.

Yang, Xiaojing, Xiaoyan Deng, and Lei Jia* (2018), “‘A Tale of Two Secrets’: Examining the Diverging Effects of Secrecy on Consumption Enjoyment,” Special Session, **Association for Consumer Research**, Dallas, TX.

You, Yanfen*, Xiaojing Yang, Lili Wang, and Xiaoyan Deng (2018), “Toward Optimal Symbolic Recovery: Why and When ‘Thank you’ is Better than ‘Sorry’ in Addressing Service Delays,” Competitive Paper, **Association for Consumer Research**, Dallas, TX.

Deng, Xiaoyan, Xiaojing Yang, Lei Jia*, and Hyojin Lee (2018), “The Effect of Lyrical Music vs. Instrumental Music on Construal Level,” Competitive Paper, **Society for Consumer Psychology**, Dallas, TX.

Jia, Lei *, Xiaojing Yang, and Deng, Xiaoyan (2017), “Physically Short, Mentally Flexible? Exploring the Relationship between Stature and Creativity,” Special Session, **Association for Consumer Research**, San Diego, CA.

Deng, Xiaoyan, Xiaojing Yang, Lei Jia*, and Hyojin Lee (2016), “The Effect of Lyrical Music vs. Instrumental Music on Construal Level,” Special Session, **Association for Consumer Research**, Berlin, Germany.

Lee, Hyojin*, Xiaoyan Deng, Kentaro Fujita, and H. Rao Unnava (2014), “Colorful or Black & White? How Temporal Distance Shapes Visualization of the Future,” Competitive Paper, **Association for Consumer Research**, Baltimore, MD.

Lee, Hyojin*, Xiaoyan Deng, Kentaro Fujita, and H. Rao Unnava (2014), “Colorful or Black & White? How Temporal Distance Shapes Visualization of the Future,” Competitive Paper, **Society for Consumer Psychology**, Miami, FL.

Lee, Hyojin*, Xiaoyan Deng, and H. Rao Unnava (2013), “The Effects of Color vs. Black-and-White on Information Processing,” Competitive Paper, **Association for Consumer Research**, Chicago, IL.

Deng, Xiaoyan, Barbara E. Kahn, H. Rao Unnava*, and Hyojin Lee (2013), “A ‘Wide’ Variety: The Effects of Horizontal versus Vertical Product Display,” Competitive Paper, **Society for Consumer Psychology Summer Conference**, Honolulu, HI.

Deng, Xiaoyan, Barbara E. Kahn*, H. Rao Unnava, and Hyojin Lee (2013), “A ‘Wide’ Variety: The Effects of Horizontal versus Vertical Product Display,” Competitive Paper, **Society for Consumer Psychology**, San Antonio, TX.

Deng, Xiaoyan*, Barbara E. Kahn, and Sara Michalski (2011), “How ‘Healthy Eating’ Packaging Cues Affect Food Purchasing and Consumption Behavior?” Competitive Paper, **Association for Consumer Research**, St. Louis, MO.

Deng, Xiaoyan*, Barbara E. Kahn, and Sara Michalski (2011), “How ‘Healthy Eating’ Packaging Cues Affect Food Purchasing and Consumption Behavior?” Special Session, **Society for Consumer Psychology**, Atlanta, GA.

Deng, Xiaoyan*, Sam Hui, and J. Wesley Hutchinson (2010), “Consumer Preferences for Color Combinations: An Empirical Analysis of Similarity-Based Color Relationships,” Invited presentation, **Sensory Marketing Conference**, the Wharton School, University of Pennsylvania, Philadelphia, PA.

Deng, Xiaoyan*, Sam Hui, and J. Wesley Hutchinson (2010), “Consumer Preferences for Color Combinations: An Empirical Analysis of Similarity-Based Color Relationships,” Competitive Paper, **Association for Consumer Research**, Jacksonville, FL.

Deng, Xiaoyan*, Barbara E. Kahn, and Sara Michalski (2009), “Using the Product Image ‘Location Effect’ to Help Consumers Control Eating Patterns,” Special Session, **Association for Consumer Research**, Pittsburg, PA.

Deng, Xiaoyan*, Sam K. Hui, and J. Wesley Hutchinson (2009), “Assisted Aesthetic Self-Design: Application to Nike Shoe Configurator,” Special Session, **Association for Consumer Research**, Pittsburg, PA.

Deng, Xiaoyan* and J. Wesley Hutchinson (2009), “Why Consumers Prefer Their Aesthetically Self-Designed Products: A Three-Factor Model,” Invited presentation, **Product Design Conference**, Mason School of Business, College of William and Mary, Williamsburg, VA.

Deng, Xiaoyan* and Barbara E. Kahn (2008), “Is Your Product on the ‘Right’ Side? The Location Effect on Consumer Responses to Packaging Design,” Invited presentation, **Sensory Marketing Conference**, Ross School of Business, University of Michigan, Ann Arbor, MI.

Deng, Xiaoyan* and J. Wesley Hutchinson (2008), “Just Do It Yourself: The Roles of Outcome Accuracy, Process Affect, and Pride of Authorship in the Evaluation of Self-Designed Products,” Competitive Paper, **Society for Consumer Psychology**, New Orleans, LA.

Deng, Xiaoyan* and J. Wesley Hutchinson (2007), “What You See is What You Get: The Effects of Visual Metaphor on Consumer Responses to Product Design,” Special Session, **Association for Consumer Research**, Memphis, TN.

Deng, Xiaoyan* and J. Wesley Hutchinson (2007), “A Three-Factor Model of Consumer Preference for Self-Designed Products,” Poster, **Association for Consumer Research**, Memphis, TN.

Deng, Xiaoyan* and J. Wesley Hutchinson (2007), “Does Self-Design Work and If So, Why?” Invited presentation, **A Conference on “Consumer-Oriented” Product Design**, McCombs School of Business, University of Texas at Austin, Austin, TX.

Deng, Xiaoyan* and J. Wesley Hutchinson (2007), “A Three-Factor Model of Consumer Preference for Self-Designed Products,” Competitive Paper, **the Biannual World Conference on Mass Customization & Personalization**, MIT, Cambridge/Boston, MA.

Deng, Xiaoyan* and Barbara E. Kahn (2007), “Is Your Product on the ‘Right’ Side? Measuring Package’s Visual Weight,” Special Session, **Society for Consumer Psychology**, Las Vegas, NV.

PROFESSIONAL MEMBERSHIP

Association for Consumer Research
Society for Consumer Psychology