

BINGQING (MIRANDA) YIN

Marketing Ph.D. Candidate

School of Business, University of Kansas

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EDUCATION

Ph.D., Marketing, (July 2019, Expected)

University of Kansas, USA

Dissertation: “*Pre-giving Incentives and Protagonist Foci: Two Essays on Charity Advertising Effectiveness*” (Proposal defended on Oct. 18th, 2017)

M.S., Business Administration, (2011)

Washburn University, USA

B.S., English Literature (Major) and International Business (Minor), (2009)

Wuhan University of Science and Technology (WUST), China

RESEARCH INTERESTS

Prosocial Consumer Behavior, Relationship Norms, Positive Prosocial Emotion and Branding

PUBLICATIONS

Mishra, Sanjay, Surendra Singh, Fang Xiang, and Bingqing Yin (2017), “Impact of Diversity, Quality and Number of Brand Alliance Partners on the Perceived Quality of a New Brand,” *Journal of Product and Brand Management*, 26 (2), 159-76.

Yin, Bingqing and Susie Pryor (2012), “Beauty in the Age of Marketing,” *Review of Business & Finance Case Studies*, 3 (1), 119-32.

INVITED REVISIONS

Yin, Bingqing (Miranda), Yexin Li, and Surendra Singh, “The Effect of Pre-giving Incentives on Perceptions of Charitable Organizations and Donation Behavior,” (Dissertation essay 1) Revise & Resubmit at *Journal of Marketing*.

Choi, Jungsil, Yexin J. Li, Priyamvada Rangan, Bingqing (Miranda) Yin, and Surendra N. Singh, “Opposites Attract: Impact of Background Color on Effectiveness of Emotional Charity Appeals,” Revise & Resubmit at *International Journal of Research in Marketing (IJRM)*.

MANUSCRIPTS IN PREPARATION

Yin, Bingqing (Miranda) and Jin Seok Pyone, “Featuring a Benefactor or a Victim? How Charity Appeals with Different Protagonist Focus Affect Donation Behavior,” (Dissertation essay 2) under review at *Journal of Marketing Research*.

SELECTED RESEARCH IN PROGRESS

Yin, Bingqing (Miranda) and Yexin Li, “Preference Reversal in the Context of Mysterious Consumption,” (Two studies completed; target: *Journal of Consumer Research*)

Yin, Bingqing (Miranda) and Jin Seok Pyone, “Following the Rich or the Poor?” The Effect of Benefactor Characteristics on Donation Behavior,” (Designing additional experiments, target: *Journal of Consumer Research*)

FIELD EXPERIMENTS CONDUCTED

- A 9,000 people direct mail campaign with *Headquarters Counseling Center* (in Dissertation essay 1)
- A 10,528 people direct email campaign with *Salvation Army of Douglas County* (in the Opposites Attract: Impact of Background Color on Effectiveness of Emotional Charity Appeals paper)

REFEREED CONFERENCE PRESENTATIONS

Yin, Bingqing (Miranda)* and Yexin Li (2019), “The Effect of Pre-giving Incentives on Relationship Norms and Donation Behavior,” *Society for Consumer Psychology, Individual/competitive* Paper Session, Savannah, Georgia.

Yin, Bingqing (Miranda)* and Jin Seok Pyone (2018), “When Featuring a Benefactor (vs. Victim) Elicits More Donations: The Role of Moral Elevation and Group Membership in Charitable Donation,” *Association for Consumer Research, Competitive* Paper Session, Dallas, Texas.

Yin, Bingqing (Miranda)* and Jin Seok Pyone (2018), “Feature the Benefactor or the Victim? It Depends on Whom Donors Feel Closer to,” *Society for Consumer Psychology, Individual/competitive* Paper Session, Dallas, Texas.

Yin, Bingqing (Miranda)*, Yexin Li, and Surendra Singh (2017), “The Effect of Pre-giving Incentives on Relationship Norms and Donation Behavior,” *Association for Consumer Research, Competitive* Paper Session, San Diego, California.

- Yin, Bingqing (Miranda)* and Jin Seok Pyone (2017), “Feature the Benefactor or the Victim? How Charity Advertisements with Different Protagonist Foci Affect Donation Behavior,” *Association for Consumer Research*, **Working** Paper Session, San Diego, California.
- Yin, Bingqing (Miranda)*, Yexin Li, and Surendra Singh (2017), “The Effects of Pre-giving Incentives on Relationship Norms and Charitable Donations,” **Competitive** Paper Session, *39th Annual ISMS Marketing Science Conference*, University of Southern California; Los Angeles, California.
- Yin, Bingqing (Miranda)*, Yexin Li, and Surendra Singh (2017), “The Effects of Pre-giving Incentives on Relationship Norms and Charitable Donations,” **Competitive** Paper Session, *2017 Summer AMA Conference*, San Francisco, California.
- Yin, Bingqing (Miranda)*, Yexin Li, and Surendra Singh (2016), “The Effects of Pre-giving Incentives on Charitable Donations,” Nebraska Symposium, paper presented at the 25th Annual Mittelstaedt Doctoral Symposium, Lincoln, Nebraska.
- Yin, Bingqing (Miranda)*, Yexin Li, and Surendra Singh (2015), “Fifty Cents or a Greeting Card? The Effects of Monetary and Non-monetary Pre-giving Incentives on Charitable Donations,” *Association for Consumer Research*, **Working** Paper Session, New Orleans, Louisiana.

TEACHING EXPERIENCE

Sole Instructor

- **Integrated Marketing Communication**

Teaching evaluation, Spring 2017: **4.72/5**

(Course taught: Spring 2017, Spring 2016, Spring 2015)

Instructor Evaluation Scale: 1=Poor, 2=Weak, 3=Good, 4=Very Good, 5=Exceptional

Co-teaching

- **Digital and Social Media Marketing** (a hybrid course), Spring 2018
(Lectured and guided students to develop a comprehensive social media plan for a real organization)

Teaching assistant (*have taught one or multiple sessions independently for each of the classes below*):

- **Principles of Marketing**, Fall, 2018 (Honors course)
- **Services Marketing**, Fall 2017 (MBA), Fall 2016 (undergrad), Fall 2015 (undergrad)
- **Integrated Marketing Communication**, Fall 2014
- **Global Marketing**, Spring 2014
- **Introduction to Consumer Behavior**, Fall 2013

TEACHING INTERESTS

- Digital and Social Media Marketing
- Integrated Marketing Communication
- Services Marketing
- Global Marketing
- Marketing Principles
- Marketing Research
- Consumer Behavior

GRANTS

- Doctoral Student Research Fund (\$2,000), University of Kansas, 2018
- General Research Fund (with Jin Seok Pyone, \$8,700), University of Kansas, 2018
- General Research Fund (with Surendra Singh, \$4,709), University of Kansas, 2017
- General Research Fund (with Jessica Li, \$7,000), University of Kansas, 2016
- General Research Fund (with Jessica Li, \$7,000), University of Kansas, 2015
- Doctoral Student Research Funding (\$1,500), University of Kansas, 2014

HONORS AND AWARDS

- AMA Sheth Doctoral Consortium Fellow, University of Notre Dame, 2016
- John O. Tollefson Doctoral Student Teaching Award, University of Kansas 2018
- School of Business Best Paper Award, University of Kansas 2016
- Dean's List, School of Business, University of Kansas, 2013-2018
- School of Business Graduate Fellowship, University of Kansas, 2013-2018
- Outstanding Research Award, "Beauty in the Age of Marketing," 2012 Hawaii Global Conference on Business and Finance
- Prairie Band Scholarship, Washburn University, 2010-2011
- Roaster's Club Scholarship, International House at Washburn University, 2008-2009
- University-Level Outstanding Student Leader, Wuhan University of Science & Technology (WUST), 2007
- Most Gifted Prize for Female Student Talent, Wuhan University of Science & Technology (WUST), 2007

PROFESSIONAL SERVICE

Service to the Field:

- Trainee Reviewer, *Journal of Consumer Research*
- Trainee Reviewer, *Journal of Advertising*

- Conference Reviewer, Association for Consumer Research Conference
- Conference Reviewer, Society for Consumer Psychology Conference
- Conference Reviewer, American Marketing Association
- Conference Reviewer, European Association for Consumer Research Conference

Service to the Department, School, and University:

- PhD Team Student Representative, Association of Business Doctoral Students, University of Kansas, 2016-2017
- Participated the AACSB Accreditation for the School of Business, University of Kansas
- Volunteer, The 11th Annual Stats Camp, Center for Research Methods & Data Analytics, University of Kansas (Todd D. Little, director)
- Volunteer, The 12th Annual Stats Camp, The Institute for Measurement, Methodology, Analysis and Policy, Texas Tech University (Todd D. Little, director)

PROFESSIONAL EXPERIENCE

- Marketing Consultant, Podz Eyewear & SunResorts Tanning, 2010-2012
- Accounting Assistant, Holiday Inn, 2010

DOCTORAL COURSEWORK

Doctoral Seminar (Consumer Behavior and Psychology)	Jin Seok Pyone
Doctoral Seminar (Consumer Judgment and Decision Making)	Jenny Olson
Doctoral Seminar (Information Processing)	Noelle Nelson
Doctoral Seminar (Current Topics in Consumer Behavior)	Yexin Jessica Li
Doctoral Seminar in Marketing-JDM	Promothesh Chatterjee
Doctoral Seminar in Marketing-Methods	Sanjay Mishra
Advanced Social Psychology I	Chris Crandall
Advanced Social Psychology II	Mark Landau
Statistical Methods in Psychology II	Pascal Deboek
Structural Equation Modeling I	Emily Cramer
Categorical Data Analysis	Pascal Deboek
Probability for Business Research	Prakash Shenoy
Social Neuroscience	Omri Gillath
Advanced Managerial Economics	Koleman Strumpf
Independent Study (Consumer Behavior)	Yexin Jessica Li
Responsible Conduct of Research	Douglas May

REFERENCES

Yexin Jessica Li

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Prakash Shenoy

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