

# DIAN WANG

One UTSA Circle  
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## ACADEMIC EMPLOYMENT

### UNIVERSITY OF TEXAS AT SAN ANTONIO

Assistant Professor of Marketing

2018 – Present

## EDUCATION

### TEXAS A&M UNIVERSITY

2018

Ph.D., Marketing, Mays Business School

Committee: Haipeng Chen (Co-Chair), Cexun Cai (Co-Chair), Christina Kan, and Marco Palma

### UNIVERSITY OF TEXAS AT ARLINGTON

2013

M.B.A in Marketing

### TEXAS TECH UNIVERSITY

2010

Bachelor of Business Administration, Department of Marketing

## RESEARCH INTERESTS

- Cross-cultural Marketing
- Behavioral Pricing
- Creativity
- Behavioral Decision Theory

## PUBLICATIONS

- Bingxuan Guo and **Dian Wang**, “Will Online Shopping Lead to More Brand Loyalty than Offline Shopping,” accepted at *Journal of Marketing Research*.
- Chen, Haipeng (Allan), Lisa Bolton, Sharon Ng, and **Dian Wang** (2020). “Replication Note Dual Entitlement Revisited: Cultural Differences in Asymmetric Pricing,” *Journal of Marketing Behavior*, 4(2-4), 213-225.
- Dou, Wenjing, Wei Lu, **Dian Wang**, Brady Hodges, and Haipeng Allan Chen. "I Paid More than You (Before)?: The Effects of Self-Construal and Comparison Target on Price Unfairness Perceptions," *Customer Needs and Solutions* (2019): 1-7.

- Chen, Haipeng (Allan), Lisa Bolton, Sharon Ng, Dongwon Lee, and **Dian Wang** (2018), “Culture, Relationship Norm, and Dual Entitlement,” *Journal of Consumer Research*, 45 (1), 1-20.
  - Lead article in the June 2018 issue

## MANUSCRIPTS IN REVIEW PROCESS

- Hyper-diversity, with Ritesh Saini and Haipeng Chen, under revision for a 3<sup>rd</sup> round of review at the *Journal of Consumer Psychology*
- Incentive Framing and Creativity, with Haipeng Chen, Cexun Cai, and Marco Palma, reject but resubmit at *Management Science*
- Income Inequality and Consumer Attitude, with Yinglong Zhang, reject but resubmit at *Journal of Marketing Research*
- Facial Expression and Marketing Implications, with William Hedgecock, Yixiang Xu, and Haipeng Chen, reject but resubmit at *Marketing Science*

## WORK IN PROGRESS

- Power Distance Belief and Creativity, with Haipeng Chen and Yinlong Zhang, working in progress.
- Spillover Effects of Product Recall, with Fangfei Guo, Yan Liu, and Haipeng Chen, working in progress.
- Priming Effects on Economic Decisions, with Dudi Levy, Avichai Snir, Daniel Levy, and Haipeng Chen, working in progress.
- The Effect of Looseness/tightness on Price Sensitivity, with Jessie Wang and Ashok K. Lalwani, working in progress.

## TEACHING EXPERIENCES

- **Doctoral Seminar in Experimental Design (MKTG 7043)**  
University of Texas at San Antonio 2018 – present
- **Consumer Behavior (MKTG 4093)**  
University of Texas at San Antonio 2018 – present
- **Consumer Behavior (MKTG 322)**  
Texas A&M University 2015

## SERVICE

- Ad hoc reviewer for
  - Journal of Marketing Research
  - Journal of Academy of Marketing Science
  - Frontiers in Psychology

## **HONORS AND AWARDS**

- Dean's Award for Outstanding Teaching by a Doctoral Student (2016-017)
- 2017 AMA Sheth Consortium Fellow (nominated by department)
- 2017 Haring Symposium Fellow (nominated by department)
- Mays Fellowship, Texas A&M University, 2013 – present
- Marketing Department Fellowship, Texas A&M University, 2013 – present
- Graduate Research Assistantship, University of Texas at Arlington, 2011-2013

## **INVITED PRESENTATIONS**

- The University of Texas at San Antonio (2018)
- Dayton University (2018)
- The University of Texas at El Paso (2018)