

Yang (Jenny) Guo

Assistant Professor of Marketing
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EDUCATION

Ph.D. in Marketing	University of Pittsburgh, USA, Spring 2022
M.S. in Finance	West Virginia University, USA, Summer 2017
MBA (Energy Finance)	West Virginia University, USA, Summer 2016
B.A. in Journalism	Shanghai International Studies University, China, Spring 2015

RESEARCH INTERESTS

Sharing Economy, Access-Based Consumption
Brand Ethicality and Sustainability
Consumer Wellbeing

PUBLICATIONS

1. **Yang (Jenny) Guo** and Cait Lamberton (2021), "Sharing to Thrive, Not Survive: Financial Constraints and Access-Based Consumption," *Frontiers in Psychology*, 12.
Link: <https://www.frontiersin.org/articles/10.3389/fpsyg.2021.778290/full>

SELECT RESEARCH IN PROGRESS

2. **Yang (Jenny) Guo**, Cait Lamberton, and Kelly Goldsmith, "Why Status is in the Eye of the Bag-Holder: The Role of Acquisition Mode in Self-Attributions," submitting for a 2nd round review (minor revision) at *Marketing Letters*.
3. Shaobo Li, Nuoya Chen, Elaine Chan, and **Yang (Jenny) Guo**, "Lay Theory and Covid-19 Vaccine Acceptance," under review at the *International Journal of Research in Marketing*. [This paper's title has been revised for double-blind review purposes.]
4. **Yang (Jenny) Guo**, Cait Lamberton, and C. B. Bhattacharya, "Sustainability Features and Liability," in preparation for submission to the *Journal of Marketing*.
5. **Yang (Jenny) Guo** and Christian Hughes, "The Effect of Negative Brand Association on Social Media Influencers' Persuasiveness," targeted at the *Journal of Marketing*.
6. **Yang (Jenny) Guo**, Shaobo Li, Cait Lamberton, Aleksandra Kovacheva, and Christian Hughes, "Real Men Don't Rent: Acquisition Mode and Masculinity Perceptions," targeted at the *Journal of Marketing*.
7. **Yang (Jenny) Guo**, Shaobo Li, and Gergana Nenkov, "Political Ideology and Climate Change Solutions," targeted at the *Journal of Marketing Research*.

HONORS AND AWARDS

1. First Place (Winner), Best Student Poster Award, Society for Judgment and Decision Making conference (2020)
2. Roger S. Albrandt, Sr. Fellowship, University of Pittsburgh (2017-2022)
3. Dean's Small Research Grant—Liquid Consumption and Financial Constraints (\$1,500), University of Pittsburgh (2019)
4. Dean's Small Research Grant—Uber Surge-Pricing Project (\$700), University of Pittsburgh (2018)
5. John Chambers College of Business & Economics Full Tuition Waiver Scholarship, West Virginia University (2015-2017)

ACADEMIC PRESENTATIONS

1. **Yang (Jenny) Guo*** Shaobo Li, Cait Lambertson and, Aleksandra Kovacheva (2022), "Real Men Don't Rent: Acquisition Mode and Masculinity Perception," oral presentation at the Society of Consumer Psychology Conference (virtual).
2. **Yang (Jenny) Guo*** and Cait Lambertson (2021), "Sustainable Process vs. Materials: Which Matters and Why?" accepted for oral presentation at the Association for Consumer Research Conference, virtual.
3. **Yang (Jenny) Guo*** and Cait Lambertson(2021), "Signaling Status by Acquiring Ownership (vs. Access)," accepted for oral presentation at the Association for Consumer Research Conference, virtual.
4. **Yang (Jenny) Guo*** and Cait Lambertson (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.
5. **Yang (Jenny) Guo*** and Cait Lambertson (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.
6. **Yang (Jenny) Guo*** and Cait Lambertson (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.
7. **Yang (Jenny) Guo*** and Cait Lambertson (2020), "Signaling Status by Acquiring Ownership (vs. Access)," poster presented at the Society for Judgment and Decision Making Conference, virtual.
8. **Yang (Jenny) Guo***, Cait Lambertson, 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.
9. **Yang (Jenny) Guo***, Cait Lambertson, 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.

10. **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

PRE-DOCTORAL PUBLICATIONS

1. 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.
2. 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.
3. 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.
4. 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.

TEACHING AND PROFESSIONAL EXPERIENCE

Instructor, Binghamton University, SUNY

Social Media Marketing, Spring 2023

Consumer Behavior (MBA and undergraduate), Fall 2022

Instructor, University of Pittsburgh

Consumer Behavior, Spring 2022 (hybrid mode)

Consumer Behavior, Spring 2020 (hybrid mode)

Consumer Behavior, Spring 2021 (online mode)

Teaching Assistant, University of Pittsburgh

Introduction to Marketing, Fall 2019

Applied Behavioral Economics (MBA course), Spring 2018

Research Assistant, West Virginia University

Department of Management, College of Business and Economics, 2016 – 2017

Customer Management Intern

Lions Gate Wealth Management, Wexford, PA, USA, Summer 2016

Administrative Assistant, West Virginia University

The Center for Chinese Business & Confucius Institute, Fall 2015

PROFESSIONAL SERVICE AND AFFILIATIONS

Journal Reviewer, Psychology & Marketing (since 2021)

Conference Reviewer, Society for Consumer Psychology (2021)

Association for Consumer Research

Society for Consumer Psychology

Society for Judgment and Decision Making

GRADUATE COURSEWORK

Marketing

Consumer Behavior I	Cait Lamberton
Consumer Behavior II	Nicole Verrochi Coleman
Market Behavior Research	J. Jeffrey Inman
Behavioral Economics*	George Loewenstein
Marketing Strategy	Vanitha Swaminathan
Marketing Models	Ramaswamy Venkatesh
Topics in Consumer Behavior*	Christopher Y. Olivola
Marketing Digital Media*	Michael Smith

Methods and Statistics

Experimental Design	Clement Stone
Applied Analysis of Variance	P.J. Grosse
Research Methods in Behavioral Science*	Taya Cohen
Statistical Analysis I	Scott Fraundorf
Quantitative Methods 2	Sean Kelly
Data Programming with R	Narayanasamy Ramasubbu
Topics in Psychology (Mixed-Effects Models)	Scott Fraundorf
Applied Regression Analysis	Ada Youk
Analysis of Survey Data*	Claude Setodji

** Denotes courses taken at Carnegie Mellon University*

REFERENCES

Cait Lamberton

Alberto I. Duran President's Distinguished Professor, The Wharton School, University of Pennsylvania, Philadelphia, PA 19104

Phone: 412-779-7280, Email: catlam@wharton.upenn.edu

Vanitha Swaminathan

Thomas Marshall Professor of Marketing, Joseph M. Katz Graduate School of Business, University of Pittsburgh, Pittsburgh, PA 15260

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Eugenia Wu

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