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北京大学国家发展研究院
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工作经历

2021 年 7 月 - 现在, 北京大学, 国家发展研究院, 副教授(长聘)
2015 年 9 月 - 2021 年 7 月, 北京大学, 国家发展研究院, 助理教授
2008 年 3 月 - 2009 年 11 月, 美国波士顿 In4mation Insights, 高级分析师

教育背景

2010 年 9 月 - 2015 年 6 月, Northwestern University, 市场营销, 博士, 导师: Neal Roese
2010 年 9 月 - 2012 年 6 月, Northwestern University, 市场营销, 硕士
2006 年 9 月 - 2008 年 3 月, UCLA, 管理学, 硕士, 导师: Shi Zhang
2003 年 9 月 - 2006 年 7 月, 北京大学, 经济学, 硕士, 导师: 张黎
1999 年 9 月 - 2003 年 7 月, 北京大学, 经济学, 学士
1999 年 9 月 - 2003 年 7 月, 北京大学, 世界历史, 学士, 导师: 张雄

奖励

木兰学者, 北京大学国家发展研究院, 2021-现在
第八届高等学校科学研究优秀成果奖(青年成果奖), 中国, 2020
中国营销科学学术年会最佳论文奖, 中国, 2019
北京大学优秀班主任, 2018-2019
木兰青年学者, 北京大学国家发展研究院, 2018-2021
北京银行教学奖, 2017
The Audience Choice Award for research with Aaron Brough, Jim Wilkie, Mathew Issac, and David Gal, The Qualtrics Insight Summit, 2016
Fellow, AMA-Sheth Foundation Doctoral Consortium, 2014
Fellow, Haring Symposium, Indiana University, 2013
TGS Travel Grant, Northwestern University, 2011, 2012
Best Student Poster Award, SJDM, Seattle, WA, 2011
Fellowship, Kellogg School of Management, Northwestern University, 2010-2015
Anderson Fellowship, UCLA Anderson School of Management, 2006, 2007
GMAT 高分奖, 北京, 中国, 2006
挑战杯论文奖, 北京大学, 中国, 2005
光华研究生奖学金, 北京大学, 中国, 2004
杨乃英奖学金, 北京大学, 中国, 2002
光华本科生奖学金, 北京大学, 中国, 2001
新生奖学金, 北京大学, 中国, 2000

研究项目

比尔及梅琳达·盖茨基金会资助课题, 主持人, 2020 -2023, “中国在线捐赠行为及创新性措施的探索”, \$197,266 美元, 在研。

国家高端智库办课题, 主持人, 2020, “以民生为导向培育新消费增长点”, 国务院研究室委托, 在研。

国家高端智库办课题, 主持人, 2019, “走出去高质量发展专题研究”, 交办部委: 商务部, 已结题。

国家高端智库办课题, 主持人, 2018, “中国消费升级趋势下的产品高品质标准国际化”, 归属国务院研究室的“推动高质量发展的问题研究”课题, 已结题。

比尔及梅琳达·盖茨基金会资助课题, 主持人, 2017 -2019, “中国在线捐赠行为研究”(050347), \$95, 647 美元, 已结题。

国家自然科学基金面上项目(NSFC), 名称: 最优化与满意型员工的适应性绩效及其 PERMA 机制研究, 批准号: 71772007, 直接费用: 490,000 RMB, 项目组主要成员, 2018 年 1 月至 2021 年 12 月, 在研。

国家自然科学基金面上项目(NSFC), 名称: 消费者网上购物行为与眼动分析, 批准号: 71672001, 直接费用: 500,000 RMB, 项目负责人, 2017 年 1 月至 2020 年 12 月, 已结题。

研究兴趣

消费者行为与决策, 公益行为与决策, 心理健康与幸福

案例发表

- 1) Yang, Haiyang, Jingjing Ma, Neal Roese, and Amitava Chattopadhyay (2021), “Market Disruption Strategies: The Transformation of Xiaomi,” INSEAD Case No. 6608; INSEAD Teaching Note No. 6608. <https://publishing.insead.edu/case/xiaomi>
- 2) Yang, Haiyang, Jingjing Ma, Neal Roese, and Amitava Chattopadhyay (2021), “Market Disruption Strategies: The Transformation of Xiaomi,” Harvard Case No. IN1717; Harvard Teaching Note No. IN1717. <https://hbsp.harvard.edu/product/IN1717-PDF-ENG>
- 3) Yang, Haiyang, Jingjing Ma, Neal Roese, and Amitava Chattopadhyay (2021), “市场颠覆战略: 小米的转型之路” INSEAD Case No. 6608 (中文版). <https://publishing.insead.edu/case/market-disruption-strategies-transformation-xiaomi-chinese>

代表性论文发表 (* 通讯作者)

- 1) Ma, Jingjing, Zichuan Mo*, and Yuanjie Zhao (2021), “Dynamic Luxury Advertising: Using Lifestyle vs. Functional Advertisements in Different Purchase Stages,” *Journal of Advertising*.

- 2) Yang, Haiyang, Jingjing Ma, and Amitava Chattopadhyay (2021), "How Xiaomi Became an Internet-of-Things Powerhouse," *Harvard Business Review*, 4-26.
Harvard Business Review (Russian Edition): "Как Xiaomi стала IoT-гигантом," 5-12
Harvard Business Review (Korean Edition): "샤오미가 사물인터넷 시장을 석권한 방법," 5-17
Harvard Business Review (Chinese Edition): "小米成為物聯網巨擘的關鍵策略," 6-4
- 3) Yang, Haiyang and Jingjing Ma* (2021), "Factors Associated With Chinese Adults' Vaccine Acceptance," *JAMA Health Forum*, 2(7): e211466.
- 4) Yang, Haiyang and Jingjing Ma* (2021), "Relationship Between Wealth and Emotional Well-being Before, During, versus After a Nationwide Disease Outbreak: A Large-scale Investigation of Disparities in Psychological Vulnerability Across COVID-19 Pandemic Phases in China," *BMJ Open*, 11: e044262.
- 5) Yang, Haiyang and Jingjing Ma* (2021), "How the COVID-19 Pandemic Impacts Tobacco Consumption: Changes in Smoking Behavior and Well-being Implications," *Addictive Behaviors*, 119 (2021).
- 6) Ma, Jingjing, Zichuan Mo*, and David Gal (2021), "The Route to Improve the Effectiveness of Negative PSAs," *Journal of Business Research*, 123 (February), 669-682.
- 7) Yang, Haiyang and Jingjing Ma* (2020), "How an Epidemic Outbreak Impacts Happiness: Factors that Worsen (vs. Protect) Emotional Well-being during the Coronavirus Pandemic," *Psychiatry Research*, 289(2020), 113045.
- 8) 马京晶, 莫子川, 石晓伟 (2020), "负面社会推理对消费者购买行为的影响," *南开管理评论*, 23(2), 155-166.
- 9) Goldsmith, Kelly*, Caroline Roux, and Jingjing Ma (2018), "When Seeking the Best Brings out the Worst in Consumers: Understanding the Relationship between a Maximizing Mindset and Immoral Behavior," *Journal of Consumer Psychology*, 28(2), 293-309.
- 10) Brough, Aaron*, Jim Wilkie, Jingjing Ma, Mathew Issac, and David Gal (2016), "Is Eco-Friendly Unmanly? The Green-Feminine Stereotype and Its Effect on Sustainable Consumption," *Journal of Consumer Research*, 43(4), 567-82.
- 11) Ma, Jingjing* and David Gal (2016), "When Sex and Romance Conflict: The Impact of Sex in Advertising on Preference for Romantically-Linked Products and Services," *Journal of Marketing Research*, Vol. LIII (August 2016), 479-96.
- 12) Ma, Jingjing* and Neal J. Roese (2014), "The Maximizing Mind-set," *Journal of Consumer Research*, 41 (1), 71-92.
- 13) Ma, Jingjing* and Neal J. Roese (2014), "The Danger of Touting a Product as 'the Best'," *Harvard Business Review*, 92 (10), 28.

- 14) Ma, Jingjing* and Neal J. Roese (2013), "The Countability Effect: Comparative versus Experiential Reactions to Reward Distributions," *Journal of Consumer Research*, 39 (6), 1219-33.
- 15) Ma, Jingjing* and Neal J. Roese (2013), "The Surprising Power of (a Lack of) Numbers," *The European Financial Review (Lead Story)*, October/November, 40-42.

其他论文发表

- 16) Zhu, Ying, Jingjing Ma*, Jiajia Liu, and Jingjing Wang (2020), "The Experiential Brain of Smartphone Users: How Smartphone Use Reshape Thinking Style", *Advances in Consumer Research*, v.48.
- 17) Ma, Jingjing*, Yu Lin, and Danit Ein-Gar (2019), "Charitable Maximizer", *Advances in Consumer Research*, v.47.
- 18) Zhu, Ying, Jingjing Ma*, and Jingjing Wang (2019), "A Meta-Analysis of the Antecedents and Consequences on Smartphone Addiction", *Advances in Consumer Research*, v.47.
- 19) Jin, Fei, Jingjing Ma*, and David Dubios (2019), "When Intention to Share Increases Variety-Seeking: the Role of Self-Enhancement", *Advances in Consumer Research*, v.47.
- 20) Ma, Jingjing*, Kent Grayson, and David Gal (2017), "Increasing PSA Effectiveness: Two Routes from Self-Threat to Message Acceptance," *Advances in Consumer Research*, v.45.
- 21) Ma, Jingjing* (2017), "The Impact of the Maximizing Mindset on Variety Seeking Behaviors," *Advances in Consumer Research*, v.45.
- 22) Ma, Zhenfeng and Jingjing Ma* (2017), "The Effect of Maximizing on Consumer Response to Features and Price," *Advances in Consumer Research*, v.45.
- 23) Mo, Zichuan and Jingjing Ma* (2017), "When Compensatory Consumption Backfires: The Pain and Pleasure of Experiential Purchases," *Advances in Consumer Research*, v.45.
- 24) Chen, Qihui and Jingjing Ma* (2017), "When a Minor Problem Causes a Major Trouble for Experiential Purchases," *Advances in Consumer Research*, v.45.
- 25) Chen, Jia and Jingjing Ma* (2017), "The Effect of Nostalgia Advertising on Brand Loyalty," *Advances in Consumer Research*, v.45.
- 26) Ma, Jingjing* and David Gal (2016), "He's Just Not That Into Anyone: The Impact of Sex Fantasy on Attraction," *Advances in Consumer Research*, v.44.
- 27) Goldsmith, Kelly*, Caroline Roux, and Jingjing Ma (2016), "When Choosing the Best Brings out the Worst: Maximizing Increases Cheating Due to Greater Perceptions of Scarcity," *Advances in Consumer Research*, v.44.
- 28) Ma, Jingjing*, Ryan Hamilton, and Alexander Chernev (2015), "The Impact of Usage Frequency on Lifestyle Branding," *Advances in Consumer Research*, v.43.

- 29) Ma, Jingjing*, Ying Wang, and Neal J. Roese (2014), "The Impact of the Maximizing Mindset on Decision Time," *Advances in Consumer Research*, v.42, 590-91.
- 30) Ma, Jingjing* and Neal J. Roese (2013), "The Maximizing Mindset," *Advances in Consumer Research*, v.41, 181-85.
- 31) Ma, Jingjing* and Neal J. Roese (2012), "The Countability Effect: Comparative versus Experiential Reactions to Reward Distributions," *Advances in Consumer Research*, v.40, 106-11.
- 32) Ma, Jingjing*, Ryan Hamilton, and Alexander Chernev (2012), "The Unexpressed Self: The Impact of Restricting Self-Expression on Brand Preferences," *Advances in Consumer Research*, v.40, 95-100.)
- 33) Ma, Jingjing* and Shi Zhang (2009), "Choosing Between American and Chinese Brands," *Advances in Consumer Research*, v.36, 896-97.
- 34) Ma, Jingjing* and Shi Zhang (2008), "On the Compatibility of Orientation, Task, and Preference: The Role of Brand Information," *Advances in Consumer Research*, v.35, 895-96.
- 35) Ma, Jingjing*, Lee Zhang, and Xinxin Ma (2007), "Affect without Cognition," *Advances in Consumer Research*, v.34, 389-91.
- 36) 马京晶*、张实、张黎 (2009), "消费者目标取向、决策任务和产品类型偏好间的匹配性以及品牌信息的影响," *营销科学学报*, 5 (1), 13-26.
- 37) 马京晶*、马欣昕、张黎 (2008), "选择与放弃中对产品实用和享乐性的不同偏好—以电脑光盘和音乐 CD 为例," *营销科学学报*, 4 (1), 107-119.
- 38) 张黎、马京晶* (2006), "消费经验、文化意含与 Fishbein 模型," *营销科学学报*, 2 (3), 30-43.

审阅中文章

- 1) Ma, Jingjing* and Haiyang Yang, "The Impact of Maximizing Mindset on Decision Making Process," revising for 3rd round review at *Journal of Consumer Research*
- 2) Ma, Jingjing*, Yu Lin, and Danit Ein-Gar, "The Impact of Maximizing on Charitable Behavior", revising for 2rd round review at *International Journal of Research in Marketing*.
- 3) Zhu, Ying, Jingjing Ma*, Jiajia Liu, and Jingjing Wang, "The Impact of Smartphone Addiction on Thinking Styles," under review at *Computer in Human Behavior*
- 4) Yang, Haiyang and Jingjing Ma*, "Post-COVID-19 Distress and Unhealthy Consumption Behavior," under review at *Journal of Mental Health*

研究手稿

- 1) Jin, Fei, Jingjing Ma*, and David Dubois, “When Posting Cues Lead to Variety Seeking,” preparing for submission to *Journal of Consumer Research*
- 2) Mo, Zichuan, Jingjing Ma*, and Ryan Hamilton, “When Compensatory Consumption Backfires for Experiential Consumption,” preparing for submission to *Journal of Experimental Psychology: General*
- 3) Ma, Jingjing, Zichuan Mo, and Haiyang Yang, “The Impact of Maximizing on Variety Seeking Behaviors,” preparing for submission to *Journal of Marketing Research*
- 4) Ma, Zhenfeng and Jingjing Ma, “The Impact of Maximizing Mindset on Feature Preference,” preparing for submission to *Journal of Consumer Research*
- 5) Ma, Jingjing, Sky Liang, and Yuanjie Zhao, “The Impact of Donation Titles on Donation to Critical Illnesses,” preparing for submission to *Journal of Marketing Research*
- 6) Ma, Jingjing, Ryan Hamilton, and Alexander Chernev, “The Impact of Limiting Self-Expression on Brand Preferences,” revising for resubmission to *Journal of Marketing Research*
- 7) Ma, Jingjing*, Jiajia Liu, and Neal J. Roese, “Countability and Cooperation in Financial Decisions,” preparing for submission to *Judgment and Decision Making*

应邀学术演讲

中国营销科学学术年会，中国成都，2019年10月。

南开大学，2019年7月。

暨南大学，2018年1月。

广东工业大学，2017年12月。

中山大学，2017年12月。

双清论坛，国家自然科学基金，2017年9月。

北京大学，心理学系，2017年9月。

香港中文大学，2017年5月。

厦门大学，2017年4月。

武汉大学，2017年4月。

上海交通大学，2016年6月。

人民大学，2016年5月。

南京大学, 2015 年 12 月。

University of California Riverside, Anderson Graduate School of Management, Nov. 2014.

University of Central Florida, College of Business Administration, Oct. 2014.

北京大学, 国家发展研究院, 2014 年 10 月。

香港大学, 2014 年 10 月。

南阳理工大学, 2014 年 10 月。

University of British Columbia, Sauder School of Business, Oct. 2014.

University of Florida, Warrington College of Business Administration, Sep. 2014.

复旦大学, 2014 年 8 月。

学术会议讲演 (演讲者标粗)

- 1) Zhu, Ying, Jingjing Ma, **Jiajia Liu**, and Jingjing Wang, “The Experiential Brain of Smartphone Users: How Smartphone Use Reshape Thinking Style”, presented at *Association for Consumer Research Conference*, Oct. 2020.
- 2) **靳菲**、马京晶、David Dubois, “When Intention to Share Increase Variety-Seeking”, 在中国营销科学学会年会, 中国, 成都, 2019 年 10 月。
- 3) Ma, Jingjing, **Yu Lin**, and Danit Ein-Gar, “Charitable Maximizer”, presented at *Association for Consumer Research Conference*, Atlanta, Oct. 2019.
- 4) Zhu, Ying, Jingjing Ma, and **Jingjing Wang**, “A Meta-Analysis of the Antecedents and Consequences of Smartphone Addiction”, presented at *Association for Consumer Research Conference*, Atlanta, Oct. 2019.
- 5) Ma, Jingjing, **Mo Zichuan**, and David Gal, “Increasing PSA Effectiveness: Two Routes from Self-Threat to Message Acceptance,” presented at *La Londe Conference on Consumer Behavior and Communications*, La Londe, France, June. 2019.
- 6) **Jin, Fei**, Jingjing Ma, and David Dubois, “When Intention to Share Increase Variety-Seeking: The Role of Self-Enhancement”, presented at *Society for Consumer Psychology Conference*, Savannah, GA, Mar. 2019.
- 7) **Mo, Zichuan** and Jingjing Ma, “When Compensatory Consumption Backfires: The Pain and Pleasure of Experiential Purchases,” presented at *Society for Consumer Psychology Conference*, Dallas, TX, Feb. 2018.
- 8) **Chen, Qihui** and Jingjing Ma, “When a Minor Problem Causes a Major Trouble for Experiential Purchases,” presented at *Society for Consumer Psychology Conference*, Dallas, TX, Feb. 2018.

- 9) **Ma, Jingjing**, Kent Grayson, and David Gal, “Increasing PSA Effectiveness: Two Routes from Self-Threat to Message Acceptance,” presented at *Association for Consumer Research Conference*, San Diego, CA, Oct. 2017.
- 10) **Ma, Jingjing**, “The Impact of the Maximizing Mindset on Variety Seeking Behaviors,” presented at *Association for Consumer Research Conference*, San Diego, CA, Oct. 2017.
- 11) **Ma, Zhenfeng** and Jingjing Ma, “The Effect of Maximizing on Consumer Response to Features and Price,” presented at *Association for Consumer Research Conference*, San Diego, CA, Oct. 2017.
- 12) **Mo, Zichuan** and Jingjing Ma, “When Compensatory Consumption Backfires: The Pain and Pleasure of Experiential Purchases,” presented at *Association for Consumer Research Conference*, San Diego, CA, Oct. 2017.
- 13) **Chen, Qihui** and Jingjing Ma, “When a Minor Problem Causes a Major Trouble for Experiential Purchases,” presented at *Association for Consumer Research Conference*, San Diego, CA, Oct. 2017.
- 14) **Chen, Jia** and Jingjing Ma, “The Effect of Nostalgia Advertising on Brand Loyalty,” presented at *Association for Consumer Research Conference*, San Diego, CA, Oct. 2017.
- 15) **Mo, Zichuan** and Jingjing Ma, “Why Are Luxury Ads So Abstract?” presented at *Society for Consumer Psychology Conference*, San Francisco, CA, Feb. 2017.
- 16) **Ma, Jingjing** and David Gal, “He’s Just Not That Into Anyone: The Impact of Sex Fantasy on Attraction,” presented at *Association for Consumer Research Conference*, Berlin, Germany, Oct. 2016.
- 17) Goldsmith, Kelly, Caroline Roux, and **Jingjing Ma**, “When Choosing the Best Brings out the Worst: Maximizing Increases Cheating Due to Greater Perceptions of Scarcity,” presented at *Association for Consumer Research Conference*, Berlin, Germany, Oct. 2016.
- 18) **Brough, Aaron**, Jim Wilkie, Jingjing Ma, Mathew Issac, and David Gal, “It’s Not Manly Being Green: The Role of Gender Identity Maintenance in Men’s Avoidance of Environmentally-Friendly Behavior,” presented at *Society for Consumer Psychology Conference*, St. Pete Beach, FL, Feb. 2016.
- 19) **Brough, Aaron**, Jim Wilkie, Jingjing Ma, Mathew Issac, and David Gal, “It’s Not Manly Being Green: The Role of Gender Identity Maintenance in Men’s Avoidance of Environmentally-Friendly Behavior,” presented at *Winter Society for Judgment and Decision Making Conference*, UT, Jan. 2016.
- 20) **Roux, Caroline**, Jingjing Ma, and Goldsmith, Kelly, “When Choosing the Best Brings out the Worst: Maximizing Increases Cheating Due to Greater Perceptions of Scarcity”, Presented at *Society for Judgment and Decision Making Conference*, Chicago, IL, Nov. 2015.

- 21) **Ma, Jingjing**, Ryan Hamilton, and Alexander Chernev, “The Impact of Usage Frequency on Lifestyle Branding”, Presented in Symposia Session—“Fashion Signals and Symbols: Beyond Conspicuous Consumption”—at *Association for Consumer Research Conference*, New Orleans, LA, Oct. 2015.
- 22) **Ma, Jingjing**, Ying Wang, and Neal J. Roese, “The Impact of the Maximizing Mindset on Decision Time”, Presented at *Trans-Atlantic Doctoral Conference*, London Business School, May. 2015 (**Invited Presentation**).
- 23) **Ma, Jingjing**, Ying Wang, and Neal J. Roese, “The Impact of the Maximizing Mindset on Decision Time”, Presented in Competitive Paper Session—“Mind-sets and Control in Motivation”—at *Association for Consumer Research Conference*, Baltimore, MD, Oct. 2014 (**Session Chair**).
- 24) **Ma, Jingjing**, Ryan Hamilton, and Alexander Chernev, “The Unexpressed-Self: The Impact of Restricting Self-Expression on Brand Preferences”, Presented in Symposia Session—“And Now for Something Completely Different: The Meaning of Life”—at *Society for Consumer Psychology Conference*, 2014 SCP Proceeding (p.91-92), Miami, FL, Mar. 2014.
- 25) **Ma, Jingjing** and Kent Grayson, “Failure to Compensate: Why Cross-Domain Affirmations Do Not Always Alleviate Identity Threats”, Presented in Symposia Session—“Identity Threats and Consumption: Causes, Cures, and Costs”—at *Society for Consumer Psychology Conference*, 2014 SCP Proceeding (p.124-125), Miami, FL, Mar. 2014.
- 26) **Ma, Jingjing** and Neal J. Roese, “The Maximizing Mindset”, Presented in Special Session—“Comparative Thinking and Consumer Well-Being”—at *Association for Consumer Research Conference*, Chicago, IL, Oct. 2013 (**co-chaired** with Yangjie Gu).
- 27) **Ma, Jingjing** and Neal J. Roese, “The Countability Effect”, Presented at *The Haring Symposium*, Indiana University, Mar. 2013 (**Invited Presentation**).
- 28) **Ma, Jingjing** and Neal J. Roese, “The Maximizing Mindset”, Presented at *Society for Consumer Psychology Conference*, 2013 SCP Proceeding (p.250-251), San Antonio, Texas, Feb. 2013.
- 29) **Ma, Jingjing** and Neal J. Roese, “The Countability Effect”, Presented at *Society for Judgment and Decision Making Conference*, Minneapolis, MN, Nov. 2012.
- 30) **Ma, Jingjing**, Ryan Hamilton, and Alexander Chernev, “The Unexpressed Self: The Impact of Restricting Self-Expression on Brand Preferences”, Presented at *Society for Judgment and Decision Making Conference*, Minneapolis, MN, Nov. 2012.
- 31) **Ma, Jingjing** and Neal J. Roese, “The Countability Effect”, Presented in Special Session—“In Pursuit of Happiness”—at *Association for Consumer Research Conference*, Vancouver, BC, Canada, Oct. 2012 (**co-chaired** with Haiyang Yang and Neal J. Roese).
- 32) **Ma, Jingjing**, Ryan Hamilton, and Alexander Chernev, “The Unexpressed Self: The Impact of Restricting Self-Expression on Brand Preferences”, Presented in Special Session—“Brands as A Means of Self-Expression”—at *Association for Consumer Research Conference*, Vancouver, BC, Canada, Oct. 2012 (**Session Chair**).

- 33) **Ma, Jingjing** and Neal J. Roese, “The Effect of Countability on Satisfaction”, Presented at *Society for Judgment and Decision Making Conference*, Seattle, WA, Nov. 2011 (**Best Student Poster Award**).
- 34) Ma, Jingjing and **Shi Zhang**, “Choosing Between American and Chinese Brands”, Presented at *Association for Consumer Research Conference*, San Francisco, CA, Oct. 2008.
- 35) Ma, Jingjing and **Shi Zhang**, “On the Compatibility of Orientation, Task and Preference: The Role of Brand Information”, Presented at *Association for Consumer Research Conference*, Memphis, TN, Oct. 2007.
- 36) **范亭亭**、张黎、张实、马京晶, “产品类别风险 (PCR) 对品牌延伸的影响”, 在中国营销科学学会年会上宣读, 全文被收入 2007JMS 中国营销科学学术年会论文集[C] (p.516-530), 复旦大学管理学院, 中国, 上海, 2007.
- 37) 马京晶、**张黎**、马欣昕, “情感主导的品牌购买意愿”, 在中国营销科学学会年会上宣读并被列入候选优秀论文, 全文被收入 2006JMS 中国营销科学学术年会论文集[C] (光盘 A-第四组), 武汉大学经济与管理学院, 中国, 武汉, 2006.
- 38) **Ma, Jingjing**, Xinxin Ma, and Lee Zhang, “Affect without Cognition”, Presented at *Association for Consumer Research Conference*, Orlando, FL, Sep. 2006.
- 39) **张黎**、马京晶, “消费者对产品的消费经验、产品的文化意含与 Fishbein 模型”, 在中国营销科学学会年会上宣读, 全文被收入 2005JMS 中国营销科学学术年会论文集[C] (p.188-201), 北京大学光华管理学院, 中国, 北京, 2005.
- 40) **严焱**、马京晶, “企业战略和城市变迁——湖北省十堰市原有汽车工业的定位与该市今后发展对策研究”, 在中国经济学年会上宣读, 中国, 天津, 2004.

教学 (2015 年 9 月至今共 30 门教学课程, 总计 759.5 总课时, 平均课评 4.68/5.00)

Seminar in Consumer Behavior: Judgment and Decision Making
研究生课程 (英文授课)

Consumer Behavior
MBA 课程 (英文授课)

Marketing Research
MBA 课程 (英文授课)

市场营销调研: 方法与实践
EDP 课程 (中文授课)

高级研究方法与设计

DPS 课程 (中文授课)

导师工作

博士导师:

莫子川, 2020, 中山大学 (助理教授)

靳菲, 2019, 四川大学 (助理教授) (*联合导师)

硕士导师:

林宇, 2020, 香港中文大学 (市场营销博士项目)

张晗雨, 2020, Emory University (市场营销博士项目) (*联合导师)

成亮, 2020; 石晓伟, 2017; 梁芳园, 2017。

学术服务

英文期刊审稿人: Journal of Consumer Psychology, Journal of Consumer Research, Marketing Letter, International Journal of Research in Marketing, Journal of Association for Consumer Research

中文期刊审稿人: 南开管理评论, 管理世界, 心理学学报

会议审稿人: Association for Consumer Research Conference, Society for Consumer Psychology Conference, La Londe Conference on Consumer Behavior and Communications

媒体报道

Forbes: [Does Unconscious Bias Affect Our Sustainable Lifestyle Choices?](#)

World Economic Forum: [COVID-19 drove 74% drop in emotional well-being in China: Study](#)

The Wall Street Journal: [Happiness? When It Comes to Rewards, Don't Count On It](#)

The Atlantic: [The Agony of Perfectionism](#)

The Washington Post: [Your Manliness Could Be Hurting the Planet](#)

New York: [Men Are Destroying the Earth Because They Think Environmentalism Is Too Girly](#)

The Guardian: [A vexing question: why do men recycle less than women?](#)

Make Change: [Can We Finally Close the Green Gender Gap?](#)

NPR: [Manliness and Green Living](#)

CBS: Men may avoid being green because they find it “unmanly”

Euornews: Is sustainability a women’s issue?

Scientific American: Men Resist Green Behavior as Unmanly

Journalist’s Resource: Is “going green” unmanly? Gender stereotypes and perceptions of environmentally friendly behaviors

Yahoo! News: Recycling’ s Not Just for Women, Bro

ABC (Australia): Paint Nude Women on Solar Panels: How to Get Men to Care about the Environment

Quartz: Studies Show People Think Caring About the Environment Is "Feminine"

Scientific American: Cash Rewards Might Make Us Unhappy

Science Daily: Are You A High Achiever?

Science Daily: Rewards Programs: When Do Consumers Compare Experience Over Value?

Science Daily: Going Green Is for Girls, but Branding Can Make Men Eco-friendly

Broadly: Machismo Is Ruining the Planet, Study Says

Business Standard: Men Willing to Go Green If Products Are 'Masculine'

Hybrid Cars News: Are EVs Not Manly Enough?

Mic: Men Are Ruining the Planet Because They Think Green Products Are "Feminine"

Newser: Men Think Going Green Will Make Them Wimps

Notre Dame News: Going Green Is for Girls — But Branding Can Make Men Eco-friendly

Outside Magazine: What Brands Can Learn from Patagonia's Gender-Neutral Marketing

Portland Press Herald: Commentary: Research Shows Recycling's Not Very Manly

Psych Central: It's Not Easy Being Green -- At Least for Men

Psychology Today: Why It’ s Still “Unmanly” to Be Eco-Friendly

Siasat Daily: Men Willing to Purchase Eco-Friendly Things If Products Are 'Masculine'

Slate: Eco-Friendly Branding Must Be Super Manly to Attract Manly Men, Study Says

Sustainable Brands: How Framing Sustainability as Strength Can Help Win Male Audiences

teleSUR English: Survey Shows Men Find Environmentalism 'UnManly'

Treehugger: Men Avoid 'Green Behaviors' to Preserve Their Macho Image

Yahoo! Finance: The Agony of Perfectionism

Medical News Today: Are you a high achiever? Even the best products might leave you dissatisfied

Woman Today India: Aiming high can leave you unhappy

TruthDive: Always aiming too high in life can leave you dissatisfied even with best products

EurekAlert!: Are you a high achiever? Even the best products might leave you dissatisfied

Science Codex: Are you a high achiever? Even the best products might leave you dissatisfied

Science Codex: Rewards programs: When do consumers compare experience over value?

Psychology Today: Numbers Can Influence Satisfaction with Purchases

Business Insider: People Just Compare Their Cash Bonuses, And Usually End Up Unhappy

Quartz: How to Get a Bigger Bonus: Don't Ask for It in Cash

Examiner: Are You A High Achiever?

Examiner: Psychology of More for Your Money

Kellogg Insight: Excessive Expectations

Kellogg Insight: Would You Like Your Bonus in Cash or Cake?

Business Standard: Always Aiming Too High in Life Can Leave You Dissatisfied Even with Best Products

Phys.org: Are You A High Achiever? Even the Best Products Might Leave You Dissatisfied.

Phys.org: Rewards Programs: When do Consumers Compare Experience over Value?

EurekAlert!: Rewards Programs: When do Consumers Compare Experience over Value?

Atelier: Customer Reward Programmes: Are Non-Monetary Gifts More Effective than Cash

McKnight's: High Achievers May be More Prone to Product Dissatisfaction, study finds

Sina: China Economics Annual Conference

Johns Hopkins University: Onset of COVID-19 pandemic led to 74% drop in overall emotional well-being

MBAchina: 马京晶: 环境友好是女性专属吗?

搜狐网：国发院一百分点“中国投资者情绪和消费者信心”指数发布会举行

中国报道网：国发院一百分点“中国投资者情绪和消费者信心”指数发布会举行

中国发展网：“中国投资者情绪和消费者信心”指数发布会顺利举行

中国金融新闻网：北大国发院发布“中国投资者情绪和消费者信心”指数

人民日报海外网：中国投资者情绪和消费者信心指数发布

东方财富网：中国投资者情绪和消费者信心指数发布

经济网：“中国投资者情绪和消费者信心”指数在北京大学发布

新浪财经：北大马京晶：消费者信心指数可预测宏观经济指标

搜狐网：在线公益捐赠有何特点？国发院报告：男性、有配偶、年龄大单次捐款更多

搜狐网：马京晶：在线公益捐赠有何特点？男性、有配偶、年龄大单次捐款更多

搜狐网：北大国发院发布报告：85后、两广人群最想抓紧买房

网易订阅：北大国发院发布报告：85后、两广人群最想抓紧买房

经济观察报：中国消费者信心指数发布：未来1-5年，消费者对环境改善预期最积极

凤凰网：中国消费者信心指数发布：未来1-5年，消费者对环境改善预期最积极

新浪科技：北大国发院-百分点数据智能与国家发展实验室举办线上论坛

澎湃新闻：数据如何应用于政府治理？加强连通性与精细化，需要统一标准

中国网：民众对于战胜疫情非常有信心 北大国发院-百分点联合发布疫情数据报告

搜狐网：民众对于战胜疫情非常有信心 北大国发院-百分点联合发布疫情数据报告

凤凰网：民众对于战胜疫情非常有信心 北大国发院-百分点联合发布疫情数据报告

腾讯网：疫情研究报告|全民抗“疫”下大家都想啥了？