

JING WAN

Department of Marketing and Consumer Studies
Macdonald Institute
University of Guelph
Guelph, Ontario, N1G 2W1
Canada

Phone: 519-824-4120 ext. 54887
Email: jingwan@uoguelph.ca

ACADEMIC APPOINTMENTS

Associate Professor of Marketing, 2025-present
Gordon S. Lang School of Business and Economics, University of Guelph

Assistant Professor of Marketing, 2019-2025
Gordon S. Lang School of Business and Economics, University of Guelph

Assistant Professor of Marketing and Rosalind Franklin Fellow, 2015-2019
Faculty of Economics and Business, University of Groningen

EDUCATION

Ph.D., Marketing, 2015
University of Toronto, Toronto, Canada

Honors B.Sc., Psychology, 2009
University of Toronto, Toronto, Canada

PUBLICATIONS

Wan, Jing and Mehak Bharti (2025), "From Price to Quantity: Redefining How Consumers Pay the Ethical Premium", *Journal of Business Ethics*
<https://doi.org/10.1007/s10551-025-06178-4>

Wan, Jing and Pankaj Aggarwal (2024), "A Second Life for Second-hand Products: The Role of Anthropomorphism and Taboo Trade-offs", *European Journal of Marketing*, 58(13), 184-204.
<https://doi.org/10.1108/EJM-05-2023-0316>

Storch, Julia, Jing Wan, and Koert van Ittersum (2024), "Resolving Self-Control Dilemmas: The Role of Pride and Guilt", *Emotion Review*, 17(2), 67-80.
<https://doi.org/10.1177/17540739241278610>

Fatemi, Hajar and Jing Wan (2024), "A Natural Fit: Exposure to Nature Influences Regulatory Focus", *European Journal of Marketing*, 58(8), 1888-1909.

<https://doi.org/10.1108/EJM-01-2022-0054>

Wan, Jing, Katina Kulow, and Kirsten Cowan (2022), "It's Alive! Increasing Protective Action Against the Coronavirus Through Anthropomorphism and Construal," *Journal of the Association for Consumer Research*, 7(1). (Equal authorship)

<https://doi.org/10.1086/711849>

Storch, Julia, Jing Wan, and Koert van Ittersum (2020), "Propelling Pride to Promote Healthy Food Choices Among Entity and Incremental Theorists," *Appetite*, 155.

<https://doi.org/10.1016/j.appet.2020.104841>

Bösehans, Gustav, Jan Willem Bolderdijk, and Jing Wan (2020), "Pay More, Fly More? Examining the Potential Guilt-reducing and Flight-encouraging Effect of an Integrated Carbon Offset," *Journal of Environmental Psychology*, 71.

<https://doi.org/10.1016/j.jenvp.2020.101469>

Wan, Jing, (2018), "Paying the Doughboy: The Effect of Time and Money Mindsets on Preference for Anthropomorphized Products," *Journal of the Association for Consumer Research*, 3(4), 466-476.

<https://doi.org/10.1086/699673>

Wan, Jing and Pankaj Aggarwal, (2015), "Befriending Mr. Clean: The Role of Anthropomorphism in Consumer Brand Relationships," in *Strong Brands, Strong Relationships*, ed. Susan Fournier, Michael Breazeale, and Jill Avery, Oxford, UK: Routledge.

<https://doi.org/10.4324/9781315767079-20>

Lee, Spike W. S., Honghong Tang, Jing Wan, Xiaoqin Mai, and Chao Liu, (2015), "A Cultural Look at Moral Purity: Wiping the Face Clean," *Frontiers in Psychology*, 6: 577.

<https://doi.org/10.3389/fpsyg.2015.00577>

CONFERENCE PRESENTATIONS (* - denotes student)

Jing Wan, and Mehak Bharti, 2024, "Bridging the Green Gap: Increasing the Purchase of Ethical Products Through Transparent Quantity Reduction", paper presented at the *Behavioural Insights into Business for Social Good Conference*, Vancouver, British Columbia

Jing Wan, and Mehak Bharti, 2024, “Bridging the Green Gap: Increasing the Purchase of Ethical Products Through Transparent Quantity Reduction”, paper presented at the *Southern Ontario Behavioural Decision Research Conference*, Toronto, Ontario

Steiner, Erik*, Jing Wan, and Juan Wang, 2024, “Evaluation of Multi-functional Products: The Effect of Anthropomorphism on Cognitive Strain”, poster presented at the *Society for Consumer Psychology*, Nashville, Tennessee

Steiner, Erik*, Jing Wan, and Juan Wang, 2023, “Evaluation of Multi-functional Products: The Effect of Anthropomorphism on Cognitive Strain”, poster presented at the *Association for Consumer Research*, Seattle, Washington

Fatemi, Hajar and Jing Wan, 2023, “A Natural Fit: Exposure to Nature Influences Regulatory Focus,” paper presented at the *La Londe Conference for Marketing Communication and Consumer Behavior*, Îles d'Hyères, France

Fatemi, Hajar and Jing Wan, 2021, “A Natural Fit: Exposure to Nature Influences Regulatory Focus,” paper presented at the *Association for Consumer Research*, Virtual Conference

Kato, Cassia Bianca*, Jing Wan, and Juan Wang, 2021, “Anthropomorphism and Virtual Assistants' Mistakes: Who is to Blame?” poster presented at the *Association for Consumer Research*, Virtual Conference

Kato, Cassia Bianca*, Jing Wan, and Juan Wang, 2021, “Anthropomorphism and Virtual Assistants' Mistakes: Who is to Blame?” poster presented at the *Southern Ontario Behavioural Decision Research Conference*, Virtual Conference

Storch, Julia*, Jing Wan, and Koert van Ittersum, 2020, “Propelling pride to promote healthy food choices among entity and incremental theorists,” paper presented at the *Association for Consumer Research*, Virtual Conference

Wan, Jing and Pankaj Aggarwal, 2019, “Products are people too! Avoiding taboo trade-offs with anthropomorphized products,” paper presented at the *Association for Consumer Research*, Atlanta, Georgia

Storch, Julia*, Jing Wan, and Koert van Ittersum, 2019, “Source Matters: the Effect of Integral Versus Incidental Pride on Consumer Self-Control,” poster presented at the *Association for Consumer Research*, Atlanta, Georgia

Wan, Jing and Pankaj Aggarwal, 2019, "Products are people too! Avoiding taboo trade-offs with anthropomorphized products," paper presented at the *La Londe Conference for Marketing Communication and Consumer Behavior*, La Londe les Maures, France

Wan, Jing, Pankaj Aggarwal, and Min Zhao, 2018, "To Trace is to Trust: Consumers' Response to Product Traceability," paper presented at the *Association for Consumer Research*, Dallas, Texas

Storch, Julia*, Koert van Ittersum, and Jing Wan, 2018, "Mixed Feelings, Mixed Baskets: How Emotions of Pride and Guilt Drive the Relative Healthiness of Sequential Food Choices," poster presented at the *Association for Consumer Research*, Dallas, Texas

Wan, Jing, Pankaj Aggarwal, and Min Zhao, 2018, "To Trace is to Trust: Consumers' Response to Product Traceability," paper presented at the *Brands and Brand Relationships Conference*, Boston, Massachusetts

Wan, Jing, Pankaj Aggarwal, and Min Zhao, 2017, "To Trace is to Trust: Consumers' Response to Product Traceability," paper presented at the *European Marketing Academy Conference*, Groningen, The Netherlands

Wan, Jing, Pankaj Aggarwal, and Min Zhao, 2017, "To Trace is to Trust: Consumers' Response to Product Traceability," paper presented at the *Society for Consumer Psychology*, San Francisco, California

Wan, Jing and Pankaj Aggarwal, 2015, "Spending Time with Mr. Lexus and Paying Money to Doughboy: The Effect of Time vs. Money on Preference for Anthropomorphized Products," paper presented at the *Society for Consumer Psychology*, Phoenix, Arizona

Wan, Jing and Pankaj Aggarwal, 2014, "Spending Time with Mr. Lexus and Paying Money to Doughboy: The Effect of Time vs. Money on Preference for Anthropomorphized Products," paper presented at the *Association for Consumer Research*, Baltimore, Maryland

Wan, Jing and Pankaj Aggarwal, 2014, "Giving Money versus Giving Time: The Effect of Compensation on Evaluations of Transgressions," paper presented at the *Annual Ivey Symposium on Consumer Behavior*, London, Ontario

Wan, Jing and Pankaj Aggarwal, 2013, "Giving Money versus Giving Time: The Effect of Compensation on Evaluations of Transgressions," paper presented at the *Association for Consumer Research*, Chicago, Illinois

Chan, Eugene and Jing Wan, 2013, "Color Me Morally: White and Black Products Influence Prosocial Behaviors," paper presented at the *Association for Consumer Research*, Chicago, Illinois

Wan, Jing and Pankaj Aggarwal, 2013, "Giving Money versus Giving Time: The Effect of Compensation on Evaluations of Transgressions," poster presented at the *Society for Judgment and Decision Making*, Toronto, Ontario

Chan, Eugene and Jing Wan, 2013, "Color Me Morally: White and Black Products Influence Prosocial Behaviors," poster presented at the *Society for Personality and Social Psychology*, New Orleans, Louisiana

Chan, Eugene and Jing Wan, 2012, "Color Me Morally: White and Black Products Influence Prosocial Behaviors," paper presented at the *Society for Judgment and Decision Making*, Minneapolis, Minnesota

Wan, Jing, 2009, "The Effect of Learning Goals and Error Management Training on Performance," poster presented at the *Thirty-ninth Annual Undergraduate Psychology Thesis Conference*, Hamilton, Ontario

INVITED TALKS

Marketing Department Research Brown Bag Seminar, Toronto Metropolitan University, Canada, 2024

Lang Sustainability Conference, University of Guelph, Canada, 2021

JACR Flash COVID-19 Research Webinar, *Virtual*, 2020

Digital Transformation and Value Creation Research Group, University of Cologne, Germany, 2018

Inaugural conference, Centre for Philosophy, Politics and Economics, University of Groningen, The Netherlands, 2017

TEACHING

University of Guelph

Instructor

- Consumer Psychology (undergraduate)
- Consumer Information Processing (undergraduate)
- Consumption Behaviour Theory 2 (graduate)
- Marketing & Consumer Studies Seminar (graduate)

University of Groningen

Instructor

- Behavioral Decision Making (undergraduate)
- International Marketing (undergraduate)
- Consumer Psychology (graduate)
- Marketing Communications (graduate)

ACADEMIC HONOURS

Research Grants

- SSHRC Insight Development Grant, 2021 - \$52,062
- SSHRC SIG Explore grant, 2021 - \$2,500
- E-Alliance 2020 RFP grant, 2020 - \$20,000
- SSHRC SIG Exchange grant, 2019 - \$1,500
- Michael Lee-Chin Family Institute for Corporate Citizenship Grant, University of Toronto, 2015 - \$10,000

Fellowships and Scholarships

- Rosalind Franklin Fellow, University of Groningen, 2015-2019
- Ontario Graduate Scholarship, 2014-2015
- AMA-Sheth Doctoral Consortium Fellow, Northwestern University, 2014
- University of Toronto Canadian Credit Management Foundation Fellowship, 2013-2014
- School of Graduate Studies Conference Scholarship, University of Toronto, 2012-2013
- Rotman School of Management Fellowship, University of Toronto, 2009-2013

- Dorothy Pratt Scholarship, University of Toronto, 2009

Awards

- Research Excellence Award, University of Guelph, 2025
- Finalist for the Newcomer of the Year Award for Teaching, Faculty of Economics and Business, University of Groningen, 2017
- Dean's List, University of Toronto, 2005-2009

UNIVERSITY SERVICE

University of Guelph

- Marketing and Consumer Studies Graduate Program Committee
- Marketing Management Undergraduate Curriculum Committee

University of Groningen

- Programme Committee of the Faculty of Economics and Business for the degree programme MSc Marketing
- Behavioural Lab committee

ACADEMIC SERVICE

Ad-hoc reviewing

Journal of Business Ethics
Health Communications
Acta Psychologica
Journal of Business Research
Nature Sustainability
Canadian Journal of Administrative Sciences
Journal of Creative Communications
Journal of Interactive Marketing
International Journal of Technology Marketing
Journal of Macromarketing
Journal of the Association for Consumer Research
Journal of Consumer Research
European Marketing Academy Conference
Association for Consumer Research Conference
Society for Consumer Psychology Conference

ACADEMIC AFFILIATIONS

Association for Consumer Research
Association for Psychological Science
European Marketing Academy
Society for Consumer Psychology
Society for Judgment and Decision Making