

Yang (Jenny) Guo, Ph.D.

August 2025
School of Management, Binghamton University, SUNY
yguo@binghamton.edu

EMPLOYMENT

School of Management, Binghamton University, SUNY, Binghamton, NY
Assistant Professor of Marketing, 2022 – present

EDUCATION

University of Pittsburgh, Joseph M. Katz Graduate School of Business, Pittsburgh, PA
Ph.D. in Marketing, 2017 – 2022

West Virginia University, John Chambers College of Business and Economics, Morgantown, WV
M.S. in Finance and MBA (dual degree program), 2015 – 2017

Shanghai International Studies University, School of Journalism and Communication, Shanghai, China
B.A. in International Journalism, 2011 – 2015

PUBLICATIONS

1. **Yang (Jenny) Guo**, Gergana Nenkov, and Shaobo (Kevin) Li (2025), “Cutting or Offsetting Emissions: How Political Ideology Shapes Consumer Preferences for Firms’ Carbon Emission Mitigation Strategies,” *Journal of Business Research*, special issue: ‘Climate Change Engagement.’ DOI: <https://doi.org/10.1016/j.jbusres.2025.115489>
2. Shaobo (Kevin) Li, Nuoya Chen, Elaine Chan, and **Yang (Jenny) Guo** (2024), “Loss Framing Increases Entity Theorists’ Vaccine Uptake,” *International Journal of Research in Marketing*. DOI: <https://doi.org/10.1016/j.ijresmar.2024.04.002>
 - Media coverage: [BingUNews](#), [MSN.com](#), [COSMOS Magazine](#), [Newswise](#).
3. **Yang (Jenny) Guo**, Xiaodong Nie, and Debi P. Mishra (2024), “Chapter 16. Modern Social Trends That Facilitate Collaborative Consumption Adoption: An Exploration of New Opportunities,” *Understanding Collaborative Consumption*; Editors: Pia A. Albinsson, B. Yasanthi Perera, and Stephanie J. Lawson; Publisher: Edward Elgar Publishing Ltd. DOI: <https://doi.org/10.4337/9781035307531.00026>
4. **Yang (Jenny) Guo**, Cait Lamberton, and Kelly Goldsmith (2023), “The Role of Product Acquisition Mode in Self-and Social-Signals of Status.” *Marketing Letters*: 1-15. DOI: <https://doi.org/10.1007/s11002-023-09688-1>
 - Award: Best Student Poster (1st place), SJDM conference (2021)

5. **Yang (Jenny) Guo** and Cait Lamberton (2022), "When Does Sharing Stigmatize? Saving Money (vs. Seeking Variety) Through Access-Based Consumption," *Frontiers in Psychology*, 12. DOI: <https://doi.org/10.3389/fpsyg.2021.778290>

RESEARCH UNDER REVIEW

6. **Yang (Jenny) Guo**, Cait Lamberton, and CB Bhattacharya, "The Recycled Penalty Effect," invited for the 2nd round revision, *Journal of the Academy of Marketing Science*.

7. **Yang (Jenny) Guo** and Christian Hughes, "The Effect of Negative Brand Association on Social Media Influencers' Persuasiveness," invited for the 2nd round revision, *Journal of Marketing*.

WORKING PROJECTS

8. "Meta-Scientific Research in Marketing: Understanding the Impact of Researcher Choices," an open science project (participated as a research team with Rajita Varma), in preparation for submission to the *International Journal of Research in Marketing*.

9. "Real Men Don't Rent" (with Cait Lamberton, Shaobo (Kevin) Li, Aleksandra Kovacheva, and Christian Hughes), in preparation for submission.

OTHER PUBLICATIONS

10. Jack Fuller and **Yang Guo**, "Comparison between China and the United States in Solar Energy Development." *Studies in Engineering and Technology* 4.1 (2017): 131-139.

11. Jack Fuller and **Yang Guo**, "Year 2015 Benchmark Analysis on Realizing Performance and Emissions of Combustion Boilers." *Studies in Engineering and Technology* 4.1 (2017): 121-130.

12. Jack Fuller and **Yang Guo**, "Update and Analysis of Current Boiler Operations Used for the Generation of Steam Heat and Electricity." *Energy and Environment Research* 7.1 (2017): p23.

13. Jack Fuller and **Yang Guo**. "The Present Status of Polar Power Generation in the United States." *The Journal of Energy and Development* 42.1/2 (2016): 1-20.

AWARDS AND HONORS

1. 'Career Champion,' Student-Nominated Faculty, Binghamton University, SUNY (2025)

2. School of Management Annual Teaching Excellence Award, Binghamton University, SUNY (2023 – 2024)

3. Dean's Teaching Honor List, School of Management, Binghamton University, SUNY (2022 Fall, 2023 Spring, 2023 Fall)

4. School of Management, Binghamton University, SUNY, summer research support (2023 – 2025)

5. School of Management, Binghamton University, SUNY, research funding (\$2,500; 2023, 2024)

6. First Place (Winner), Best Student Poster Award, Society for Judgment and Decision Making Conference (\$750; 2020)
7. Roger S. Albrandt, Sr. Fellowship, University of Pittsburgh (2017-2022)
8. Dean's Small Research Grant—Liquid Consumption and Financial Constraints (\$1,500), University of Pittsburgh (2019)
9. Dean's Small Research Grant (\$700), University of Pittsburgh (2018)
10. John Chambers College of Business & Economics, Full Tuition Waiver Scholarship, West Virginia University (2015-2017)

ACADEMIC PRESENTATIONS

1. Yang (Jenny) Guo, Gergana Nenkov*, and Shaobo Li, "Political Ideology and Consumer Preferences for Carbon Emission Mitigation Solution," competitive paper, oral presentation at the Association for Consumer Research Conference, September 2024, Paris, France.
2. Yang (Jenny) Guo and Christian Hughes*, "The Dark Side of Influencer Marketing: How Brand Partners' Corporate Social Irresponsibility (CSI) Scandals Harm Future Brands' Consumer-Influencer Engagement," competitive paper, oral presentation at ISMS Marketing Science Conference, June 2024, Sydney, Australia.
3. Yang (Jenny) Guo*, Gergana Nenkov, and Shaobo Li, "Political Ideology and Consumer Preferences for Carbon Emission Mitigation Solution," competitive paper, oral presentation at the 2024 AMA Marketing & Public Policy Conference, June 2024, Washington D.C.
4. Yang (Jenny) Guo*, Gergana Nenkov, and Shaobo Li, "Political Ideology and Consumer Preferences for Carbon Emission Mitigation Solution," competitive paper, oral presentation at American Marketing Association Winter Conference, February 2024, St. Pete Beach, Florida.
5. Shaobo Li, Nuoya Chen*, Elaine Chan, and Yang (Jenny) Guo, "Lay Theory and Covid-19 Vaccine Acceptance," oral presentation at American Marketing Association Summer Conference, August 2023, SF, California.
6. Yang (Jenny) Guo* Shaobo Li, Cait Lamberton and, Aleksandra Kovacheva (2022), "Real Men Don't Rent: Acquisition Mode and Masculinity Perception," oral presentation at the Society of Consumer Psychology Conference (virtual).
7. Yang (Jenny) Guo* and Cait Lamberton (2021), "Sustainable Process vs. Materials: Which Matters and Why?" oral presentation at the Association for Consumer Research Conference, virtual.
8. Yang (Jenny) Guo* and Cait Lamberton (2021), "Signaling Status by Acquiring Ownership (vs. Access)," oral presentation at the Association for Consumer Research Conference, virtual.
9. Yang (Jenny) Guo* and Cait Lamberton (2021), "Can Access-Based Consumption Combat Social Inequality? A Dynamic Model of Acquisition Modes and Perceived Social Status," oral presentation at the 2021 AMA Marketing & Public Policy Conference, virtual.

10. Yang (Jenny) Guo* and Cait Lamberton (2021), "Marketing Affordable Resources in the Right Way: How Framing Impacts Financially-Constrained Consumers' Happiness from Access-Based Services?" oral presentation at the 2021 AMA Marketing & Public Policy Conference, virtual.
11. Yang (Jenny) Guo* and Cait Lamberton (2021), "Marketing Affordable Resources in the Right Way: How Framing Impacts Financially-Constrained Consumers' Happiness from Access-Based Services?" oral presentation at the online EMAC 2021 Conference.
12. Yang (Jenny) Guo* and Cait Lamberton (2020), "Signaling Status by Acquiring Ownership (vs. Access)," poster presented at the Society for Judgment and Decision Making Conference, virtual.
13. Yang (Jenny) Guo*, Cait Lamberton, Nicole Verrochi Coleman (2020), "Sharing to Thrive, Not Survive: Financial Constraints and Access-Based Consumption," poster accepted by the Society of Consumer Psychology Conference in Huntington Beach, CA.
14. Yang (Jenny) Guo*, Cait Lamberton, Nicole Verrochi Coleman (2019), "The Shame of Sharing: Financial Constraints and Liquid Consumption," poster presented at the Marketing Academic Research Colloquium, Georgetown University, Washington D.C.
15. Yang (Jenny) Guo*, Cait Lamberton, Nicole Verrochi Coleman (2019), "The Shame of Sharing: Financial Constraints and Liquid Consumption," poster presented at the Association for Consumer Research Conference, Atlanta, Georgia.

*Indicates presenter.

OTHER PRESENTATIONS

Binghamton University, State University of New York (SUNY)
 School of Management, Interdisciplinary Talk (March 2023)
 Data Salon, Interdisciplinary Talk (October 2023)
 School of Management, Brownbag Talk (December 2023)

TEACHING EXPERIENCE

Instructor, Binghamton University, SUNY

Consumer Behavior (MBA and undergraduate), Fall 2022, Fall 2023, Fall 2024

Teaching evaluation: above 3.7 (out of 4.0)

Social Media Marketing (MBA and undergraduate), Spring 2023, Spring 2024, Spring 2025

Teaching evaluation: above 3.7 (out of 4.0)

Instructor, University of Pittsburgh

Consumer Behavior, Spring 2022, Spring 2021, Spring 2020

Teaching Assistant, University of Pittsburgh

Introduction to Marketing, Fall 2019

Applied Behavioral Economics (MBA course), Spring 2018

PROFESSIONAL SERVICE AND AFFILIATIONS

Journal Reviewer

Journal of Business Research (2025 – present) – ad hoc
Journal of Consumer Marketing (2023 – present)

- Editorial Board Member (2024 – present)

British Journal of Psychology (2024) – ad hoc
Psychology & Marketing (2022) – ad hoc

Conference Reviewer

American Marketing Association Winter (2024; 2025), Summer (2023, 2024, 2025)
Association for Consumer Research (2024, 2025)
AMA Marketing and Public Policy (2024; 2025)
Society for Judgment and Decision Making (2024 poster competition)
Society for Consumer Psychology (2021)
Research Innovations in Sustainable Marketing (RISM2025) Symposium

Committee Member, School of Management, Binghamton University, SUNY

Undergraduate Committee (2022 – 2023)
Diversity, Inclusion, and Belonging Committee (2023 – 2025)
Search Committee - Marketing Hiring (2024, 2025)
Faculty Judge, Binghamton University Marketing Association (BUMA), JBL Case Competition Round 2 (March 5, 2025)

Members of Professional Organizations

Society for Consumer Psychology
Association for Consumer Research
Society for Judgment and Decision Making
American Marketing Association
Sustainability Academic Network (SUSAN)