JINGJING MA

Peking University
Beijing, China, 100871

Updated: 11/10/2026
jingjingma@nsd.pku.edu.cn

EMPLOYMENT

Professor with Tenure, 2026-present
Peking University, China

Director of Philanthropy Research Center, 2022-present
Vice Dean of BiMBA, 2022-2024

Associate Professor with Tenure, 2021-2026
Peking University, China

Assistant Professor, 2015-2021
Peking University, China

EDUCATION

Ph.D., Marketing, 2015 (Advisor: Neal Roese)
M.S., Marketing, 2012
Kellogg School of Management, Northwestern University, USA

M.S., Management, 2008
Anderson School of Management, UCLA, USA

M.S., Economics, 2006
B.S., Economics, B.A., History, 2003
Peking University, Beijing, China

GRANTS AND AWARDS

BOB Teaching Award, Peking University, 2026

Institute of Philanthropy-The Hong Kong Jockey Club (Project title: Corporate Philanthropy Models and Social Value Creation; Direct cost: 10 million RMB; Joint project with faculty members of Guanghua School of Management; Dec. 2025-May 2029).

Gates Foundation, (Project title: Global Philanthropy Leadership; INV-075713, Direct cost: $800,000; Role: PI; Oct. 2024-Sep. 2028).

Winner, Future of Work Global Research Prize, Center for Leadership in the Future of Work, 2024

BOB Teaching Award, Peking University, 2023

Tencent Foundation, (Project title: Giving China Research; Direct cost: 5 million RMB; Role: PI; Mar. 2023-Dec. 2025).

Bill & Melinda Gates Foundation, (Project title: Understanding Online Donor Behaviors and Enable Innovative Interventions; INV-004139, Direct cost: $967,266; Role: PI; Sep. 2020-Dec. 2025).

Mulan Scholar, National School of Development, Peking University, 2021-present

ICBC Teaching Award, Peking University, 2021

Nandu Charity Foundation (Project title: Online Donation and Innovative Strategies; Direct cost: 300,000 RMB; Role: PI; Jan. 2022-Dec. 2022)

The 8th Outstanding Achievement Award for Scientific Research in Higher Education, China, 2020

Best Paper Award, Journal of Marketing Science Annual Conference, China, 2019

Outstanding Head Teacher Award, Peking University, 2018-2019

Mulan Young Scholar, National School of Development, Peking University, 2018-2021

Bill & Melinda Gates Foundation (Project title: Understanding Online Charitable Donation; Direct cost: $95,647 USD; Role: PI; Nov. 2017-Oct. 2019)

National Natural Science Foundation of China (Project title: Consumer Online Shopping Behavior and Eye Tracking, No. 71672001; Direct cost: 500,000 RMB; Role: PI; Jan. 2017-Dec. 2020)

National Natural Science Foundation of China (Project title: Pursuing Excellence in Changes - the Adaptive Performance and PERMA Mechanisms of Maximizers and Satisficers in the Workplace, No. 71772007; Direct cost: 490,000 RMB; Role: Key Investigator; Jan. 2018-Dec. 2021)

BOB Teaching Award, Peking University, 2017

The Audience Choice Award, 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 High Score Award, Beijing, China, 2006

Challenge Cup Paper Award, Peking University, 2005

Guanghua Graduate Scholarship, Peking University, 2004

Scholarship, Peking University, 2000-2002

RESEARCH INTERESTS

Judgment and Decision Making, Socially Responsible Behavior, Consumer Well-being

SELECTED PUBLICATIONS (* corresponding author)

1) Wang, Jiashu, Adrianna Jenkins, Colin Camerer, Ming Hsu*, and Jingjing Ma* (2026), "Decomposing Cultural Differences in Behavior Toward Members of Different Social Groups," *PNAS Nexus*, 172.

2) Ma, Jingjing, Yuanjie Zhao, and Sky Liang* (2025), "Too Painful to Donate: Why Don't People Donate to Critical Illness Causes?" *Journal of Marketing.* *https://doi.org/10.1177/00222429251365531*

3) Mo, Zichuan, Jingjing Ma*, Ryan Hamilton, and Yuanjie Zhao (2025), "When Compensatory Consumption Backfires: The Asymmetry Effect of Self-Threat on Consumption Preference and Satisfaction," *Journal of Business Research*, 186, 115013. *https://doi.org/10.1016/j.jbusres.2024.115013*

4) Ein-Gar, Danit, Jingjing Ma, Liat Levontin, and Tehila Kogut (2025), "Helping a Boy or a Girl? The Effect of Recipient's Gender and Donor's Culture on Donation Decisions," *Journal of Behavioral Decision Making,* 38(4). *https://doi.org/10.1002/bdm.70040*

5) Ma, Jingjing*, Yu Lin*, and Danit Ein-Gar (2023), "Charitable Maximizers: The Impact of the Maximizing Mindset on Donations to Human Recipients," *International Journal of Research in Marketing,* 40 (2), June 2023, 417-434.

6) Ma, Jingjing, Yuanjie Zhao, and Zichuan Mo* (2023), "Dynamic Luxury Advertising: Using Lifestyle versus Functional Advertisements in Different Purchase Stages," *Journal of Advertising*, 52 (1), 39-56.

7) Yang, Haiyang and Jingjing Ma* (2022), "Post-COVID-19 Distress and Unhealthy Consumption Behavior," *Journal of Mental Health,* 32 (6), 1080-1085.

8) Yang, Haiyang, Jingjing Ma, and Amitava Chattopadhyay (2021), "How Xiaomi Became an Internet-of-Things Powerhouse," *Harvard Business Review,* Apr. 26.
   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"

9) Ma, Jingjing, Zichuan Mo*, and David Gal (2021), "The Route to Improve the Effectiveness of Negative PSAs," *Journal of Business Research,* 123, 669-682.

10) Yang, Haiyang and Jingjing Ma* (2021), "Factors Associated with Chinese Adults' Vaccine Acceptance," *JAMA Health Forum,* 2(7), e211466.

11) 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.

12) 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.

13) 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.

14) 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.

15) Brough, Aaron R.*, James E. B. Wilkie, Jingjing Ma, Mathew S. Isaac, 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.

16) 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.

17) Ma, Jingjing* and Neal J. Roese (2014), "The Maximizing Mind-Set," *Journal of Consumer Research*, 41 (1), 71-92.

18) Ma, Jingjing* and Neal J. Roese (2014), "The Danger of Touting a Product as 'the Best'," *Harvard Business Review*, 92 (10), 28.

19) 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.

20) Ma, Jingjing* and Neal J. Roese (2013), "The Surprising Power of (a Lack of) Numbers," *The European Financial Review (Lead Story),* 40-42.

WORKING PAPERS

1) Wang, Jiashu, Adrianna Jenkins, Colin Camerer, Ming Hsu, and Jingjing Ma*, "Understanding and Predicting Stereotypes and Behaviors from Different Cultures," to be submitted to *PNAS.*

2) Ma, Jingjing, Jiashu Wang, Ming Hsu, and Haiyang Yang, "The CSR Risk: When CSR Endeavors Boost Brand Image but Hurt Product Evaluation," to be submitted to *Journal of Marketing Research*.

3) Ma, Jingjing* and Haiyang Yang, "The Imperative Effect: The Interplay of Power Distance Belief and Language Styles on Fundraising Performance," to be submitted to *Journal of Consumer Research*.

4) Ma, Jingjing, Zichuan Mo*, and Haiyang Yang, "Multi-Item Purchase Decisions: The Interplay of Maximizing Tendency and Product Knowledge," to be submitted to *Journal of Consumer Research.*

5) Jin, Fei, Jingjing Ma*, and David Dubois, "When and Why Exposure to Posting Cues Increases Variety Seeking," to be submitted to *Journal of Consumer Psychology.*

CASE PUBLICATION

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 (***Best Seller***); 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

INVITED TALKS

University of International Business and Economics, May 2025

Sun Yat-sen University, May 2025

University of Macau, April 2025

Indiana University, April 2024

Xiamen University, Dec. 2023

Washington University, April 2023

Peking University, HSBC Business School, May 2021

Peking University, Department of Economics, June 2020

Journal of Marketing Science Annual Conference, Chengdu, China, Oct. 2019.

Nankai University, July 2019.

Jinan University, Jan. 2018.

Guangdong University of Technology, Dec. 2017.

Sun Yat-sen University, Dec. 2017.

Shuangqin Forum, National Natural Science Foundation of China, Sep. 2017.

Peking University, Psychology Department, Sep. 2017.

The Chinese University of Hong Kong, The Department of Marketing, May 2017.

Xiamen University, School of Management, April 2017.

Wuhan University, College of Economics and Management, April 2017.

Shanghai Jiao Tong University, June 2016.

Renmin University, School of Business, May 2016.

Nanjing University, Business School, Dec. 2015.

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

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

Peking University, National School of Development, Oct. 2014.

The University of Hong Kong, School of Business, Oct. 2014.

Nanyang Technological University, Nanyang Business School, Oct. 2014.

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

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

Fudan University, School of Management, Aug. 2014.

CONFERENCE PRESENTATIONS (Presenter in Bold)

1) **Li, Jiawen**, Danit Ein-Gar, and Jingjing Ma*, "Mixed-Gender vs. Same-Gender Groups in Need: The Effect of Mixed-Gender Option on Donation Decisions", presented at *Association for Consumer Research Conference*, Chicago, Oct. 2026.

2) **Li, Jiawen**, Jingjing Ma*, and Haiyang Yang, "Consumer Preference for Sustainable Transportation: Designing Brand Personality to Increase EV Adoption", presented *at Association for Consumer Research Conference*, Chicago, Oct. 2026.

3) **Ma, Jingjing*** and Haiyang Yang, "The Imperative Effect", *Marketing Science Conference*, Lisbon, June 2026.

4) **Ma, Jingjing**, Yuanjie Zhao, and Sky Liang*, "Too Painful to Donate: Why Don't People Donate to Critical Illness Causes?" *Association for Consumer Research Conference*, Washington DC, Oct. 2025.

5) **Ma, Jingjing**, Yuanjie Zhao, and Sky Liang*, "Too Painful to Donate: Why Don't People Donate to Critical Illness Causes?" *European Marketing Academy Annual Conference*, Madrid, May 2025.

6) Wang, Jiashu, Jingjing Ma*, Ming Hsu, and **Haiyang Yang**, "The CSR Paradox: When and Why CSR Efforts Enhance Brand Image but Undermine Product Evaluation," *European Marketing Academy Annual Conference*, Madrid, May 2025.

7) Wang, Jiashu, Jingjing Ma*, Ming Hsu, and **Haiyang Yang**, "When CSR Backfires: When and Why Certain CSR Behaviors Could Boost Brand Image but Hurt Product Evaluation," *Society for Consumer Psychology*, Las Vegas, Feb. 2025.

8) **Wang, Jiashu**, Jingjing Ma*, Haiyang Yang, and Ming Hsu, "When CSR Backfires: When and Why Certain CSR Behaviors Could Boost Brand Image but Hurt Product Evaluation," *Association for Consumer Research Conference*, Paris, Oct. 2024.

9) Ma, Jingjing, **Yuanjie Zhao**, and Sky Liang*, "Too Painful to Donate: Why Don't People Donate to Critical Illness Causes?" *Marketing Science Conference*, Sydney, June 2024.

10) Ma, Jingjing, **Zichuan Mo**, and Haiyang Yang, "The Knowledgeable Maximizer," presented at *Association for Consumer Research Conference*, Seattle, Oct. 2023.

11) **Zhao, Yuanjie**, Jingjing Ma, Danit Ein-Gar, and Neal J. Roese, "Two Roads Lead to Rome: The Relative Effectiveness of Efficacy versus Empathy in Inducing Donation," presented at *the 25th National Academic Conference of Psychology*, Oct. 2023.

12) Ma, Jingjing, **Yu Lin**, and Danit Ein-Gar, "Charitable Maximizers," presented at *Association for Consumer Research European Conference*, Amsterdam, 2023.

13) **Ein-Gar, Danit**, Jingjing Ma, Levontin L, and Kogut T, "Donation Choices, The Case of Gender and Culture," *Society for Consumer Psychology*, Puerto Rico, 2023.

14) **Ein-Gar, Danit**, Jingjing Ma, Levontin L, and Kogut T, "Helping Him or Her? The surprising effect of Gender as a Justification Cue in Charitable-Giving Choice Decisions," *Academy of Marketing*, Birmingham, UK, 2023.

15) Ma, Jingjing, **Yu Lin**, and Danit Ein-Gar, "Charitable Maximizers," presented at *European Marketing Academy Annual Conference*, 2023.

16) **Ein-Gar, Danit**, Jingjing Ma, Levontin L, and Kogut T, "Justification Cues in Donation Choices – The Case of Culture and Gender," *Society for Consumer Psychology Annual Winter Virtual Conference*, 2022.

17) Ma, Jingjing, **Yu Lin**, and Danit Ein-Gar, "Charitable Maximizers: the Impact of the Maximizing Mindset on Charitable Behavior," *National Academic Conference of Psychology*, China, Nov. 2022.

18) **Ein-Gar, Danit**, Jingjing Ma, Levontin L, and Kogut T, "Justification Cues in Donation Choices – The Case of Culture and Gender," *Society for Consumer Psychology Annual Winter Virtual Conference*, 2022.

19) Ma, Jingjing, **Yu Lin**, and Danit Ein-Gar, "Charitable Maximizers: the Impact of the Maximizing Mindset on Charitable Behavior," presented at *Society for Personality and Social Psychology Annual Convention*, Feb. 2021.

20) Ma, Jingjing, Zichuan Mo, and **Yuanjie Zhao**, "When Lifestyle Advertising Hurts Luxury Brands," presented at *Association for Consumer Research Conference,* Oct. 2021.

21) 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.

22) **Jin, Fei**, Jingjing Ma, and David Dubois, "When Intention to Share Increases Variety-Seeking," *Marketing Science Annual Conference*, Chengdu, China, Oct. 2019.

23) Ma, Jingjing, **Yu Lin,** and Danit Ein-Gar, "Charitable Maximizer," presented at *Association for Consumer Research Conference*, Atlanta, Oct. 2019.

24) 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.

25) Ma, Jingjing, **Zichuan Mo,** 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.

26) **Mo, Zichuan**, Jingjing Ma, and Ryan Hamilton, "When Compensatory Consumption Backfires: The Pain and Pleasure of Experiential Consumption," presented at *Doctoral Consortium of the International Forum of Marketing Science and Applications*, Guangzhou, China, June 2019.

27) **Jin, Fei**, Jingjing Ma, and David Dubois, "When Intention to Share Increases Variety-Seeking: The Role of Self-Enhancement," presented at *Society for Consumer Psychology Conference*, Savannah, GA, Mar. 2019.

28) **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.

29) **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.

30) **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.

31) **Ma, Jingjing**, "The Impact of the Maximizing Mindset on Variety Seeking Behaviors," presented at *Association for Consumer Research Conference*, San Diego, CA, Oct. 2017.

32) **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.

33) **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.

34) **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.

35) **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.

36) **Mo, Zichuan** and Jingjing Ma, "Why Are Luxury Ads So Abstract?" presented at *Society for Consumer Psychology Conference*, San Francisco, CA, Feb. 2017.

37) **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.

38) **Mo, Zichuan** and Jingjing Ma, "Why Are Luxury Ads So Abstract?" the *Annual Conference of JMS China Marketing Science & Doctoral Consortium*, Beijing, China, Oct. 2016.

39) 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.

40) **Brough, Aaron**, Jim Wilkie, Jingjing Ma, Mathew Isaac, 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.

41) **Brough, Aaron**, Jim Wilkie, Jingjing Ma, Mathew Isaac, 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.

42) **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.

43) **Ma, Jingjing,** Ryan Hamilton, and Alexander Chernev, "The Impact of Usage Frequency on Lifestyle Branding," presented in a Symposium Session—"Fashion Signals and Symbols: Beyond

Conspicuous Consumption"—at *Association for Consumer Research Conference*, New Orleans, LA, Oct. 2015.

44) **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**).

45) **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**).

46) **Ma, Jingjing,** Ryan Hamilton, and Alexander Chernev, "The Unexpressed-Self: The Impact of Restricting Self-Expression on Brand Preferences," presented in a Symposium 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.

47) **Ma, Jingjing** and Kent Grayson, "Failure to Compensate: Why Cross-Domain Affirmations Do Not Always Alleviate Identity Threats," presented in a Symposium 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.

48) **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).

49) **Ma, Jingjing** and Neal J. Roese, "The Countability Effect," presented at *The Haring Symposium*, Indiana University, Mar. 2013 **(Invited Presentation)**.

50) **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.

51) **Ma, Jingjing** and Neal J. Roese, "The Countability Effect," presented at *Society for Judgment and Decision Making Conference*, Minneapolis, MN, Nov. 2012.

52) **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.

53) **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).

54) **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**).

55) **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**).

56) Ma, Jingjing and **Shi Zhang,** "Choosing Between American and Chinese Brands," presented at *Association for Consumer Research Conference*, San Francisco, CA, Oct. 2008.

57) 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.

58) **Ma, Jingjing**, Xinxin Ma, and Lee Zhang, "Affect without Cognition," presented at *Association for Consumer Research Conference*, Orlando, FL, Sep. 2006.

TEACHING

Judgment and Decision Making
PhD Seminar (in English)

Fundamentals of Management
Undergraduate (in English)

Consumer Behavior
MBA (in English)

Marketing Research
MBA (in English)
EDP (in Chinese)

Behavioral Science in the Age of Digital Technology
MBA (in English)

Strategy Simulation and Cognitive Models
EMBA (in Chinese)

Customer Behavior in the Age of Big Data
EDP (in Chinese)

Philosophy of Business Research
DBA (in Chinese)

Customer Behavior and Psychological Insights
EDP (in Chinese)

MENTORSHIP

Jiashu Wang, 2025, placement: Renmin University (Assistant Professor)

Yuanjie Zhao, 2023, placement: Xiamen University (Assistant Professor)

Zichuan Mo, 2020, placement: Sun Yat-sen University (Assistant Professor)

Fei Jin, 2019, placement: Sichuan University (Assistant Professor)

ACADEMIC SERVICE

Reviewer, Journal of Consumer Research, 2013-present

Reviewer, Journal of Consumer Psychology, 2017-present

Reviewer, Marketing Letters, 2019-present

Reviewer, International Journal of Research in Marketing, 2019-present

Reviewer, Journal of the Association for Consumer Research, 2019-present

Conference Reviewer, Association for Consumer Research Conference, 2011, 2013-present

Conference Reviewer, Society for Consumer Psychology Conference, 2013-present

Conference Reviewer, La Londe Conference on Consumer Behavior and Communications, 2019

SELECTED MEDIA COVERAGE

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"

Euronews: 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

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