

Stephanie C. Lin

1 Ayer Rajah Ave.
INSEAD
Singapore 138676

email: stephanie.lin@insead.edu
web: www.stephanieclin.com
Mobile/WhatsApp: +65 8202 6774

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) June 2017*
Stanford Graduate School of Business, Stanford University *2019 adjusted for maternity
Stanford, CA

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

Research Interests

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

Publications

Lin, Stephanie C. (forthcoming), “Pathways to Avoiding Self-Sanction: How Consumers Give Themselves a PASS in Virtue Violations,” *Consumer Psychology Review*.

Schaumberg, Rebecca L., and Stephanie C. Lin (forthcoming), “Partitioned Prosociality: Why Giving a Large Donation Bit-by-Bit Makes People Seem More Committed to Social Causes,” *Journal of Experimental Psychology: General*.

Lin, Stephanie C., Taly Reich, and Tamar A. Kreps (2023), “Feeling Good or Feeling Right: Sustaining Emotion in Response to Human Suffering,” *Journal of Marketing Research*, 60(3), 543-563.

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

*denotes Ph.D. student advisee

Xue, Sherrie Ying Ying,* Stephanie C. Lin, and Christilene du Plessis, "Effects of Male Intimacy Avoidance on Consumption," under revision at *Psychological Science*.

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

Bao, Sookie (Xueqi)*, Stephanie C. Lin, and Amitava Chattopadhyay, "A Good Day for You, but a Bad Day for Promotion? The Unexpected Effects of Promoting after Posting on High Significance Life Events."

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

Lin, Stephanie C., Kaitlin Woolley, and Peggy J. Liu, "Disguising Appearance Motivations as a Health Journey."

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

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.”

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.”

In Progress

Lin, Stephanie C., Taly Reich, and Tamar A. Kreps, “Guilt as a Meta-Emotion.”

Lin, Stephanie C., Xueqi (Sookie) Bao, and Tamar A. Kreps, “Appropriateness of Emotions Depends on Perceived Entitlement.”

Doshi, Shemal, Stephanie C. Lin, and Hilke Plassmann, “How Temporal Re-Framing Shapes Adoption of Sustainable Products.”

Honors and Awards

Dean’s Commendation for Excellence in MBA Teaching 2024
INSEAD

Best Competitive Paper Award 2024
Asia-Pacific ACR

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., "Self-Authenticity and Aversion to Identity Signaling." *Asia-Pacific Association for Consumer Research*, Bali, Indonesia: July 2024.
- Lin, Stephanie C., "Consumer (Dis)identification: When Consumers Don't Identify with Consumption Behaviors." *Association for Consumer Research*, Seattle, WA: October 2023.
- 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, and Christilene du Plessis, "Avoiding (B)romantic Consumption: Unpacking the Stigma of Male Consumption Sharing." Paper presented at *Association for Consumer Research*. Paris, France: September 2024.
- Lin, Stephanie C., Xueqi (Sookie) Bao*, and Tamar A. Kreps, "Emotional Entitlement." Paper presented at *Association for Consumer Research*. Paris, France: September 2024.
- Lin, Stephanie C.*, and Rebecca L. Schaumberg, "Identity Entitlement and Poser Avoidance." Paper presented at Asia-Pacific Association for Consumer Research, Bali, Indonesia: July 2024.
- Bao, Sookie (Xueqi)*, Stephanie C. Lin, and Amitava Chattopadhyay, "A Good Day for You, but a Bad Day for Promotion? The Unexpected Effects of Promoting after Posting on High Significance Life Events."** Paper presented at Asia-Pacific Association for Consumer Research, Bali, Indonesia: July 2024.

***Recipient of best competitive paper award*

- 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 *International Association for Conflict Management*, Singapore: July 2024.
- Lin, Stephanie C.*, and Rebecca L. Schaumberg, "Identity Entitlement and Poser Avoidance." Paper presented at Society for Consumer Psychology, Nashville: March 2024.
- Bao, Sookie (Xueqi)*, Stephanie C. Lin, and Amitava Chattopadhyay, "A Good Day for You, but a Bad Day for Promotion? The Unexpected Effects of Promoting after Posting on High Significance Life Events." Paper presented at Society for Consumer Psychology, Nashville: March 2024.

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 Society for Consumer Psychology, Nashville: March 2024.

Lin, Stephanie C.*, and Rebecca L. Schaumberg, "Identity Entitlement and Poser Avoidance." Paper presented at Association for Consumer Research, Seattle: October 2023.

Bao, Sookie (Xueqi)*, Stephanie C. Lin, and Amitava Chattopadhyay, "A Good Day for You, but a Bad Day for Promotion? The Unexpected Effects of Promoting after Posting on High Significance Life Events." Paper presented at Association for Consumer Research, Seattle: October 2023.

Lin, Stephanie C. "Morally Appropriate Emotions." Paper presented at Choice Symposium, Fontainebleau: August 2023.

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 *La Londe*, French Riviera: May 2023.

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 Conference, 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 Psychology*, 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 Psychology*, Virtual: February 2022.

Bao, Xueqi,* Babu Gounder, and Stephanie C. Lin, "Quantity Discount Aggravates Consumers' Lonely Feelings." Poster presented at *Society for Consumer Psychology*, 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.
- Huang, Szu-chi* and Stephanie C. Lin*, “Competition and Goal Pursuit.” Chapter presented at *The Psychology of Competition, An Oxford Handbook Conference*, London, UK: December 2019.
- 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

Vanderbilt University, Marketing department	2024
Stanford Alumni Conference, Stanford University	2022
University of Rochester, Simon School of Business, Marketing department (virtual)	2022
INSEAD, 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

INSEAD, 2020–

Caring Consumption <i>Executive Education for Coca-Cola QSE Intensive</i>	Jan, Aug 2024
Caring Consumption <i>MBA Program mini-elective</i>	2023–present
Topics in Consumer Behavior B , Ph.D. Seminar <i>Ph.D. Seminar, co-taught 2023, solo 2025</i>	2023, 2025
Brand Management/Strategy <i>Master's in Management Program elective</i>	2021–present
Brand Management/Strategy , MBA Program <i>MBA Program elective</i>	2021–present
<ul style="list-style-type: none"> Dean's Commendation for Excellence in Teaching in the MBA, '23-'24 	

Singapore Management University, 2017-2020

Consumer Behaviour <i>Undergraduate program</i>	2018–2020
<ul style="list-style-type: none"> Instructor evaluations: 2019, 6.59/7; 2020, 6.63/7 Dean's Honour List (Top Faculty Members), 2019, 2020 	
Consumer Behaviour <i>Ph.D. Seminar (team taught)</i>	2019

Phillips Exeter Academy (Top US Preparatory High School), 2008-2010

Chinese Language Full-Time Faculty <i>Levels 1, 2, and 3, four sections total</i>	2009–2010
Chinese Language Teaching Intern <i>Level 1, two sections</i>	2008–2009

Service at INSEAD

Behavioral Insights Summit: Pioneering Consumer Research organizer (ACR pre-conference for INSEAD faculty and distinguished speakers)	2024
Faculty Recruiting Committee	2023, 2024
Marketing Seminar coordinator	2024–present
Marketing Insights Lab coordinator	2021–2024
SCL (Ph.D. student lab group) founder and organizer	2021–2022

Advisor to Ph.D. student, Sherrie (Ying Ying) Xue	2021–present
Advisor to Ph.D. student, Sookie (Xueqi) Bao	2022–present

Service at Singapore Management University

Subject pool co-coordinator	2019–2020
Advisor to Ph.D. student, Sherrie (Ying Ying) Xue	2019–2021
Marketing department social co-chair	2019
Consumer Behavior Journal Club, <i>Organizer</i> , SMU LKCSB	2018–2019

Editorial Boards

<i>Journal of Consumer Psychology</i>	2023–present
---------------------------------------	--------------

Ad Hoc Reviewing

Journal Reviewing

- Journal of Consumer Research
- Journal of Marketing Research
- Organizational Behavior and Human Decision Processes
- 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

Asia-Pacific ACR	2024
ANZMAC	2024
Association for Consumer Research	2019–23
Society for Consumer Psychology	2019–24
EMAC Annual Conference	2022
EMAC Regional Conference	2022
La Londe	2018, 2023

Conference Program Committee

Association for Consumer Research Special Session AE	2024
Society for Consumer Psychology	2019–22

Other Service to the Academic Community

Island CB Lab, <i>Founder, Organizer</i> , Singapore	2019–2021
10 th Annual China-India Insights Conference, <i>Discussant</i> , Singapore	2018
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
Stanford Graduate School of Business
655 Knight Way
Stanford, California 94305
wheelerc@stanford.edu
650.724.7509

Szu-chi Huang

Associate Professor of Marketing
Stanford Graduate School of Business
655 Knight Way
Stanford, California 94305
huangsc@stanford.edu
650.725.5040

Dale T. Miller

Professor of Organizational Behavior
Stanford Graduate School of Business
655 Knight Way
Stanford, California 94305
dtmiller@stanford.edu
650.723.8368