

Siyun (Sylvia) Chen

Curriculum Vitae, September 2021

Address: 3040 East Hall, Ann Arbor, MI 48109

E-mail: siyunc@umich.edu

Tel: 215-971-6880

EDUCATION

- 2021-2022 **University of Michigan, Ann Arbor**
Department of Psychology, Joint Ph.D.
Advisor: Prof. Stephanie D. Preston
- 2016-2022 **Jinan University**
Department of Marketing, M.A & Ph.D.
Advisor: Prof. Haiying Wei
- 2012-2016 **Guangzhou Medical University**
Department of Marketing, Bachelor of Health Management

RESEARCH INTERESTS

Excessive Consumption; Consumer Minimalism; Voluntary Simplicity; Consumer Ethics; Anthropomorphism;
Brand Management; Pro-environmental Behavior; Charity Giving

PEER-REVIEWED PUBLICATIONS

- Chen, Siyun**, Haiying Wei*, Yaxuan Ran, Qing Li, & Lu Meng (2021). Waiting for a Download: The Effects of Congruency between Anthropomorphic Cues and Shopping Motivation on Consumer Patience, *Psychology & Marketing*. (SSCI, ABS 3, 5-year IF: 4.79) [In English, DOI: 10.1002/mar.21564](#)
- Chen, Siyun**, Haiying Wei*, Lu Meng, & Yaxuan Ran (2019). Believing in Karma: The Effect of Mortality Salience on Excessive Consumption, *Frontiers in Psychology*, 10, 1519. (SSCI, JCR-Q2, 5-year IF: 3.62) [In English, DOI: 10.3389/fpsyg.2019.01519](#)
- Chen, Siyun**, Haiying Wei*, Jiwei Xiong, & Yaxuan Ran (2021). Less Is More: A Theoretical Interpretation of Minimalism in Consumption. *Advances in Psychological Science*, 29(11), 1-19. (CSSCI, IF: 2.60) [In](#)

Chinese, DOI: [10.3724/SP.J.1042.2021.001](https://doi.org/10.3724/SP.J.1042.2021.001)

Chen, Siyun, Haiying Wei*, & Lu Meng (2019). The Impact of Congruency Between Moral Appeal and Social Perception on Charitable Donation, *Acta Psychologica Sinica*, 51(12), 1351-1362. (CSSCI, IF: 3.76) In English, DOI: [10.3724/SP.J.1041.2019.01351](https://doi.org/10.3724/SP.J.1041.2019.01351)

Li, Qing, & **Siyun Chen*** (2021). How Does Power Distance Belief Influence Consumers' New Product Acceptance? Life Satisfaction and Social Demonstration as Moderators. *Social Behavior and Personality*, 49(8), e10418. (SSCI, JCR-Q4, 5-year IF: 1.43) In English, DOI: [10.2224/sbp.10418](https://doi.org/10.2224/sbp.10418)

Chen, Siyun, Haiying Wei*, Yaxuan Ran, & Lu Meng (2020). Rise from the Ashes or Repeat the Past? The Effects of Fresh Start Mindset (FSM) and Brand Crisis Type on Consumer Forgiveness. *Nankai Business Review International*, 23(4), 49-59. (CSSCI, IF: 8.79) In English, DOI: [10.3969/j.issn.1008-3448.2020.04.006](https://doi.org/10.3969/j.issn.1008-3448.2020.04.006)

Chen, Siyun, Haiying Wei*, Xianglin Lu, Qing Li, & Yaxuan Ran (2021). The Effects of Mortality Salience and Fresh Start Mindset on Consumer Patience. *Journal of Marketing Science*. (CSSCI, in press) In Chinese.

Ran, Yaxuan, Yixin Niu, & **Siyun Chen** (2021). "More" Is Less: Why Multiple Payment Mechanism Impairs Individual Donation, *Acta Psychologica Sinica*, 53(4), 413-430. (CSSCI; IF: 3.76) In English, DOI: [10.3724/SP.J.1041.2021.00413](https://doi.org/10.3724/SP.J.1041.2021.00413)

Chen, Siyun, & Ziwei Luo (2017). The Impact of Online Social Support on Customer Innovation: Role of Self-efficacy. *Enterprise Economy*, 36(5), 64-71. (CSSCI, IF: 1.94) In Chinese, DOI: [10.13529/j.cnki.enterprise.economy.2017.05.009](https://doi.org/10.13529/j.cnki.enterprise.economy.2017.05.009)

Ziwei Luo, & **Siyun Chen*** (2018). Social Support in Marketing: An Integrative Review. *Foreign Economics & Management*, 40(1), 18-32. (CSSCI; 5-year IF: 3.97) In Chinese, DOI: [10.16538/j.cnki.fem.2018.01.002](https://doi.org/10.16538/j.cnki.fem.2018.01.002)

Meng, Lu, Fengjun Liu, **Siyun Chen**, & Shen Duan (2020). The Influence of Consumer Thinking Decision-Making Methods on Green Sustainable Pro-Environmental Behavior, *Journal of Psychological Science*, 43(6), 1405-1410. (CSSCI, IF: 1.87) In Chinese, DOI: [10.16719/j.cnki.1671-6981.20200618](https://doi.org/10.16719/j.cnki.1671-6981.20200618)

Ziwei Luo, & **Siyun Chen*** (2018). The Influence of Social Support on Compensatory Consumption: The Role of Perceived Power and Psychological Capital. *Soft Science*, 2018, 32(1), 114-117. (CSSCI, IF: 3.10) In Chinese, DOI: [10.13956/j.ss.1001-8409.2018.01.24](https://doi.org/10.13956/j.ss.1001-8409.2018.01.24)

Meng, Lu, Fengjun Liu, **Siyun Chen**, Shen Duan, & Qiao Li (2021). Influence Mechanism of Fitting Advertising Depth of Field with Product Category on Product Evaluation, *Journal of Management Science*, 34(2), 129-143. (CSSCI; 5-year IF: 8.79) In Chinese, DOI: [10.3969/j.issn.1672-0334.2021.02.010](https://doi.org/10.3969/j.issn.1672-0334.2021.02.010)

Ziwei Luo, Xiaoxia Huang, **Siyun Chen**, Haiying Wei, & Defeng Yang (2017). The Relationship between

Corporate Social Responsibility Types and Brand Hypocrisy. *Advances in Psychological Science*, 25(10), 1642-1655. (CSSCI; 5-year IF: 2.60) In Chinese, DOI: [10.3724/SP.J.1042.2017.01642](https://doi.org/10.3724/SP.J.1042.2017.01642)

Liu, Fengjun, Lu Meng, **Siyun Chen**, Shen Duan (2020). The Impact of Network Celebrities' Information Source Characteristics on Purchase intention. *Chinese Journal of Management*, 17(1), 94-104. (CSSCI, IF: 4.11) In Chinese, DOI: [10.3969/j.issn.1672-884x.2020.01.011](https://doi.org/10.3969/j.issn.1672-884x.2020.01.011)

Meng, Lu, Fengjun Liu, **Siyun Chen**, & Shen Duan (2020). Can I Evoke You? A Study on the Influence Mechanism of Information Source Characteristics of Different Types of Live Broadcasting Celebrity on Consumers' Willingness to Purchase. *Nankai Business Review International*, 23(1), 131-141. (CSSCI, IF: 8.79) In Chinese, DOI: [10.3969/j.issn.1008-3448.2020.01.013](https://doi.org/10.3969/j.issn.1008-3448.2020.01.013)

Meng, Monroe[#], Shen Duan[#], Yijun Zhao^{*}, Kevin Lü, & **Siyun Chen** (2021). The Impact of Online Celebrity in Livestreaming E-Commerce on Purchase Intention from The Perspective of Emotional Contagion. *Journal of Retailing and Consumer Services*, 63(11), 102733. (SSCI, JCR-Q1; 5-year IF: 7.69) In English, DOI: [10.1016/j.jretconser.2021.102733](https://doi.org/10.1016/j.jretconser.2021.102733)

Notes: CSSCI indicates Chinese Social Sciences Citation Index; * indicates corresponding author; # indicates co-first authorship.

CONFERENCE PRESENTATIONS

Chen, Siyun, & Xinliang Wei (2020), "Waiting for a Download: The Effects of Congruency Between Anthropomorphic Cues and Shopping Motivation on Consumer Patience", *Advances in Consumer Research*, Vol. 48, 1188.

Chen, Siyun, & Haiying Wei (2019), "16P Belief in Karma Moderates the Effect of Mortality Salience on Indulgent Consumption", *Advances in Consumer Research*, Vol. 47, 963.

Chen, Siyun, & Haiying Wei (2019), "9K the Effects of Moral Appeal and Social Perception on Effectiveness in Generating Charitable Support", *Advances in Consumer Research*, Vol. 47, 963.

RESEARCH IN PROGRESS

Linking Temporal Landmarks to Voluntary Simplicity: The Mediating Roles of Self-Transcendence and Self-Enhancement, *Journal of Business Ethics (SSCI)*, Under Review

Simplicity is Beauty: The Influence of Pandemic Threat on Preference for Visually Simple Products, *Chinese Journal of Applied Psychology (CSSCI)*. Under Revision

Two Facets of Consumer Minimalism: Unveiling the Role of Pathogen Cues on Pro-self and Pro-environmental Consumption, *Journal of Environmental Psychology (SSCI)*, Data Collection in Progress

Signaling Health: How and When Visually Simplicity of Food Package Affects Health Consumption, *Appetite (SSCI)*, Data Collection in Progress

Minimal Lifestyle, Maximal Effort: How Consumer Minimalism Affects Preferences for High-Effort Products, *Journal of Business Research (SSCI)*, Data Collection in Progress

Small is Beautiful: Shaping Preference for Capsule Hotels Using Minimalistic Lifestyle Appeals Congruent with Brand Personality, *Tourism Management (SSCI)*, Under Review

LANAGUAGE SKILLS

IELTS Listening 7.0, Speaking 6.0, Writing 6.5, Reading 7.0

Asia Pacific International Certified Translation Officer (ICSTI III)

PRACTICE EXPERIENCE

Business Analytic Intern of Mars Foods (China) Co. Ltd. – 2017

Reviewer of Foreign Economics & Management – 2018

Member of Association for Consumer Research (ACR) – 2019, 2020

Member of Society for Consumer Psychology (SCP) – 2021

AWARDS AND HONORS

National Scholarship –2015, 2017, 2018, 2019

Excellence Award in The Academic Essay Contest in Guangdong Business School – 2016

The Third Prize of National News & Communication Graduate Student Forum – 2016

The First-Class Scholarship of Jinan University – 2017, 2018, 2019, 2020

Scholarship from China Scholarship Council (CSC) – 2020