

# Stephanie C. Lin

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## Academic Positions

Assistant Professor of Marketing  
*INSEAD* July 2020—present  
Singapore

Assistant Professor of Marketing  
*Lee Kong Chian School of Business, Singapore Management University* July 2017—June 2020  
Singapore

## Education

Ph.D., Behavioral Marketing (Ph.D. minor, Psychology)  
*Stanford Graduate School of Business, Stanford University* June 2017  
Stanford, CA

B.A., Psychology and Chinese, *magna cum laude*  
*Williams College* May 2008  
Williamstown, MA

## Research Interests

The Self and Self-Regulation  
Prosocial Behavior and Morality  
Social Influence  
Joint Goal Pursuit and Sabotage

## Publications

Lin, Stephanie C., Taly Reich, and Tamar A. Kreps (forthcoming), “Feeling Good or Feeling Right: Sustaining Emotion in Response to Human Suffering,” *Journal of Marketing Research*, doi.org/10.1177/00222437221126917

Lin, Stephanie C. and Dale T. Miller (2021), “Dynamic Moral Choice: Revisiting Moral Hypocrisy,” *Organizational Behavior and Human Decision Processes*, 164, 204-217.

Huang, Szu-chi, Stephanie C. Lin, and Ying Zhang (2019), “When Individual Goal Pursuit Turns Competitive: How We Sabotage and Coast,” *Journal of Personality and Social Psychology*, 117(3), 605-620.

Lin, Stephanie C. and Taly Reich (2018), “To Give or Not to Give? Choosing Chance Under Moral Conflict,” *Journal of Consumer Psychology* (Special Issue: Marketplace Morality), 28(2), 211-233.

Liu, Peggy J.\* and Stephanie C. Lin\* (2018), “Projecting Lower Competence to Maintain Moral Warmth in the Avoidance of Prosocial Requests,” *Journal of Consumer Psychology*, 28(1), 23-29. (\*equal contribution)

Lin, Stephanie C., Julian J. Zlatev, and Dale T. Miller (2017), "Moral Traps: When Self-serving Attributions Backfire in Prosocial Behavior," *Journal of Experimental Social Psychology*, 70, 198-203.

Lin, Stephanie C., Rebecca L. Schaumberg, and Taly Reich (2016), "Sidestepping the Rock and the Hard Place: The Private Avoidance of Prosocial Requests," *Journal of Experimental Social Psychology*, 64, 35-40.

Open Science Collaboration (2015), "Estimating the Reproducibility of Psychological Science," *Science*, 349(6251), aac4716.

Mayer, John D., Stephanie C. Lin, and Maria Korogodsky (2011), "Exploring the Universality of Personality Judgments: Evidence from the Great Transformation (1000 BCE–200 BCE)," *Review of General Psychology*, 15(1), 65-76.

## **Under Review**

Xue, Sherrie Ying Ying,\* Stephanie C. Lin, and Christilene du Plessis, "Effects of Male Intimacy Avoidance on Consumption," under review.

Lin, Stephanie C., Julian J. Zlatev, and Dale T. Miller, "It Wouldn't Have Mattered Anyway': When Overdetermined Outcomes Justify Our Sins," under review.

## **Chapters**

Huang, Szu-chi and Stephanie C. Lin, "Competition and Goal Pursuit: A Temporally Dynamic Model," (2022) in *Oxford Handbook on the Psychology of Competition*, eds. Stephen M. Garcia and Avishalom Tor, Oxford University Press.

## **Working Papers**

Lin, Stephanie C., Taly Reich, and Tamar A. Kreps, "Violations of Sacredness in Information Sequencing on Social Media."

Lin, Stephanie C., Kaitlin Woolley, and Peggy J. Liu, "Virtuously Virtuous?"

Lin, Stephanie C., S. Christian Wheeler, and Sherrie Ying Ying Xue, "Have Your Cake and Make Her Eat It Too: Influencing One's Social Influence to Justify Indulgence."

Lin, Stephanie C., S. Christian Wheeler, and Szu-chi Huang, "Being Better or Being Good: Sabotaging Others While Maintaining Moral Self-Integrity."

Lin, Stephanie C.\* and Peggy J. Liu\*, "Hiding Virtuousness from Low Self-Control Others" (\*equal contribution).

*Awarded the student travel award at SPSP Self-Regulation Preconference.*

## **In Progress**

Lin, Stephanie C., and Rebecca L. Schaumberg, "Identity Entitlement and Poser Avoidance."

Rebecca L. Schaumberg and Stephanie C. Lin, "Partitioning Prosocial Acts to Increase Moral Praise."

Xue, Sherrie Ying Ying,\* Stephanie C. Lin, Pierre Chandon, and Andde Indaburu, "Ordering More and Eating Less: Effects of Preservation Containers on Food Ordering and Consumption Decisions."

Lin, Stephanie C., Hannah H. Chang, and Adelle X. Yang, "Redundancy Aversion."

Lin, Stephanie C. and Tamar A. Kreps, "Emotional Entitlement."

Lin, Stephanie C., Taly Reich, and Tamar A. Kreps, "When Emotions Evoke Moral Self-Threat."

## Honors and Awards

**Dean's Teaching Honour List** 2019, 2020  
*Singapore Management University*

**Ministry of Education Tier 1 (Category A) Grant** (No. 18-C207-SMU-005: The Psychology of Impulsive Desire in Consumption, \$29,960 SGD) 2019  
*Singapore Management University*

**Ministry of Education Tier 1 (Category A) Grant** (No. 18-C207-SMU-008: Consumption in Emotions, Self-Regulation and Moral Character, \$27,203 SGD) 2018  
*Singapore Management University*

**Best Poster Award** 2014  
*Institute for Research in the Social Sciences Poster Fair, Stanford University*

**Doctoral Support Fellowships (various)** 2011–2016  
*Stanford Graduate School of Business*

**Phi Beta Kappa** 2008  
*Williams College*

**Wilmers 1990 Memorial Student Travel Abroad Fellowship** 2007  
*Williams College*

## Chaired Symposia

Lin, Stephanie C., "Judgment and Decision Biases in the Signaling of Virtue." Chaired symposium, *Society for Consumer Psychology*. Savannah, GA: February 2019.

Lin, Stephanie C., "When Modern Consumers Face Moral Violations." Chaired symposium, *Association for Consumer Research*. San Diego, CA: October 2017.

Lin, Stephanie C., "When Do We Want a Partner in Crime?" Chaired symposium, *Society for Consumer Psychology*. Phoenix, AZ: February 2015.

## Conference Presentations (\*presenter)

Xue, Sherrie Ying Ying,\* Stephanie C. Lin, Pierre Chandon, and Andde Indaburu, “Ordering More and Eating Less: Effects of Preservation Containers on Food Ordering and Consumption Decisions.” Paper presented at *Association for Consumer Research*, Denver: October 2022.

Schaumberg, Rebecca L.\* and Stephanie C. Lin, “Partitioning Prosocial Acts to Increase Moral Praise.” Paper presented at Academy of Management, August 2022.

Lin, Stephanie C.\*, and Rebecca L. Schaumberg, “Identity Entitlement and Poser Avoidance.” Paper presented at HEC-INSEAD-ESSEC Seminar, Singapore and France: March 2022.

Xue, Sherrie Ying Ying,\* Stephanie C. Lin, and Christilene du Plessis, “Too Close for Comfort: Effects of Male Intimacy Avoidance on Consumption.”\*\* Paper presented at *Society for Consumer Research*, Virtual: February 2022.

\*\*Recipient of best talk of track award

Xue, Sherrie Ying Ying,\* Stephanie C. Lin, Pierre Chandon, and Andde Indaburu, “Ordering More and Eating Less: Effects of Preservation Containers on Food Ordering and Consumption Decisions.” Poster presented at *Society for Consumer Research*, Virtual: February 2022.

Bao, Xueqi,\* Babu Gounder, and Stephanie C. Lin, “Quantity Discount Aggravates Consumers’ Lonely Feelings.” Poster presented at *Society for Consumer Research*, Virtual: February 2022.

Xue, Sherrie Ying Ying,\* Stephanie C. Lin, and Christilene du Plessis, “Too Close for Comfort: Effects of Male Intimacy Avoidance on Consumption.” Paper presented at *Association for Consumer Research*, Virtual: October 2021.

Lin, Stephanie C., S. Christian Wheeler, and Sherrie Ying Ying Xue\*, “Have Your Cake and Make Her Eat It Too: Influencing One’s Social Influence to Justify Indulgence.” Paper presented at *Association for Consumer Research*, Virtual: October 2020.

Lin, Stephanie C.\*, Kaitlin Woolley, and Peggy J. Liu, “To Look Good or To Be Good? Holding (but Hiding) Non-Virtuous Motivations for Health Goals” Paper presented at *Association for Consumer Research*, Virtual: October 2020.

Xue, Sherrie Ying Ying\* and Stephanie C. Lin, “Men Don’t Share Food: Intimacy Avoidance in Dyadic Consumption.” Poster presented at *Society for Consumer Psychology*, Huntington Beach: March 2020.

Lin, Stephanie C., S. Christian Wheeler, and Szu-chi Huang\*, “Being Better or Being Good: Sabotaging Others While Maintaining Self-Integrity.” Paper presented at *Society for Personality and Social Psychology*, New Orleans: LA: February 2020.

Xue, Sherrie Ying Ying\* and Stephanie C. Lin, “Men Don’t Share Food: Intimacy Avoidance in Dyadic Consumption.” Paper presented at *International Symposium of Attitude Research, Innovation, and Management (data blitz)*, Shanghai, CN: September 2019.

- Lin, Stephanie C.\*, Kaitlin Woolley, and Peggy J. Liu, "Actual and Ought Motivations in Pursuing Health Goals." Paper presented at *International Symposium of Attitude Research, Innovation, and Management*, Shanghai, CN: September 2019.
- Jun, Sora\*, Stephanie C. Lin, and Naomi Fa-kaji, "Suboptimal Tokens." Paper presented at *International Association for Conflict Management*. Dublin, Ireland: July 2019.
- Lin, Stephanie C.\* and Tamar A. Kreps, "Emotional Entitlement." Paper presented at *Society for Consumer Psychology*. Savannah, GA: February 2019.
- Lin, Stephanie C.\*, Julian J. Zlatev, and Dale T. Miller, "It Wouldn't Have Mattered Anyway': When Overdetermined Outcomes Justify Our Sins." Paper presented at *Society for Consumer Psychology*. Savannah, GA: February 2019.
- Lin, Stephanie C.\*, Taly Reich, and Tamar A. Kreps, "Feeling Right or Feeling Good: When Emotions Evoke Moral Self-Threat." Paper presented at *Society for Consumer Psychology*. Savannah, GA: February 2019.
- Lin, Stephanie C.\*, Taly Reich, and Tamar A. Kreps, "Feeling Right or Feeling Good: When Emotions Evoke Moral Self-Threat." Paper presented at *NUS Mini Conference*. Singapore: February 2019.
- Lin, Stephanie C.\*, Julian J. Zlatev, and Dale T. Miller, "It Wouldn't Have Mattered Anyway': The Motivated Search for Outcome-Based Justifications." Paper presented at *Society for Consumer Psychology Boutique: Vice and Virtue*. Sydney, Australia: January 2018.
- Lin, Stephanie C.\* and Taly Reich, "Choosing Fate Under Moral Conflict." Paper presented at *Society for Consumer Psychology Boutique: Vice and Virtue*. Sydney, Australia: January 2018.
- Lin, Stephanie C.\*, Taly Reich, and Tamar A. Kreps, "When Feeling Good Feels Wrong: Avoiding Hedonic Consumption when it Reflects Immoral Character." Paper presented at *Association for Consumer Research*. San Diego, CA: October 2017.
- Lin, Stephanie C.\*, Taly Reich, and Tamar A. Kreps, "When Feeling Good Feels Wrong: Avoiding Hedonic Consumption when it Reflects Immoral Character." Paper presented at *Society for Consumer Psychology Boutique: Motivation and Emotion*. New York, NY: June 2017.
- Huang, Szu-chi\*, Stephanie C. Lin, and Ying Zhang. "Hurting You Hurts Me More: An Exploration of Sabotaging in Shared Goal Pursuit." Paper to be presented at *Society for Consumer Psychology Boutique: Motivation and Emotion*. New York, NY: June 2017.
- Huang, Szu-chi, Stephanie C. Lin\*, and Ying Zhang. "Hurting You Hurts Me More: An Exploration of Sabotaging in Shared Goal Pursuit." Paper presented at *Society for Consumer Psychology*, San Francisco, CA: February 2017.

- Liu, Peggy J., and Stephanie C. Lin\*, “Lowering Perceived Competence to Justify Avoidance of Prosocial Behavior.” Paper presented at *Society for Consumer Psychology*, San Francisco, CA: February 2017.
- Lin, Stephanie C. and Peggy J. Liu\*, “Anticipating Dual Ways in Which Upward Social Comparison Will Influence Others.” Paper presented at *Society for Consumer Psychology*, San Francisco, CA: February 2017.
- Lin, Stephanie C., Julian J. Zlatev\*, and Dale T. Miller, “‘It Wouldn’t Have Mattered Anyway’: The Motivated Search for Incidental Justifications.” Paper presented at *International Society for Justice Research*. Canterbury, UK: July 2016.
- Lin, Stephanie C., and Peggy J. Liu\*, “Anticipating Dual Ways in Which Upward Social Comparison Will Influence Others: When and Why Consumers Display High Self-Control to Others.” Paper presented at the *Women in Business Academia Conference, University of Pennsylvania – The Wharton School*. Philadelphia, PA: April 2016.
- Lin, Stephanie C.\*, Taly Reich, and Tamar A. Kreps, “When Feeling Good Feels Wrong: Avoiding Hedonic Consumption When It Reflects Immoral Character.” Paper presented at *Society for Personality and Social Psychology*. San Diego, CA: January 2016.
- Lin, Stephanie C., and Peggy J. Liu\*, “Anticipating Dual Ways in Which Upward Social Comparison Will Influence Others: When and Why Consumers Display High Self-Control to Others.” Paper presented at the *Self-Regulation Pre-conference, Society for Personality and Social Psychology*. San Diego, CA: January 2016.
- Lin, Stephanie C., and Peggy J. Liu\*, “Anticipating Dual Ways in Which Upward Social Comparison Will Influence Others: When and Why Consumers Display High Self-Control to Others.” Poster presented at *Society for Personality and Social Psychology*. San Diego, CA: January 2016.
- Lin, Stephanie C.\* and S. Christian Wheeler “Have Your Cake (and Make Her Eat Two): Creating Localized Descriptive Norms to Justify Indulgence.” Paper presented at *Society for Consumer Psychology*. Phoenix, AZ: February 2015.
- Lin, Stephanie C.\* and Rebecca L. Schaumberg, “The Avoidance of Moral Obligation.” Poster presented at *Association for Consumer Research*. Baltimore, MD: October 2014.
- Lin, Stephanie C.\*, S. Christian Wheeler, and Szu-chi Huang, “Have Your Cake and Make Her Eat it Too: Sabotaging Others While Maintaining Moral Self-Integrity.” Paper presented at *Association for Consumer Research*. Baltimore, MD: October 2014.
- Lin, Stephanie C.\*, S. Christian Wheeler, and Szu-chi Huang, “Being Better or Being Good: Conflicting Self-Evaluation Motivations in the Multifaceted Self.” Paper presented at *Academy of Management*. Philadelphia, PA: August 2014.
- Lin, Stephanie C.\*, S. Christian Wheeler, and Szu-chi Huang, “Have Your Cake and Make Her Eat it Too: Sabotaging Others While Maintaining Moral Self-Integrity.” Paper presented at the *Trans-Atlantic Doctoral Conference*. London, UK: May 2014.

Lin, Stephanie C.\*, S. Christian Wheeler, and Szu-chi Huang, “Have Your Cake and Make Her Eat it Too: Sabotaging Others While Maintaining Moral Self-Integrity.” Poster presented at *Society for Personality and Social Psychology*. Austin, TX: February 2014.

Lin, Stephanie C.\*, S. Christian Wheeler, and Szu-chi Huang, “Have Your Cake and Make Her Eat it Too: Sabotaging Others While Maintaining Moral Self-Integrity.” Paper presented at the *Berkeley-Stanford Organizational Behavior Conference*. Stanford, CA: February 2014.

Lin, Stephanie C.\*, S. Christian Wheeler, and Zakary Tormala, “But What Do I Know?: The Metacognitive Processes of Those with Low Self-Esteem.” Poster presented at *Association for Consumer Research*. Chicago, IL: October 2013.

Lin, Stephanie C.\* and S. Christian Wheeler, “From Grin to Grimace: A Nuanced Test of the Facial Feedback Hypothesis.” Poster presented at the *Embodiment Preconference, Society for Personality and Social Psychology*. New Orleans, LA: January 2012.

## Invited Talks

Stanford Alumni Conference	2022
University of Rochester, Simon School of Business, Marketing department	2022
INSEAD (Singapore campus), Marketing department	2019
Singapore Management University, Big Questions Conference: Happiness & Suffering	2019
Singapore Management University, Behavioural Sciences Institute	2019
Arizona State University, Marketing department	2018
Korea University Business School, Marketing department	2018
Hong Kong University, Marketing department	2018
Hong Kong University of Science and Technology, Marketing department	2018
National University of Singapore, Psychology department	2017
University of Michigan, Ross School of Business, Marketing department	2016
Singapore Management University, Lee Kong Chian School of Business, Marketing department	2016

## Teaching

<b>Brand Management</b> , Master’s in Management Program <i>Assistant Professor, INSEAD</i>	2021–present
<b>Brand Management</b> , MBA Program <i>Assistant Professor, INSEAD</i>	2021–present
<b>Consumer Behaviour</b> , Undergraduate Level <i>Assistant Professor, Singapore Management University</i> <ul style="list-style-type: none"><li>• Instructor evaluations: 2019, 6.59/7; 2020, 6.63/7</li><li>• Dean’s Honour List (Top Faculty Members), 2019, 2020</li></ul>	2018–2020
<b>Consumer Behaviour</b> , Ph.D. Seminar (team taught) <i>Assistant Professor, Singapore Management University</i>	2019
<b>Stanford Aerobics and Yoga</b> <i>Yoga Instructor, Financial Officer (2014-2015), Stanford University</i>	2014–2017

**Marketing Management** 2014, 2015  
*Course Assistant, S. Christian Wheeler, Stanford GSB*

**Behavioral Decision Theory** 2013, 2014  
*Grader, Itamar Simonson, Stanford GSB*

**Chinese Language (Levels 1, 2, and 3, four sections total)** 2009–2010  
*Chinese Instructor, Academic Advisor, Dorm Resident, Phillips Exeter Academy*

**Introduction to Chinese Language** 2009  
*Chinese Instructor, BAE Systems, Merrimack, NH*

**Chinese Language (Level 1, two sections total)** 2008–2009  
*Chinese Teaching Intern, Dorm Resident, Phillips Exeter Academy*

**English (8<sup>th</sup> grade)** 2008  
*Teaching Assistant, Mount Greylock Regional High School, Williamstown, MA*

### **Service at INSEAD**

SCL (Ph.D. student lab group) founder and organizer 2021–present  
Marketing Insights Lab co-coordinator 2021–present  
Advisor to Ph.D. student, Sherrie Xue (Ying Ying) 2021–present

### **Service at Singapore Management University**

Subject pool co-coordinator 2019–2020  
Advisor to Ph.D. student, Sherrie Xue (Ying Ying) 2019–2021  
Marketing department social co-chair 2019

### **Editorial Boards**

*Journal of Consumer Psychology* to begin 2023

### **Ad Hoc Reviewing**

*Journal Reviewing*

Journal of Consumer Research  
Journal of Marketing Research  
Journal of Consumer Psychology  
Journal of the Association for Consumer Research  
Journal of Experimental Social Psychology  
Personality and Social Psychology Bulletin  
International Journal of Research in Marketing  
Journal of Applied Social Psychology  
Social Psychological and Personality Science  
Journal of Business Research  
Social Cognition



Collabra: Psychology  
European Journal of Social Psychology  
British Journal of Social Psychology  
Psychology Research and Behavior Management

### *Conference Reviewing*

Association for Consumer Research	2019-22
Society for Consumer Psychology	2019-22
EMAC Annual Conference	2022
EMAC Regional Conference	2022

### *Conference Program Committee*

Society for Consumer Psychology	2019-22
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## **Other Service to the Academic Community**

Island CB Lab, <i>Founder, Organizer</i> , Singapore	2019–2021
10 <sup>th</sup> Annual China-India Insights Conference, <i>Discussant</i> , Singapore	2018
Consumer Behavior Journal Club, <i>Organizer</i> , SMU LKCSB	2018–2019
PhD Organization of Women, <i>Invited guest panelist</i> , Stanford GSB	Oct 2017
Behavioral Marketing Work in Progress Seminar, <i>Organizer</i> , Stanford GSB	2016–2017
PhD Mentorship Program, <i>Mentor (Melanie Brucks)</i> , Stanford GSB	2015–2017
Association for Consumer Research Conference, <i>Yoga Instructor</i>	2015, 2017, 2018
Society for Consumer Psychology Conference, <i>Yoga Instructor</i>	2015, 2016
RHH Student Lab Group, <i>Co-founder, Co-director</i> , Stanford GSB	2011–2015
X-Lab (Christian Wheeler Lab), <i>Organizer</i> , Stanford GSB	2013–2014
Society of Experimental Social Psychology, <i>Student Volunteer</i> , Berkeley, CA	2013

## **References**

### **S. Christian Wheeler**

Professor of Marketing  
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### **Szu-chi Huang**

Associate Professor of Marketing  
Stanford Graduate School of Business  
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Stanford, California 94305  
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### **Dale T. Miller**

Professor of Organizational Behavior  
Stanford Graduate School of Business  
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