

# Xiaoyan Deng

Department of Marketing & Logistics  
Fisher College of Business  
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## **ACADEMIC & SERVICE POSITIONS**

*The Ohio State University, Fisher College of Business*

Associate Professor of Marketing 2017 – Present  
Assistant Professor of Marketing 2009 – 2017

Guest Editor

- *Journal of the Association for Consumer Research* 2021 – 2023
  - Volume 8, Issue 2, “The Pandemic Transformed Economy”  
<https://www.journals.uchicago.edu/toc/jacr/2023/8/2>

Associate Editor

- *International Journal of Research in Marketing* 2026 – Present
- *Service Science* 2025 – Present

Guest Associate Editor

- *International Journal of Research in Marketing* 2025 – 2026

Editorial Review Board Member

- *Journal of Marketing* 2018 – Present
- *Journal of Consumer Psychology* 2026 – Present
- *Journal of Consumer Research* 2015 – 2024
- *Journal of Marketing Research* 2022 – 2024

## **RESEARCH INTERESTS**

Design and Consumer Experience  
Visual Marketing  
Social Influence  
Aesthetics and Sensory Experience

## **EDUCATION**

Ph.D. (2009), Marketing, the Wharton School, University of Pennsylvania  
M.S., Advertising, University of Illinois at Urbana-Champaign  
B.S. & M.S., Industrial Design, Hunan University, China

## **PUBLICATIONS**

Google Scholar citations: 4186

**Journal Articles:** (\* denotes equal authorship; † denotes doctoral student at project start)

- Zhang, Zhe, **Xiaoyan Deng**, Matt Thomson, and Ning Ye (in press), “E Pluribus Unum: Exploring the Effects of Billboarding on Brand Performance,” *Journal of Marketing*.  
<https://journals.sagepub.com/doi/10.1177/00222429261417970>
- Huang, Yunhui\*, Ke Zhang\*, **Xiaoyan Deng\***, and Qiang Zhang (2026), “Fast Fashion Consumption Signals Low Self-Control,” *Journal of Consumer Research*, 52(6/Apr), 1253-1273.
- **Deng, Xiaoyan**, Xiaojing Yang, Yuwei Jiang, and Selin A. Malkoc (2023), “Reflection, Resilience, Rebound: Consumer Coping with the Pandemic,” *Journal of the Association for Consumer Research*, 8(2/Apr), 121-129.
- †Kim, Pielah, **Xiaoyan Deng**, and H. Rao Unnava (2020), “In the Eye of the Beholder: Cross-pollination between Art-infused Products and Retail Spaces,” *Journal of Business Research*, 117(Sep), 302-311.
- †Stillman, Paul E., †Hyojin Lee, **Xiaoyan Deng**, H. Rao Unnava, and Kentaro Fujita (2020), “Examining Consumers’ Sensory Experiences with Color: A Consumer Neuroscience Approach,” *Psychology and Marketing*, 37(7/Jul), 995-1007.
- †Teeny, Jake, **Xiaoyan Deng**, and H. Rao Unnava (2020), “The ‘Buzz’ Behind the Buzz Matters: Energetic and Tense Arousal as Separate Motivations for Word of Mouth,” *Journal of Consumer Psychology*, 30(3/Jul), 429-446.
- †You, Yanfen, Xiaojing Yang, Lili Wang, and **Xiaoyan Deng** (2020), “When and Why Saying ‘Thank You’ Is Better Than Saying ‘Sorry’ in Redressing Service Failures: The Role of Self-Esteem,” *Journal of Marketing*, 84(2/Mar), 133-150.
- Yang, Xiaojing\*, **Xiaoyan Deng\***, and †Amita Bhadauria\* (2020), “Does Mere Exposure to Beauty-Related Words Promote Prosocial Behavior?: Exploring the Mental Association between Beauty and Prosociality,” *Journal of the Association for Consumer Research*, 5(1/Jan), 107-116.

- Togawa, Taku, Jaewoo Park, Hiroaki Ishii, and **Xiaoyan Deng** (2019), “A Packaging Visual-Gustatory Correspondence Effect: Using Visual Packaging Design to Influence Flavor Perception and Healthy Eating Decisions,” *Journal of Retailing*, 95(4/Dec), 204-218.
- **Deng, Xiaoyan**, H. Rao Unnava, and †Hyojin Lee (2019), “‘Too True to Be Good?’ When Virtual Reality Decreases Interest in Actual Reality,” *Journal of Business Research*, 100(Jul), 561-570.
- †Stillman, Paul, †Hyojin Lee, **Xiaoyan Deng**, H. Rao Unnava, William A. Cunningham, and Kentaro Fujita (2017), “Neurological Evidence for the Role of Construal Level in Future-Directed Thought,” *Social Cognitive and Affective Neuroscience (SCAN)*, 12(6/Jun), 937-947.
- †Lee, Hyojin, Kentaro Fujita, **Xiaoyan Deng**, and H. Rao Unnava (2017), “The Role of Temporal Distance on the Color of Future-directed Imagery: A Construal Level Perspective,” *Journal of Consumer Research*, 43(5/Feb), 707-725.
- **Deng, Xiaoyan**, Barbara E. Kahn, H. Rao Unnava, and †Hyojin Lee (2016), “A ‘Wide’ Variety: Effects of Horizontal versus Vertical Display on Assortment Processing, Perceived Variety, and Choices,” *Journal of Marketing Research*, 53(5/Oct), 682-698.
- †Lee, Hyojin, **Xiaoyan Deng**, H. Rao Unnava, and Kentaro Fujita (2014), “Monochrome Forests and Colorful Trees: The Effects of Black-and-White versus Color Imagery on Construal Level,” *Journal of Consumer Research*, 41(4/Dec), 1015-1032.
- **Deng, Xiaoyan** and Raji Srinivasan (2013), “When Do Transparent Packages Increase (or Decrease) Food Consumption,” *Journal of Marketing*, 77(4/Jul), 104-117.
- †**Deng, Xiaoyan**, †Sam Hui, and J. Wesley Hutchinson (2010), “Consumer Preferences for Color Combinations: An Empirical Analysis of Similarity-Based Color Relationships,” *Journal of Consumer Psychology*, 20(4/Oct), 476-484.
- †**Deng, Xiaoyan**, and Barbara E. Kahn (2009), “Is Your Product on the Right Side? The ‘Location Effect’ on Perceived Product Heaviness and Package Evaluation,” *Journal of Marketing Research*, 46(6/Dec), 725-738.
- Iacobucci, Dawn, †Neela Saldanha, and †**Xiaoyan Deng** (2007), “A Meditation on Mediation: Evidence That Structural Equations Models Perform Better Than Regressions,” *Journal of Consumer Psychology*, 17(2/Apr), 139-153.

### **Book Chapters:**

- Kahn, Barbara E. and **Xiaoyan Deng** (2011), “Effects on Visual Weight Perceptions of Product Image Locations on Packaging,” in *Sensory Marketing: Research on the Sensuality of Products*, ed., Aradhna Krishna, New York: Routledge.

## **PAPERS UNDER REVIEW**

- “The Effect of Characterization on Narrative Enjoyment: An Empirical Investigation of Personality Coherence in Movie Characters,” revising for 2<sup>nd</sup> round review, *Journal of Consumer Research*.
- “Pitch as Information: The Effects of Music Pitch in Audio Marketing on Consumer Product Perception and Interest,” revising for 2<sup>nd</sup> round review, *Journal of Consumer Psychology*.
- “When Cuteness Backfires,” revising for 2<sup>nd</sup> round review, *Marketing Letters*.
- “‘A Tale of Two Secrets’: Examining the Diverging Effects of Secrecy on Consumption Enjoyment,” under review, *Journal of Business Research*.

## **SELECTED WORK IN PROGRESS**

- “When Harry Met Sally: How Clashes of Media Personalities Shape Audience Engagement” (manuscript in preparation; to be submitted to the *Journal of Marketing Research*).
- “Loneliness Increases Preference for Kidulting Consumption” (manuscript in preparation; to be submitted to the *Journal of Consumer Research*).
- “More for the Future: Scheduled Delivery Increases Food Items Ordered” (manuscript in preparation; to be submitted to the *Journal of Marketing*).
- “Right Time, Right Product: How Consumption Utility Structure and Review Release Time Jointly Shape Consumer Decision Making” (manuscript in preparation; to be submitted to the *Journal of Consumer Research*).
- “From ‘Silicon Samples’ to ‘Digital Twins’: Benchmarking Synthetic Data in Interpersonal Perception Research” (manuscript in preparation; to be submitted to the *International Journal of Research in Marketing*).
- “The ‘Wishful Effort’ Effect: Exerting Unrelated Effort When Pursuing a Desirable Outcome” (manuscript in preparation; to be submitted to the *Journal of Consumer Psychology*).
- “How Socioeconomic Status Affects Cancel Culture Propensity” (rejection and resubmission, *Journal of Consumer Research*).
- “Less Is More”: Consumers Show Preference for Receiving Less of a Pro-social Product Instead of Paying More for It”.

## **HONORS & AWARDS**

### ***Awards***

AMA/Marketing Science Institute/H. Paul Root Award Finalist	2021
<i>Journal of Consumer Research</i> Outstanding Reviewer	2017
Marketing Science Institute Young Scholar	2017
AMA-Sheth Foundation Doctoral Consortium Fellow	2008
Associate for Consumer Research Best Working Paper	2007

### ***Faculty Representative/Mentor***

AMA-Sheth Foundation Doctoral Consortium	2025
Marketing and Public Policy Conference Doctoral Consortium	2018
Robert Mittelstaedt Doctoral Symposium	2016
AMA Summer Academic Conference	2012
Albert Haring Doctoral Symposium	2011

### ***Student Grants***

#### *University of Pennsylvania*

Dean's Fellowship	2009
Jay H. Baker Retailing Initiative Research Grant	2009
Russell Ackoff Grant for Doctoral Research	2007 - 2009
Wharton Doctoral Travel Grant	2007 - 2008
Wharton Doctoral Fellowship	2004 - 2009

#### *University of Illinois at Urbana-Champaign*

Teaching Assistantship	2003 - 2004
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## **COURSES TAUGHT**

### *The Ohio State University, Fisher College of Business:*

AI-Enhanced Visual Marketing (Executive Education)	2026
Consumer Behavior (PhD)	2025
Recent Advances in Marketing Research (PhD)	2024 - 2025
Consumer Behavior (Full-Time MBA)	2015
Consumer Behavior (MBA for Working Professionals)	2015 - 2020
Consumer Behavior (Undergraduate)	2012 - Present
New Product Management (Undergraduate)	2009 - 2020

## **SERVICE TO THE FIELD**

### **Conferences**

#### Organizer/Host

*JACR* Webinar: The Pandemic Transformed Economy, 2023  
<https://www.journals.uchicago.edu/journals/jacr/webinars>

Fisher Invitational Workshop on New Product Development, 2017  
Track Chair

China Marketing International Conference, Marketing Communications  
track, 2019 - present

Associate Editor

Association for Consumer Research, 2022

Program Committee

Association for Consumer Research, 2025, 2021, 2012

Society for Consumer Psychology, 2023, 2022, 2021, 2020

Roundtable Panelist

Association for Consumer Research

Aesthetics and Product Design, 2021

Everyday Consumer Aesthetics, 2017

Aesthetics and Consumption, 2008

Society for Consumer Psychology

Good Design is Inclusive, 2023

**Ad Hoc Reviewer for Journals**

*Journal of Consumer Research*

*Journal of Marketing Research*

*Management Science*

*Journal of the Association for Consumer Research*

*European Journal of Marketing*

*Journal of Retailing*

*Journal of Interactive Marketing*

*Marketing Letters*

*Journal of Business Research*

*Psychology and Marketing*

*Journal of Business Logistics*

*Journal of Wine Economics*

PLOS ONE

**Ad Hoc Reviewer for Conferences**

ACR (Association for Consumer Research) Conference

SCP (Society for Consumer Psychology) Conference

AMA (American Marketing Association) Conference

AMA CBSIG Conference

The Biannual World Conference on Mass Customization & Personalization

The ACM CHI Conference on Human Factors in Computing Systems

**Ad Hoc Reviewer for Competitions and Grant Applications**

MSI Alden G. Clayton Dissertation Competition

The Society for Consumer Psychology Dissertation Proposal Competition

Israel Science Foundation Research Grant Application

## **INTERNAL SERVICE**

### ***Department Level***

Ph.D. Program Committee Co-Chair	2025 - Present
Ph.D. Program Committee	2024 - 2025, 2015 - 2019
Undergraduate Program Committee Chair	2022 - 2024
MBA Program Committee	2019 - 2022
Faculty Recruiting Committee	2025, 2023, 2018, 2012
Faculty Recruiting Committee Co-Chair	2017
Department Self-Review Research Committee	2017 - 2018
PhD Student Recruiting Committee	2010 - Present
Undergraduate Program Committee	2009 - 2012

### ***College Level***

Undergraduate Programs Committee	2022 -
Fisher Culture Accountability Council	2021 - 2023
Fisher Culture Task Force Team	2020 - 2021
Educational and Professional Diversity Committee	2019 - 2022
Educational and Professional Diversity Committee	2013 - 2016
Behavioral Lab Advisory Group	2011 - 2016

### ***University Level***

Member, Decision Sciences Collaborative	2015 - Present
Faculty Judge, Hayes Forum	2014, 2024

## **MENTORING**

### ***Doctoral students***

#### Dissertation chair/co-chair:

Nancy Mingnan Shen, Ph.D. in progress  
Stephanie Flout, Ph.D. 2025  
Lei Jia, Ph.D. 2020  
Hyojin Lee, Ph.D. 2016

#### Dissertation committee:

Ying Yang (Food Science & Technology), Ph.D. in progress  
Zhenyu Jin, Ph.D. 2023  
Yanfen You, Ph.D. 2018  
Amit S. Singh, Ph.D. 2018  
Amita Bhadauria, Ph.D. 2016  
Pielah Kim (Fashion & Retail Studies), Ph.D. 2015

Candidacy exam committee:

Ying Yang (Food Science & Technology), 2026

Nancy Mingnan Shen, 2025

Indeesh Mukhopadhyay, 2025

Stephanie Flout, 2023

Isabella Bunosso, 2023

Lei Jia, Ph.D. 2018

Nicole Dusthimer (Psychology), 2016

Hyojin Lee, Ph.D. 2013

*Undergraduate students*

Honors thesis advisor:

Alysha M. Fligner, 2014

Honors thesis defense committee:

John Engle (Psychology), 2017

**INVITED RESEARCH PRESENTATIONS/TALKS**

Boston College, 2025

University of Illinois at Urbana-Champaign, 2025

The Ohio State University, Marketing Speaker Series, 2023

University of Massachusetts Lowell, 2020

The Hong Kong Polytechnic University, China, 2019

Wuhan University, China, 2019

Washington State University, 2019

University of British Columbia, Canada, 2019

Marketing Matters @ Wharton Business Radio, University of Pennsylvania, 2019

The Wharton School, University of Pennsylvania, 2019

Villanova University, 2019

The Ohio State University, Department of Psychology, 2018

Waseda University, Japan, 2018

Consumer Response to the Evolving Retailing Landscape (Invitational Conference organized by the Jay H. Baker Retailing Center at the Wharton School in collaboration with MSI and CB-SIG), 2017

MSI Young Scholars Conference (Invitational), Park City, Utah, 2017

Sun Yat-sen University, China, 2016

The Ohio State University, Marketing Speaker Series, 2016

Temple University, 2015

University of Wisconsin-Milwaukee, 2015

Kent State University, 2014

The Ohio State University, Marketing Speaker Series, 2012

The Ohio State University, Department of Psychology, 2012

Sensory Marketing Conference (Invitational), University of Pennsylvania, 2010

Product Design Conference (Invitational), College of William and Mary, 2009

Peking University, China, 2008  
Singapore Management University, Singapore, 2008  
National University of Singapore, Singapore, 2008  
Chinese University of Hong Kong, China, 2008  
University of Southern California, 2008  
Columbia University, 2008  
University of Texas at San Antonio, 2008  
The Ohio State University, 2008  
University of Maryland, 2008  
University of Georgia, 2008  
University of Illinois at Urbana-Champaign, 2008  
Sensory Marketing Conference (Invitational), University of Michigan, 2008  
Product Design Conference (Invitational), University of Texas at Austin, 2007

### **CONFERENCE PRESENTATIONS** (\* denotes presenter)

Shen, Nancy\*, Xiaoyan Deng, and Rajesh Bagchi (2025), “Less Is More”: Consumers Show Preference for Receiving Less of a Pro-social Product Instead of Paying More for It,” Competitive Paper, Society for Consumer Psychology, Las Vegas, NV.

Shen, Nancy\*, Xiaoyan Deng, and Fengyan Cai (2025), “How Socioeconomic Status Affects Cancel Culture Propensity,” Competitive Paper, Society for Consumer Psychology, Las Vegas, NV.

Zhang, Qiang, Yunhui Huang\*, and Xiaoyan Deng (2024), “The Effect of Characterization on Narrative Enjoyment: An Empirical Investigation of Personality Coherence in Movie Characters,” Competitive Paper, Association for Consumer Research, Paris, France.

Shen, Nancy\*, Xiaoyan Deng, and Rajesh Bagchi (2024), “Less Is More”: Consumers Show Preference for Receiving Less of a Pro-social Product Instead of Paying More for It,” Competitive Paper, Association for Consumer Research, Paris, France.

Shen, Nancy\*, Xiaoyan Deng, and Fengyan Cai (2024), “How Socioeconomic Status Affects Cancel Culture Propensity,” Competitive Paper, Association for Consumer Research, Paris, France.

Huang, Yunhui\* and Xiaoyan Deng (2024), “The “Wishful Effort” Effect: Exerting Unrelated Effort When Pursuing a Desirable Outcome,” Competitive Paper, Society for Consumer Psychology, Nashville, TN.

Flout, Stephine, Xiaoyan Deng, and Yunhui Huang\* (2023), “Minimally Indulgent: Consumer Minimalism Signals High Self-Control,” Competitive Paper, Society for Consumer Psychology, San Juan, PR.

Philipp-Muller, Aviva\* and Xiaoyan Deng (2023), “Sometimes More Is More: Maximalist Design Signals Brand Effort,” Special Session, Society for Consumer Psychology, San Juan, PR.

Jin, Zhenyu, Lei Jia, Xiaoyan Deng, and Xiaojing Yang\* (2022), “The Augmenting Effect of Low-Pitched Music on Perceived Product Luxuriousness,” Competitive Paper, Association for Consumer Research, Denver, CO.

Jin, Jianna\*, Xiaoyan Deng, and Rebecca Reczek (2021), “The Potential Downside of Being Dubbed ‘Insta-worthy,’” Competitive Paper, Association for Consumer Research, online.

Jin, Jianna\*, Xiaoyan Deng, and Rebecca Reczek (2021), “Can a Brand be too Instagramable? Why Seeking Instagramability Backfires for Brands,” Competitive Paper, Society for Consumer Psychology, online.

Huang, Yunhui\*, Ke Zhang, and Xiaoyan Deng (2021), “Judging a Book by Its Cover: Fashion Consumption Signals Lower Self-Control,” Competitive Paper, Society for Consumer Psychology, online.

Teeny, Jake\*, Xiaoyan Deng, and H. Rao Unnava (2019), “The Buzz behind ‘the Buzz’ Matters: Energetic and Tense Arousal as Separate Motivations for Word of Mouth,” Competitive Paper, Association for Consumer Research, Atlanta, GA.

Deng, Xiaoyan\* and Alysha M. Fligner (2019), “The Effect of Packaging Typeface on Product Perception and Evaluation,” Special Session, Association for Consumer Research, Atlanta, GA.

Togawa, Taku\*, Jaewoo Park, Hiroaki Ishii, and Xiaoyan Deng (2019), “A Packaging Visual-Gustatory Correspondence Effect: Using Visual Packaging Design to Influence Flavor Perception and Healthy Eating Decisions,” Special Session, Association for Consumer Research, Atlanta, GA.

You, Yanfen\*, Xiaoyan Deng, and Xiaojing Yang (2019), “Just Remember: The Right Reminder that Leads to Actions,” Competitive Paper, Association for Consumer Research, Atlanta, GA.

Yang, Xiaojing, Xiaoyan Deng, and Lei Jia\* (2018), “‘A Tale of Two Secrets’: Examining the Diverging Effects of Secrecy on Consumption Enjoyment,” Special Session, Association for Consumer Research, Dallas, TX.

You, Yanfen\*, Xiaojing Yang, Lili Wang, and Xiaoyan Deng (2018), “Toward Optimal Symbolic Recovery: Why and When ‘Thank you’ is Better than ‘Sorry’ in Addressing Service Delays,” Competitive Paper, Association for Consumer Research, Dallas, TX.

Deng, Xiaoyan, Xiaojing Yang, Lei Jia\*, and Hyojin Lee (2018), “The Effect of Lyrical Music vs. Instrumental Music on Construal Level,” Competitive Paper, Society for Consumer Psychology, Dallas, TX.

Jia, Lei \*, Xiaojing Yang, and Deng, Xiaoyan (2017), “Physically Short, Mentally Flexible? Exploring the Relationship between Stature and Creativity,” Special Session, Association for Consumer Research, San Diego, CA.

Deng, Xiaoyan, Xiaojing Yang, Lei Jia\*, and Hyojin Lee (2016), “The Effect of Lyrical Music vs. Instrumental Music on Construal Level,” Special Session, Association for Consumer Research, Berlin, Germany.

Lee, Hyojin\*, Xiaoyan Deng, Kentaro Fujita, and H. Rao Unnava (2014), “Colorful or Black & White? How Temporal Distance Shapes Visualization of the Future,” Competitive Paper, Association for Consumer Research, Baltimore, MD.

Lee, Hyojin\*, Xiaoyan Deng, Kentaro Fujita, and H. Rao Unnava (2014), “Colorful or Black & White? How Temporal Distance Shapes Visualization of the Future,” Competitive Paper, Society for Consumer Psychology, Miami, FL.

Lee, Hyojin\*, Xiaoyan Deng, and H. Rao Unnava (2013), “The Effects of Color vs. Black-and-White on Information Processing,” Competitive Paper, Association for Consumer Research, Chicago, IL.

Deng, Xiaoyan, Barbara E. Kahn, H. Rao Unnava\*, and Hyojin Lee (2013), “A ‘Wide’ Variety: The Effects of Horizontal versus Vertical Product Display,” Competitive Paper, Society for Consumer Psychology Summer Conference, Honolulu, HI.

Deng, Xiaoyan, Barbara E. Kahn\*, H. Rao Unnava, and Hyojin Lee (2013), “A ‘Wide’ Variety: The Effects of Horizontal versus Vertical Product Display,” Competitive Paper, Society for Consumer Psychology, San Antonio, TX.

Deng, Xiaoyan\*, Barbara E. Kahn, and Sara Michalski (2011), “How ‘Healthy Eating’ Packaging Cues Affect Food Purchasing and Consumption Behavior?” Competitive Paper, Association for Consumer Research, St. Louis, MO.

Deng, Xiaoyan\*, Barbara E. Kahn, and Sara Michalski (2011), “How ‘Healthy Eating’ Packaging Cues Affect Food Purchasing and Consumption Behavior?” Special Session, Society for Consumer Psychology, Atlanta, GA.

Deng, Xiaoyan\*, Sam Hui, and J. Wesley Hutchinson (2010), “Consumer Preferences for Color Combinations: An Empirical Analysis of Similarity-Based Color Relationships,” Competitive Paper, Association for Consumer Research, Jacksonville, FL.

Deng, Xiaoyan\*, Barbara E. Kahn, and Sara Michalski (2009), “Using the Product Image ‘Location Effect’ to Help Consumers Control Eating Patterns,” Special Session, Association for Consumer Research, Pittsburgh, PA.

Deng, Xiaoyan\*, Sam K. Hui, and J. Wesley Hutchinson (2009), “Assisted Aesthetic Self-Design: Application to Nike Shoe Configurator,” Special Session, Association for Consumer Research, Pittsburgh, PA.

Deng, Xiaoyan\* and J. Wesley Hutchinson (2008), “Just Do It Yourself: The Roles of Outcome Accuracy, Process Affect, and Pride of Authorship in Evaluating Self-Designed Products,” Competitive Paper, Society for Consumer Psychology, New Orleans, LA.

Deng, Xiaoyan\* and J. Wesley Hutchinson (2007), “What You See is What You Get: The Effects of Visual Metaphor on Consumer Responses to Product Design,” Special Session, Association for Consumer Research, Memphis, TN.

Deng, Xiaoyan\* and J. Wesley Hutchinson (2007), “A Three-Factor Model of Consumer Preference for Self-Designed Products,” Poster, Association for Consumer Research, Memphis, TN.

Deng, Xiaoyan\* and J. Wesley Hutchinson (2007), “A Three-Factor Model of Consumer Preference for Self-Designed Products,” Competitive Paper, the Biannual World Conference on Mass Customization & Personalization, MIT, Cambridge/Boston, MA.

Deng, Xiaoyan\* and Barbara E. Kahn (2007), “Is Your Product on the ‘Right’ Side? Measuring Package’s Visual Weight,” Special Session, Society for Consumer Psychology, Las Vegas, NV.

## **MEMBERSHIP**

American Marketing Association  
Association for Consumer Psychology  
Association for Consumer Research