

马京晶详细履历和 CV

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 Roesse
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
中国工商银行奖教金经济学优秀学者奖, 2021
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

腾讯基金会和南都公益基金会资助项目, 主持人, 2022.01-2022.12, QT21006-3-9, “中国在线捐赠行为及创新改进策略研究”, 300,000 RMB, 在研。

比尔及梅琳达·盖茨基金会资助项目, 主持人, 2020.09 -2023.09, INV-004139, China PPT: Understand Chinese Online Donor Behavior and Enable Innovative Interventions, \$197,266 美元, 在研。

国家高端智库办课题, 主持人, 2020.04-2020.12, “以民生为导向培育新消费增长点”, 国务院研究室委托, 已结题。

国家高端智库办课题, 主持人, 2019.04-2019.12, “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, 2018.04-2018.12, “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, 2017.11 -2019.10, OPP1183979, Understanding Chinese Online Charitable Donation , \$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, 已结题。

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) Yang, Haiyang and Jingjing Ma* (2022), “Post-COVID-19 Distress and Unhealthy Consumption Behavior,” *Journal of Mental Health*.
- 2) Ma, Jingjing, Zichuan Mo*, and Yuanjie Zhao (2021), “Dynamic Luxury Advertising: Using Lifestyle versus Functional Advertisements in Different Purchase Stages,” *Journal of Advertising*, 1-18.
- 3) Yang, Haiyang, Jingjing Ma, and Amitava Chattopadhyay (2021), “How Xiaomi Became an Internet-of-Things Powerhouse,” *Harvard Business Review*.
Harvard Business Review (Russian Edition): “Как Xiaomi стала IoT-гигантом”
Harvard Business Review (Korean Edition): “샤오미가 사물인터넷 시장을 석권한 방법”
Harvard Business Review (Chinese Edition): “小米成為物聯網巨擘的關鍵策略”
- 4) Yang, Haiyang and Jingjing Ma* (2021), “Factors Associated With Chinese Adults’ Vaccine Acceptance,” *JAMA Health Forum*, 2(7), e211466.
- 5) 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(6), e044262.
- 6) Yang, Haiyang and Jingjing Ma* (2021), “How the COVID-19 Pandemic Impacts Tobacco Addiction: Changes in Smoking Behavior and Associations with Well-being,” *Addictive Behaviors*, 119, 106917.
- 7) Ma, Jingjing, Zichuan Mo*, and David Gal (2021), “The Route to Improve the Effectiveness of Negative PSAs,” *Journal of Business Research*, 123, 669-682.
- 8) 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, 113045.
- 9) 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.
- 10) 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.
- 11) Brough, Aaron R.*, James E. B. Wilkie, Jingjing Ma, Mathew S. 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), 567-582.

- 12) Ma, Jingjing* and David Gal (2016), “When Sex and Romance Conflict: The Impact of Sexual Imagery in Advertising on Preference for Romantically Linked Products and Services,” *Journal of Marketing Research*, 53 (4), 479-496.
- 13) Ma, Jingjing* and Neal J. Roese (2014), “The Maximizing Mind-Set,” *Journal of Consumer Research*, 41 (1), 71-92.
- 14) Ma, Jingjing* and Neal J. Roese (2014), “The Danger of Touting a Product as ‘the Best’,” *Harvard Business Review*, 92 (10), 28.
- 15) Ma, Jingjing* and Neal J. Roese (2013), “The Countability Effect: Comparative versus Experiential Reactions to Reward Distributions,” *Journal of Consumer Research*, 39 (6), 1219-1233.
- 16) Ma, Jingjing* and Neal J. Roese (2013), “The Surprising Power of (a Lack of) Numbers,” *The European Financial Review (Lead Story)*, 40-42.

其他论文发表

- 17) Ma, Jingjing*, Zichuan Mo, Yuanjie Zhao (2021), “When Lifestyle Advertising Hurts Luxury Brands”, *Advances in Consumer Research*, v.49.
- 18) Ma, Jingjing*, Yu Lin, and Danit Ein-Gar (2019), “Charitable Maximizers: the Impact of the Maximizing Mindset on Charitable Behavior”, *Advances in Consumer Research*, v.47, 760-761.
- 19) 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, 764-765.
- 20) 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, 545-545.
- 21) Ma, Jingjing*, Ryan Hamilton, and Alexander Chernev (2015), “The Impact of Usage Frequency on Lifestyle Branding,” *Advances in Consumer Research*, v.43, 142-146.
- 22) Ma, Jingjing*, Ying Wang, and Neal J. Roese (2014), “The Impact of the Maximizing Mindset on Decision Time,” *Advances in Consumer Research*, v.42, 590-591.
- 23) Ma, Jingjing* and Neal J. Roese (2013), “The Maximizing Mindset,” *Advances in Consumer Research*, v.41, 181-185.
- 24) Ma, Jingjing* and Neal J. Roese (2012), “The Countability Effect: Comparative versus Experiential Reactions to Reward Distributions,” *Advances in Consumer Research*, v.40, 106-111.
- 25) Ma, Jingjing*, Ryan Hamilton, and Alexander Chernev (2012), “The Unexpressed Self: The Impact of Restricting Freedom of Self-Expression on Brand Preferences,” *Advances in Consumer Research*, v.40, 95-100.

- 26) Ma, Jingjing* and Shi Zhang (2009), "Choosing Between American and Chinese Brands," *Advances in Consumer Research*, v.36, 896-897.
- 27) 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, 895-896.
- 28) Ma, Jingjing*, Lee Zhang, and Xinxin Ma (2007), "Affect without Cognition," *Advances in Consumer Research*, v.34, 389-391.
- 29) 马京晶*、张实、张黎 (2009), "品牌信息对消费者目标取向、决策任务和产品类型偏好三者间匹配性的影响作用," *营销科学学报*, 5 (1), 13-26.
- 30) 马京晶*、马欣昕、张黎 (2008), "选择与放弃中对产品实用性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.
- 31) 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.

应邀学术演讲

北京大学汇丰商学院, 2021 年 5 月

北京大学经济学院, 2020 年 6 月

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) Ma, Jingjing, Zichuan Mo, and **Yuanjie Zhao**, “When Lifestyle Advertising Hurts Luxury Brands”, presented at *Association for Consumer Research Conference*, Oct. 2021.
- 2) 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.
- 3) **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。
- 4) Ma, Jingjing, **Yu Lin**, and Danit Ein-Gar, “Charitable Maximizer”, presented at *Association for Consumer Research Conference*, Atlanta, Oct. 2019.
- 5) 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.
- 6) 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.
- 7) **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.
- 8) **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.

- 9) **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.
- 10) **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.
- 11) **Ma, Jingjing**, “The Impact of the Maximizing Mindset on Variety Seeking Behaviors,” presented at *Association for Consumer Research Conference*, San Diego, CA, Oct. 2017.
- 12) **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.
- 13) **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.
- 14) **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.
- 15) **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.
- 16) **Mo, Zichuan** and Jingjing Ma, “Why Are Luxury Ads So Abstract?” presented at *Society for Consumer Psychology Conference*, San Francisco, CA, Feb. 2017.
- 17) **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.
- 18) 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.
- 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 *Society for Consumer Psychology Conference*, St. Pete Beach, FL, Feb. 2016.
- 20) **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.

- 21) **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.
- 22) **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.
- 23) **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**).
- 24) **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**).
- 25) **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.
- 26) **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.
- 27) **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).
- 28) **Ma, Jingjing** and Neal J. Roese, “The Countability Effect”, Presented at *The Haring Symposium*, Indiana University, Mar. 2013 (**Invited Presentation**).
- 29) **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.
- 30) **Ma, Jingjing** and Neal J. Roese, “The Countability Effect”, Presented at *Society for Judgment and Decision Making Conference*, Minneapolis, MN, Nov. 2012.
- 31) **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.
- 32) **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).

- 33) **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**).
- 34) **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**).
- 35) Ma, Jingjing and **Shi Zhang**, “Choosing Between American and Chinese Brands”, Presented at *Association for Consumer Research Conference*, San Francisco, CA, Oct. 2008.
- 36) 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.
- 37) **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.
- 38) 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.
- 39) **Ma, Jingjing**, Xinxin Ma, and Lee Zhang, “Affect without Cognition”, Presented at *Association for Consumer Research Conference*, Orlando, FL, Sep. 2006.
- 40) **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.
- 41) **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

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

管理学基础 (Management)
 本科生课程 (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:

刘佳佳, 2022

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:

杨舒涵, 2021, University of Alberta (市场营销博士项目)

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](#)

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