

Xian Wang

School of Hotel Administration
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ACADEMIC POSITION

Sep. 2021 – Present Postdoctoral Fellow,
Nolan School of Hotel Administration
SC Johnson College of Business
Cornell University
Advisor: Kathy LaTour

EDUCATION

2015 – 2021 Ph.D. Marketing,
School of Economics and Management
Tsinghua University
Advisor: Xi Liu

2019 – 2020 Visiting Scholar,
Nolan School of Hotel Administration
Cornell University

2011 – 2015 B.A. Journalism (outstanding graduate) & B.A. Economics
Peking University

2013 Visiting Student,
Chinese University of Hong Kong

RESEARCH INTERESTS

Topics Consumer behaviors, Brand relationships, Mind-wandering,
Rituals, Aesthetic consumption

Methodologies Experiments, Quantitative and Qualitative Methods

PEER-REVIEWED PUBLICATIONS & UNDER REVIEW

Wang, X., LaTour, K.A., “Mind-wandering as a means of creating brand connection,” *under major revision at Journal of Consumer Research*.

UTD24 list journal, The *Best Paper* in 2020 Journal of Marketing Science Doctoral Consortium, Job Market Paper

Liu, M.W., Zhu, Q., **Wang, X.***, (2021) “Building consumer connection with new brands through rituals: The role of mindfulness”, *Marketing Letters* (SSCI, IF = 2.80), 1-14. <https://doi.org/10.1007/s11002-021-09583-7> (***corresponding author**)

Liu, X., **Wang, X.***, Li, F., Heng, L., (2022) “Cultivation of the taste in pursuit of pleasures: research on the marketing mechanism leading the new ordinary consumption demand”, *Journal of Management Case Studies* (CSSCI), 15(3), 283-302. <http://journal26.magtechjournal.com/glalyjypl/EN/Y2022/V15/I3/283> (***corresponding author; in Chinese**)

Liu, X., **Wang, X.**, Li, F., (2019) “New daily consumption: consumption upgrade driven by aesthetic pursuit”, *Tsinghua Business Review*, (11), 68-73.
<http://www.cqvip.com/qk/70787x/201911/7100582355.html> (In Chinese)

Liu, X., **Wang, X.***, Li, F., “Branding through identity narratives in e-servicescape: a qualitative study of a designer fashion seller”, under 1st round revision at *Journal of Business Economics* (CSSCI) (***corresponding author**; in Chinese)

RESEARCH IN PROGRESS

Wang, X., LaTour, K.A., Deighton, J., “Why Having a Direct Experience Matters for Consumers,” *Manuscript in Progress*.

Wang, X., LaTour, K.A., “New collecting behaviors,” *Data Collection in Progress*.

Wang, X., Qian Y., “Cyberloafing effects: how distraction improves post-decision satisfaction through the role of time affluence”, *Data Analysis in Progress*.

CONFERENCE PRESENTATIONS

Wang, X., *Daydreaming effect: A wandering mind enriches consumption experience*, The ISMS Marketing Science Conference, Rome, Italy, June 2019

Liu, M.W., **Wang, X.**, Zhu, Q., *Ritual enhances self-brand connection: The Role of Time Perception*, Association for Consumer Research, Dallas, USA, October 2018

Liu, X., **Wang, X.**, Li, F., *Performing brand through identity narratives in e-servicescape*, Consumer Culture Theory Conference, Anaheim, USA, July 2017

TEACHING EXPERIENCE

Teaching Assistant, School of Economics and Management

Spring 21 A Qualitative Approach to Research on Marketing Management
Fall 18
Fall 16 Managerial Thinking and Communication (MBA course)
Spring 16 Sales Marketing

FELLOWSHIP & AWARDS

2020 The 1st Prize Winner, Best Doctoral Papers, *JMS* Doctoral Consortium, China
2016 Guanghua Scholarship, Tsinghua University, China
2015 Outstanding Graduate, Peking University, China
2014 Guanghua Scholarship (Top 10%), Peking University, China
2013 Founder Scholarship (Top 5%), Peking University, China
2013 Outstanding Individual Award for College Students' Summer Practical Training, Beijing Municipal, China
2012 Robin Li Scholarship (Top 5%), Peking University, China

RESEARCH & GRANT EXPERIENCES

2014-2015 **Research assistant**
Center for Social Media Research, School of New Media, Peking University;
Assisted the Social Media Impact Measurement Program, founded by Bill & Melinda Gates Foundation