

Aug 2025

ADELLE X. YANG
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[Personal Website](#)

EMPLOYMENT

Assistant Professor of Marketing, University of Toronto, July 2025 – present

Department of Management, University of Toronto Scarborough

Rotman School of Management

Assistant Professor of Marketing, National University of Singapore, July 2016 – June 2025

EDUCATION

Ph.D. in Marketing, The University of Chicago Booth School of Business, 2016

Specialization: Behavioral Science

M.S. in Management, Shanghai Jiao Tong University, 2009

Exchange at E.M. Lyon Business School, France, 2007-2008

B.S. in Statistics, East China Normal University, 2006

Minored in French, 2003-2006

RESEARCH INTERESTS

Consumer behavior, judgment and decision-making, field experiments

PUBLICATIONS († denotes graduate student at the time)

Adelle X. Yang and Chris K. Hsee (forthcoming), “Field Experiments in Marketing: A Case of Application,” Invited Book Chapter in the *Handbook of Marketing Analytics, 2nd Edition*.

Adelle X. Yang and Jasper Teow[†] (2025), “Framing Affects Post-Decision Preferences Through Self-Preference Inferences (and Probably Not Dissonance),” *Journal of Experimental Psychology: General*.

Adelle X. Yang and Oleg Urminsky (2023), “The Agent’s Impatience: A Self-Other Decision Model of Intertemporal Choices,” *Journal of Marketing Research*.

Adelle X. Yang and Chris K. Hsee (2022), “Obligatory Publicity Increases Charitable Acts,” *Journal of Consumer Research*, 48(5), 839–857. ([Editor Curated](#))

Adelle X. Yang, Minjung Koo, and Jaewon Hwang[†] (2022), “‘Remember Me, Will You?’: Overusing Material Gifts for Interpersonal Memory Management,” *Journal of Consumer Psychology*, 32(4), 615-633.

Adelle X. Yang and Chris K. Hsee (2019), “Idleness versus Busyness,” *Current Opinion in Psychology*, Volume 26, 15-18.

Adelle X. Yang and Oleg Urminsky (2018), “The ‘Smile-Seeking’ Hypothesis: Anticipated Affective Reaction Motivates and Rewards Gift Choices,” *Psychological Science*, 2(8), 1221-1233.
(Winner of the MSI Alden G. Clayton Dissertation Proposal Award)
(Media coverage highlights: The Economist, Washington Post, The Guardian, Science)

Adelle X. Yang and Oleg Urminsky (2015), “The Foresight Effect: Local Optimism Motivates Consistency and Local Pessimism Motivates Variety,” *Journal of Consumer Research*, 42(3), 361-377. (Lead Article)

Adelle X. Yang, Chris K. Hsee, and Xingshan Zheng (2012). “The AB identification Survey: A Practical Method to Distinguish between Absolute and Relative Determinants of Happiness,” *Journal of Happiness Studies*, 13(4), 729-744.

Adelle X. Yang, Chris K. Hsee, Yi Liu and Li Zhang (2011). “The Supremacy of Singular Subjectivity,” *Journal of Consumer Psychology*, 21, 393-404.

Chris K. Hsee, **Adelle X. Yang** and Liangyan Wang (2010). “Idleness Aversion and the Need for Justifiable Busyness,” *Psychological Science*, 21, 926-930.

WORKING PAPERS († denotes graduate student at the time; titles adapted to protect blind review)

Adelle X. Yang, Yu Gu[†], and Sijin Chen[†], “Decision-Making AI and Moral Intuitions” (Re&R at *Journal of Consumer Research*)

Adelle X. Yang, Ruixian Yang[†], and Ann McGill, “A Medium-Friction Effect in Prosocial Resource Allocations” (Re&R at OBHDP)

Yu Gu[†], Adelle X. Yang, Sijin Chen[†], and Jasmina Cong[†], “Attribution Ambiguity in Sales Automation” (Manuscript to be submitted)

Adelle X. Yang and Jasper Teow[†], “Malleable AI Aversion in Resource-Allocation Decisions” (Manuscript to be resubmitted)

OTHER WORK IN PROGRESS († denotes graduate student at the time)

Adelle X. Yang, Gabriele Paolacci, and Ruixian Yang[†], “Inferences from Decisions under Defaults” (Data collection in progress)

Adelle X. Yang and Jasmina Cong[†], “Behavioral Streaks” (Data collection in progress)

Adelle X. Yang and Oleg Urminsky, “Donateering: A Novel Fundraising Method” (Data collection completed for 11 experiments; 1 field experiment in progress)

Adelle X. Yang and Ayelet Gneezy, “Biases as Signals” (Data collection in progress)

Adelle X. Yang, Jasmina Cong[†], and Jussi Keppo, “A Virtual Food Bank” (Large-scale field experiment in progress)

Stephanie Lin, Hannah Chang, and Adelle Yang, “Avoiding Counterfactual Inefficiency” (Data collection in progress)

Oleg Urminsky, Adelle X. Yang and Lilly Kofler[†], “Outcome Neglect: Failure of Expected Value Maximization in a Simple Game” (Manuscript in preparation)

CONFERENCE PRESENTATIONS

“Slow Moral Trade-Off by AI Increases AI Appreciation” with Sijin Chen and Yu Gu, paper presented at the annual conference of the Association for Consumer Research, Paris, Sept 2024

“Slow Moral Trade-Off by AI Increases AI Appreciation” with Yu Gu and Sijin Chen, flash talk presented at the conference of the Behavioral Decision Research in Management, Chicago, June 2024

“Slow Moral Trade-Off by AI Increases AI Appreciation” with Yu Gu and Sijin Chen, poster presented at the annual conference of the Society for Judgment and Decision Making, San Francisco, Nov 2023

“Single-Minded AI Agents and Cynical Consumer Inferences” with Yu Gu and Sijin Chen, paper presented at the annual conference of the Association for Consumer Research, Seattle, Oct 2023

“Single-Minded AI Agents and Cynical Consumer Inferences” with Yu Gu and Sijin Chen, paper presented at the conference of the European Association for Consumer Research, Amsterdam, July 2023

“Malleable AI Aversion: A Moral Intuition Perspective”, paper presented at the Conference on Behavioural Science in the Age of Smart Technology, Hong Kong, July 2023

“Donateering: A Novel Fundraising Method” with Oleg Urminsky, paper presented at the annual conference of the Society for Judgment and Decision Making, San Diego, Nov 2022

“Donateering: A Novel Fundraising Method” with Oleg Urminsky, paper presented at the annual conference of the Association for Consumer Research, Denver, Oct 2022

“Obligatory Publicity Increases Charitable Acts” with Chris Hsee, paper presented at the annual conference of the Society for Personality and Social Psychology, Feb 2022

“Decision Framing: The Reject Frame Leads to a Larger Preference Gap than Choose Frame” with Jasper Teow, paper presented at the annual conference of the Society for Judgment and Decision Making, 2020

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- “AI Aversion: Defending the Human Gaze for the Identifiable Recipient” with Jasper Teow, paper presented at the annual conference of the Association for Consumer Research, 2020
- “Decision Framing: The Reject Frame Leads to a Larger Preference Gap than Choose Frame” with Jasper Teow, paper presented at the annual conference of the Association for Consumer Research, 2020 (session chair)
- “AI Aversion: Defending the Human Gaze for the Identifiable Recipient” with Jasper Teow, paper presented at the annual conference of the Society for Consumer Psychology, Long Beach, California, 2020
- “Medium and Resource Allocation Decisions” with Ann McGill, paper presented at the 11th Triennial Invitational Choice Symposium, Chesapeake, VA, 2019
- “Mandatory Self-Promotion Increases Charitable Acts” with Chris Hsee, paper presented at the INSEAD Marketing Camp, Fontainebleau, France, 2019
- “The Dread of Starting and the Jumpstart Effect” with Babu Gounder and Rajesh Bagchi, paper presented at the annual conference of the Society for Consumer Psychology, Savannah, 2019
- “Mandatory Self-Promotion Increases Prosociality” with Chris Hsee, paper presented at the Society for Judgment and Decision, New Orleans, 2018
- “Overcome the Dread of Starting” with Babu Gounder and Rajesh Bagchi, paper presented at the annual conference of the Association for Consumer Research, Dallas, 2018 (session chair)
- “Gifts as Relationship Mnemonics: Examining the Giver-Receiver Preference Discrepancy for Material Gifts” with Minjung Koo and Jaewon Hwang, paper to be presented at the annual conference of the Association for Consumer Research, Dallas, 2018
- “Giver Impatience: An Interpersonal Model of Intertemporal Decisions” with Oleg Urminsky, paper presented at the annual conference of the Association for Consumer Research, Dallas, 2018 (session chair)
- “Mandatory Conspicuity Increases Prosociality” with Chris Hsee, paper presented at the biannual conference of Behavioral Decision Research in Management, Boston, 2018
- “Why Are More Material Gifts Given than Wanted” with Minjung Koo and Jaewon Hwang, paper presented at the annual conference of the Society for Consumer Psychology, Dallas, 2017
- “Promoting Conspicuous Generosity: Justifying the “Brag” by Removing the Choice” with Christopher K. Hsee, paper presented at the annual conference of the Association for Consumer Research, San Diego, 2017 (session chair)
- “Decision to Share” with Ann McGill, paper presented at the annual conference of the Association for Consumer Research, San Diego, 2017
- “Smile-Seeking: Why Gift-Givers Often Don’t Give What Receivers Want” with Oleg Urminsky, paper presented at the annual conference of the Association for Consumer Research, San Diego, 2017
- “Happily Sharing What You Wouldn’t Give”, with Ann McGill, paper presented at the annual conference of the Society for Consumer Psychology, San Francisco, 2016 (session chair)

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- “Smile-Seeking: Why Gift-Givers Often Don’t Give What Receivers Want” with Oleg Urminsky, paper presented at the annual conference of the Society for Consumer Psychology, San Francisco, 2016
- “Altruistic Behavior, Egoistic Choice”, with Oleg Urminsky and Christopher K. Hsee, paper presented at the annual conference of the Association for Consumer Research, Chicago, IL. 2013.
- “Outcome Neglect: How Guessing Heuristics Supersede Expected Value”, with Oleg Urminsky, paper presented at the annual conference of the Association for Consumer Research, Chicago, IL. 2013.
- “Change ‘Fate’ Through Consumer Choices”, with Oleg Urminsky, paper presented at the annual conference of the Association for Consumer Research, Vancouver 2013.
- “Changing Myself, Changing My Fate: How Anticipating Future Outcomes Affects Experiential Consumer Choices”, with Oleg Urminsky, paper presented at the annual conference of the Society for Judgment and Decision Making, Minneapolis, MN, 2012.
- “Outcome Neglect: How Guessing Heuristics Supersede Expected Value" with Oleg Urminsky, paper presented at the annual conference of the Society for Judgment and Decision Making, Minneapolis, MN, 2012.
- “The Consequences of Waiting and the Constructed Consumption”, with Min Zhao and Dilip Soman, paper presented at the annual conference of the Association for Consumer Research, Vancouver, BC, 2012.
- “Changing Myself, Changing My Fate: How Anticipating Future Outcomes Affects Experiential Consumer Choices”, with Oleg Urminsky, paper presented at the conference of Behavioral Decision Research in Management, Boulder, CO. 2012
- “The AB Identification Survey: A Practical Method to Distinguish between Absolute and Relative Determinants of Happiness”, with Christopher K. Hsee, paper presented at the annual conference of the Association for Consumer Research, Jacksonville, FL, 2010
- “The Supremacy of Subjective Evaluations as Indicators of Inherent Preferences”, with Christopher K. Hsee, paper presented at the annual conference of the Association for Consumer Research, Jacksonville, FL. 2010.

INVITED TALKS

Nov 2024	ESADE
Nov 2024	University of Wisconsin-Madison
Oct 2024	University of Toronto, Rotman School of Business
Oct 2024	University of Iowa
Oct 2024	University of Chicago, Booth School of Business, Alumni Insight
Oct 2024	INSEAD, France Fontainebleau
May 2024	Tilburg University
May 2024	Vrije University Amsterdam
May 2024	Erasmus University, Rotterdam School of Management

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Apr 2024	University of Hong Kong
Apr 2024	Hong Kong University of Science and Technology
Feb 2024	City University of Hong Kong
May 2023	UC Berkeley
Nov 2021	Peking University, Marketing Department
Apr 2021	Peking University, National School of Development
Jan 2021	UCSD
Nov 2019	University of Toronto
May 2019	INSEAD, Marketing Camp
May 2019	HEC Paris
Nov 2015	National University of Singapore
Oct 2015	University of Hong Kong
Oct 2015	Hong Kong University of Science and Technology

HONORS, SCHOLARSHIPS, AND FELLOWSHIPS

2022	NUS Business School Tier-1 Grant (USD \$76,200)
2020	NUS Business School Tier-1 Grant (USD \$59,200)
2019	Winner, Humanities and Social Sciences (HSS) Research Fellowship, NUS
2016-2019	NUS Business School Start-up Research Grant (USD \$66,500)
2015	Fellow, AMA-Sheth Foundation Doctoral Symposium
2014	Winner, MSI Alden G. Clayton Dissertation Proposal Award
2014	Kilts Marketing Research Center Fellowship
2013	Fellow, Haring Symposium, Indiana University
2011	Oscar Mayer Fellowship
2010-2016	Katherine Dusak Miller PhD Fellowship

TEACHING EXPERIENCE

- Understanding and Influencing Consumers (MSc program, NUS; CEMS, global)/ Consumer Insights (MSc program, NUS Marketing Department), 2023 - present
 - 4.6+ [Dept Average 4.3; School Average 4.2]
 - Highest class enrollment in both years
- Consumer Behavior (Undergrad program, NUS), 2016 – 2023

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- 4.5+ [Dept Average 4.3; School Average 4.1]
- Current Topics in Consumer Research (PhD course, NUS), 2019
- Teaching Assistant for Marketing Strategy, Consumer Behavior, Marketing Research Methods, The University of Chicago Booth School of Business, 2011 - 2015

PROFESSIONAL SERVICES

- Editorial Review Board: *Journal of Consumer Research*
- Ad hoc reviewer for *Journal of Marketing Research*, *Journal of Consumer Psychology*, *Journal of Experimental Psychology: General*, *Journal of Personality and Social Psychology*, *Marketing Science*, *Management Science*, *Journal of Marketing*, *Organizational Behavior and Human Decision Processes*, *Journal of Associations for Consumer Research*, *Journal of Experimental Psychology: Applied*, *Journal of Experimental Social Psychology*, *Frontiers in Psychology*, *Emotion*, *Psychology and Marketing*, *Marketing Letters*, *British Journal of Psychology*, *Collabra*, and others.
- Reviewing for the *Association for Consumer Research*, *Society for Judgement and Decision Making*, *Society for Consumer Psychology*, and *Behavioral Decision Research in Management*, 2013 – present.
- Conference committee member for the *Society for Judgement and Decision Making*, 2019-present.
- Co-organizer of Marketing Insights and New Investigations Conference (MINICON) in Singapore, 2017 and 2018.

PHD MENTORING

- Co-advised Jasper Teow, National University of Singapore, PhD
 - First placement: Assistant Professor, Royal Melbourne Institute of Technology (Vietnam Campus), 2021
- Co-advised Yu Gu, Tsinghua University, PhD
 - First placement: Assistant Professor, Nankai University, China, 2023
- Sijin Chen, National University of Singapore, PhD
 - First placement: Postdoc Fellow, The University of Chicago Booth School of Business, 2025