Yuan (Susan) Li

Georgia Southern University | Parker College of Business
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Academic Position

Aug 2019- present Assistant Professor of Marketing, Georgia Southern University, Parker College of Business

Research Interests

Marketing Design, Aesthetics, Visual Information Processing, Cultural Influence

Working Papers

Ruefenancht, Matthias, Yuan Li, Yinlong Zhang, and Peter Maas, "Why Do Countries Differ in DIY Spending? Investigating the Role of Power Distance Belief."
Li, Yuan and Yinlong Zhang, "Red Cape in the Bullring: How Call-To-Action Bar Color Affects Online Impulsive Buying."
Li, Yuan and Dengfeng Yan, "Cuteness Inspires Men's Risk Seeking But Women's Risk Aversion."

Work in Progress

"How Culture Value Influences Consumers' Size Preference?", with Yinlong Zhang
"The Effect of Cuteness and Consumers' Product Preference", with Dengfeng Yan

Conference Presentations

2017 "The Diverging Effects of Cuteness on Risk Preference: Moderating Role of Gender," *Association for Consumer Research Conference (ACR)*, San Diego, CA

2016 "How Does Power Distance Belief Affect Consumers' Response to DIY Offerings? A Multi-Level Multi-Method Study Investigation," *UTSA Marketing*

Department Brown Bag Session, San Antonio, TX

HONORS & AWARDS

2018 53th AMA Sheth Foundation Doctoral Consortium Fellow, University of Leeds, England

2018 College of Business PhD Excellence Fund, UTSA

2018 College of Business Travel Grant, UTSA

2017 Winner of Open Education Resource Grant UTSA Faculty Competition

2017 Marketing Doctoral Symposium Fellow, University of Houston

2017 3MT Thesis Competition Finalist, UTSA

2017 Graduate Student Professional Development Award

2016 Carolan Research Institute Grant ($4,500)

2006 2nd Place in Research Poster Competition, Global Retailing Conference, Tucson

2005-06 IBM Scholarship, University of Arizona

2005 Tucson Mayor's Award, Honorary Citizen

TEACHING

Teaching Interests

Marketing Research; Consumer Behavior; Visual Marketing; Negotiation; International Marketing; Marketing Strategy

Teaching Experience

2019-20 Marketing Research, Georgia Southern University

2016-19 Consumer Behavior, Sales & Negotiation, UTSA

PROFESSIONAL SERVICES

2018-19 Reviewer, Association of Consumer Research Conference

2016-19 Reviewer, American Marketing Association Conference

2016-17 Trainee Reviewer, *Journal of Consumer Research*

EDUCATION

2019	Ph.D. in Marketing, University of Texas at San Antonio, College of Business
2007	M.S. in Consumer Sciences, University of Arizona
1998	B.E. in International Taxation, Zhongnan University of Finance and Law, China

PROFESSIONAL EXPERIENCE

2013-14	Adjunct Professor, Texas A &M Corpus Christi
2010-11	Manager, The Nielsen Company (Shanghai)
2008-09	Senior Consumer Analyst, Halverson Group
1998-2003	Account Manager/Financial Specialist, Dell China