

LINYUN W. YANG

Darla Moore School of Business, University of South Carolina
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EMPLOYMENT

University of South Carolina, Darla Moore School of Business

Associate Professor, 2025 - present

Assistant Professor, 2018 - 2025

University of North Carolina Charlotte, Belk College of Business

Assistant Professor, 2011 - 2018

Visiting Assistant Professor, 2010 - 2011

EDUCATION

Duke University, Fuqua School of Business

Ph.D., Marketing, 2010

University of Michigan, College of Literature, Science, and the Arts

B.S. with Honors, Biopsychology and Cognitive Sciences, 2005

PUBLICATIONS

Smith, Rosanna K., **Linyun W. Yang**, and Adriana Samper (in press), "The Double Bind of Beauty Work," *Consumer Psychology Review*.

Yang, Linyun W. and Pankaj Aggarwal (2025), "When Anthropomorphized Brands Push Gender Boundaries," *Journal of Consumer Psychology*, 35 (1), 129-138.

Yang, Linyun W., Pankaj Aggarwal, and Ann L. McGill (2020), "The 3 C's of Anthropomorphism: Connection, Comprehension, and Competition," *Consumer Psychology Review*, 3, 3-19.

Yang, Linyun W. and Pankaj Aggarwal (2019), "No Small Matter: How Company Size Affects Consumer Expectations and Evaluations," *Journal of Consumer Research*, 45 (6), 1369-1384.

Ruggs, Enrica N., Jennifer Ames Stuart, and **Linyun W. Yang** (2018), "The Effect of Traditionally Marginalized Groups in Advertising on Consumer Response," *Marketing Letters*, 29, 319-335.

*Samper, Adriana, ***Linyun W. Yang**, and ^Michelle E. Daniels (2018), "Beauty, Effort, and Misrepresentation: How Beauty Work Affects Judgments of Moral Character and Consumer Preferences," *Journal of Consumer Research*, 45 (1), 126-147. [*equal contribution, ^PhD student co-author]

Yang, Linyun W., Tanya L. Chartrand, and Gavan J. Fitzsimons (2015), "The Influence of Gender and Self-Monitoring on the Products Consumers Choose for Joint Consumption," *International Journal of Research in Marketing*, 32 (4), 398-407.

Yang, Linyun W., Keisha M. Cutright, Tanya L. Chartrand, and Gavan J. Fitzsimons (2014), "Distinctively Different: Exposure to Multiple Brands in Low Elaboration Settings," *Journal of Consumer Research*, 40 (5), 973-992.

Yang, Linyun W., Jared M. Hansen, Tanya L. Chartrand, and Gavan J. Fitzsimons (2013), "Stereotyping, Affiliation, and Self-Stereotyping of Underrepresented Groups in the Sales Force," *Journal of Personal Selling and Sales Management*, 33 (1), 105-116.

MANUSCRIPTS UNDER REVIEW AND IN PREP

[^]Li, Ruouo, **Linyun W Yang**, and Andrea C. Morales, "How (Not) to Sell Products to People of Color," resubmitted to the *Journal of Marketing*. [[^]PhD student co-author]

Yang, Linyun W. and Pankaj Aggarwal, "What Gender Do Consumers See When They Anthropomorphize Brands?" under review at the *Journal of Personality and Social Psychology*.

[^]Volk, Mackenzie, Linyun W. Yang, and Marina Puzakova, "Zero-Sum Thinking Impedes Women's Support for Women-Owned Businesses," in prep for submission to the *Journal of the Academy of Marketing Science*. [[^]PhD student co-author]

CONFERENCE PRESENTATIONS

Yang, Linyun W. and Pankaj Aggarwal, "When Anthropomorphized Brands Push Gender Boundaries," *Association for Consumer Research Conference* (October 2024).

[^]Li, Ruouo, Linyun W. Yang, and Andrea Morales, "How (Not) to Sell Products to People of Color," *Society for Consumer Psychology Conference* (March 2024).

[^]Li, Ruouo, Linyun W. Yang, and Andrea C. Morales, "How (Not) to Sell Products to People of Color," *Association for Consumer Research Conference* (October 2023).

[^]Volk, Mackenzie and Linyun W. Yang, "Zero-Sum Thinking Impedes Women's Support for Women-Owned Businesses," *Society for Consumer Psychology Conference* (March 2023).

[^]Li, Ruouo and Linyun W. Yang, "How (Not) to Sell Products to People of Color," *American Marketing Association Winter Conference* (February 2023).

[^]Volk, Mackenzie and Linyun W. Yang, "Zero-Sum Thinking Impedes Women's Support for Women-Owned Businesses," *Association for Consumer Research Conference* (October 2022).

[^]Volk, Mackenzie and Linyun W. Yang, "Zero-Sum Thinking Impedes Women's Support for Women-Owned Businesses," *Clemson Marketing Symposium* (February 2022).

[^]Li, Ruouo and Linyun W. Yang, "Targeted Products and Underserved Consumers," *Association for Consumer Research Conference* (October 2021).

Yang, Linyun W. and Pankaj Aggarwal, "Is Male the Default Gender? The Distinctive Effects of Anthropomorphizing Products as Male versus Female," *Association for Consumer Research Conference* (October 2019).

Yang, Linyun W., Tanya L. Chartrand, and Gavan J. Fitzsimons, "How Group Identification and Stereotype Content Determine the Effectiveness of Ads Portraying Positive Stereotypes," *Association for Consumer Research Conference* (October 2017).

Yang, Linyun W., Enrica N. Ruggs, Jennifer Ames Stuart, and Steven Shepherd, "When Diversity in Marketing Leads to Activism vs. Aversion," *Association for Consumer Research Conference* (October 2016).

Yang, Linyun W., Adriana Samper, and ^Michelle Daniels, "How Beauty Work Affects Judgments of Moral Character," *Association for Consumer Research North America Conference* (October 2015).

Yang, Linyun W., Adriana Samper, and ^Michelle Daniels, "How Beauty Work Affects Judgments of Moral Character," *Society for Consumer Psychology Winter Conference* (February 2015).

Yang, Linyun W. and Pankaj Aggarwal, "Size-Based Firm Stereotypes: Asymmetric Expectations of Small versus Large Firms in the Face of Negative Behavior," *Association for Consumer Research North America Conference* (October 2014).

Wang, Lili, Linyun W. Yang, and Tanya L. Chartrand, "When Helping Hurts: Social Support and Risky Behaviors," *Association for Consumer Research North America Conference* (October 2012).

Yang, Linyun W., Tanya L. Chartrand, and Gavan J. Fitzsimons, "The Use of Stereotypes as Social Tools when Co-Consuming for the First Time," *Society for Consumer Psychology Winter Conference* (February 2012), served as symposium chair.

Yang, Linyun W., Tanya L. Chartrand, and Gavan J. Fitzsimons, "Strategic Self-Presentation in Joint Consumption: Stereotypes as a Social Tool," *Association for Consumer Research North America Conference* (October 2011), served as symposium chair.

Yang, Linyun W., Tanya L. Chartrand, and Gavan J. Fitzsimons, "Constructive Responses to Being Stereotyped: Self-Construal and Selective Self-Stereotyping," *Association for Consumer Research North America Conference* (October 2010).

Cutright, Keisha M., Linyun W. Yang, Tanya L. Chartrand, and Gavan J. Fitzsimons, "When Opposites Attract: The Impact of Brand Exposure and Brand Personalities when Your Guard is Down," *Association for Consumer Research North America Conference* (October 2010).

Yang, Linyun W., Tanya L. Chartrand, and Gavan J. Fitzsimons, "How Consumers Perceive Positive Stereotypes," *Association for Consumer Research North America Conference* (October 2009), served as symposium chair.

Yang, Linyun W. and Mary Frances Luce, "Understanding and Changing Behaviors Toward Stigmatized Diseases," *Association for Consumer Research North America Conference* (October 2008).

Alattar, Laith, J. Frank Yates, and Linyun W. Yang, "Wrongful Convictions vs. Wrongful Acquittals: Who Sees which as Worse and Why," *Society for Judgment and Decision Making Annual Conference* (September 2005).

Alattar, Laith, J. Frank Yates, and Linyun W. Yang, "The n Guilty Maxim: Wrongful Convictions versus Wrongful Acquittals," *University of Michigan Decision Consortium* (May 2005).

HONORS AND AWARDS

University of South Carolina

DMSB MBA Elective Professor of the Year, 2023
 USC Thank-A-Teacher Program Recognition, 2023
 DMSB Research Grant, 2018, 2019, 2020, 2021, 2022, 2023, 2024
 DMSB MBA Elective Professor of the Year Honorable Mention, 2021

University of North Carolina Charlotte

Summer Research Grant, 2012, 2017
 Dean's Scholar Grant, 2015
 Best Paper Award, 2014
 Marketing Department Research Award, 2014

Duke University

James B. Duke Fellow, 2005-2010
 Graduate Fellowship, 2005-2010

STUDENT ADVISING

PhD (Dissertation Co-Chair, University of South Carolina)

Ruouo Li (2022, Placement: U of North Texas)

PhD (Dissertation Committee, University of South Carolina)

Mackenzie Volk (expected 2026)
 Zhenyu Jin (2023)
 Gustavo Schneider (2021)

Master's (Thesis Committee, University of South Carolina)

Quynh Le, Thesis Committee Member (2021)

Undergraduate (Honors Thesis Director, University of South Carolina)

Linh Tran (expected 2026)
 Kiera Hunter (expected 2026)
 Claudia Mazurkiewicz (2024)
 Natalie Gately (2021)

TEACHING

Consumer Behavior, University of South Carolina

Full-Time MBA (2018-present)
 Part-Time MBA (2018-present)
 Undergraduate (2018-present)

Consumer Behavior, University of North Carolina Charlotte

Part-Time MBA (2010-2017)
 Undergraduate (2011-2018)

International Marketing, University of North Carolina Charlotte

Part-time MBA (2012 – 2013)

Marketing Strategy, University of North Carolina Charlotte

Undergraduate (2010 – 2011)

SERVICE TO SCHOOLS

University of South Carolina

University

Faculty Committee on Research (Chair), 2025 - present

Faculty Senate, 2024 - present

Darla Moore School of Business

Behavioral Lab Committee (Chair), 2025 – present

Faculty Council, 2025 – present

Faculty Mentorship Program (Mentor), 2025 – present

Marketing Department

Tenure and Promotion Committee, 2025 – present

Research Camp and Speaker Series Co-Coordinator, 2019 – present

Faculty Hiring Committee, 2019, 2021, 2025 (Chair)

PhD Qualifying Exam Committee, 2019 – present

PhD Admissions Committee, 2023, 2025

Climate and Culture Committee, 2023

University of North Carolina Charlotte

Belk College of Business

Graduate Council, 2013-2018

By-Laws Committee, 2012-2013

Faculty Research Grants Committee, 2011-2012

Marketing Department

Faculty Hiring Committee, 2012

Best Paper Committee, 2011-2012

Doctoral Programs Committee, 2011-2012

SERVICE TO FIELD

Program Committee

Society for Consumer Psychology Conference

ACR/Sheth Foundation Dissertation Awards

Ad-Hoc Reviewer

Journal of Consumer Research

Journal of Marketing Research

Journal of Marketing

Journal of Consumer Psychology

International Journal of Research in Marketing

Journal of the Association for Consumer Research

Psychological Science

Personality and Social Psychology Bulletin

Journal of Business Ethics

Journal of Business Research

Journal of Interactive Marketing

Journal of Personal Selling and Sales Management

Psychology & Marketing

Journal of Brand Management

Social and Personality Psychology Compass

American Marketing Association Conference

Association for Consumer Research Conference