

## Yang (Jenny) Guo

Assistant Professor of Marketing

School of Management, Binghamton University, SUNY

Binghamton, NY

Email: [yguo@binghamton.edu](mailto:yguo@binghamton.edu)

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### EDUCATION

Ph.D. in Marketing	University of Pittsburgh, USA, Spring 2022
M.S. in Finance & MBA	West Virginia University, USA, Spring 2017
B.A. in Journalism	Shanghai International Studies University, China, Spring 2015

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### RESEARCH INTERESTS

Sharing Economy, Access-Based Consumption, Brand Ethicality and Sustainability

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### PUBLICATIONS

1. Shaobo (Kevin) Li, Nuoya Chen, Elaine Chan, and **Yang (Jenny) Guo** (2024), "Loss Framing Increases Entity Theorists' Vaccine Uptake," *International Journal of Research in Marketing*. DOI: <https://doi.org/10.1016/j.ijresmar.2024.04.002>
2. **Yang (Jenny) Guo**, Cait Lamberton, and Kelly Goldsmith (2023). "The Role of Product Acquisition Mode in Self-and Social-Signals of Status." *Marketing Letters*: 1-15. DOI: 10.1007/s11002-023-09688-1 (Get full access to this article via: <https://rdcu.be/dfuq>)
3. **Yang (Jenny) Guo** and Cait Lamberton (2022), "When Does Sharing Stigmatize? Saving Money (vs. Seeking Variety) Through Access-Based Consumption," *Frontiers in Psychology*,12. <https://doi.org/10.3389/fpsyg.2021.778290>

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### SELECT WORK-IN-PROGRESS

4. **Yang (Jenny) Guo**, Cait Lamberton, and CB Bhattacharya, "Which Sustainability Matters? Sustainable Materials vs. Sustainable Processes," reject and resubmit at the *Journal of Marketing*.
5. **Yang (Jenny) Guo**, Gergana Nenkov, and Shaobo Li, "Political Ideology and Carbon Emission Solutions," submitting to the *Journal of Business Research (due May 1<sup>st</sup>), special issue "Fostering Consumers' Climate (Change) Engagement."*
6. **Yang (Jenny) Guo** and Christian Hughes, "The Effect of Negative Brand Association on Social Media Influencers' Persuasiveness," submitting to the *Journal of Consumer Research*.
7. **Yang (Jenny) Guo**, Cait Lamberton, Aleksandra Kovacheva, Shaobo Li, and Christian Hughes, "Real Men Don't Rent," data collection in progress, targeted at the *Journal of Consumer Psychology*.
8. **Yang (Jenny) Guo**, Jinglu Jiang, and Subimal Chatterjee, "Buy Now, Pay Later," targeted at the *Journal of Consumer Psychology*.

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### BOOK CHAPTER

**Yang (Jenny) Guo**, Xiaodong Nie, and Debi P. Mishra (2024), "Chapter 16. Modern Social Trends That Facilitate Collaborative Consumption Adoption: An Exploration of New Opportunities," *Understanding Collaborative Consumption*; Editors: Pia A. Albinsson, B. Yasanthi Perera, and Stephanie J. Lawson; Publisher: Edward Elgar Publishing Ltd.

### **HONORS AND AWARDS**

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1. Dean's Teaching Honor List, School of Management, Binghamton University, SUNY (2022 Fall, 2023 Spring, 2023 Fall)
2. School of Management, Binghamton University, SUNY, summer research support (2023 – 2025)
3. School of Management, Binghamton University, SUNY, research funding (\$2,500; 2023, 2024)
4. First Place (Winner), Best Student Poster Award, Society for Judgment and Decision Making conference (\$750; 2020)
5. Roger S. Albrandt, Sr. Fellowship, University of Pittsburgh (2017-2022)
6. Dean's Small Research Grant—Liquid Consumption and Financial Constraints (\$1,500), University of Pittsburgh (2019)
7. Dean's Small Research Grant—Uber Surge-Pricing Project (\$700), University of Pittsburgh (2018)
8. John Chambers College of Business & Economics, Full Tuition Waiver Scholarship, West Virginia University (2015-2017)

### **ACADEMIC PRESENTATIONS**

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1. Yang (Jenny) Guo\*, Gergana Nenkov, and Shaobo Li, "Political Ideology and Consumer Preferences for Carbon Emission Mitigation Solution," accepted competitive paper, oral presentation at American Marketing Association winter conference, February 2024, St. Pete Beach, Florida.
2. Shaobo Li, Nuoya Chen\*, Elaine Chan, and Yang (Jenny) Guo, "Lay Theory and Covid-19 Vaccine Acceptance," oral presentation at American Marketing Association summer conference, August 2023, SF, California.
3. Yang (Jenny) Guo\* Shaobo Li, Cait Lamberton and, Aleksandra Kovacheva (2022), "Real Men Don't Rent: Acquisition Mode and Masculinity Perception," oral presentation at the Society of Consumer Psychology Conference (virtual).
4. Yang (Jenny) Guo\* and Cait Lamberton (2021), "Sustainable Process vs. Materials: Which Matters and Why?" oral presentation at the Association for Consumer Research Conference, virtual.
5. Yang (Jenny) Guo\* and Cait Lamberton (2021), "Signaling Status by Acquiring Ownership (vs. Access)," oral presentation at the Association for Consumer Research Conference, virtual.
6. Yang (Jenny) Guo\* and Cait Lamberton (2021), "Can Access-Based Consumption Combat Social Inequality? A Dynamic Model of Acquisition Modes and Perceived Social Status," oral presentation at the 2021 AMA Marketing & Public Policy Conference, virtual.
7. Yang (Jenny) Guo\* and Cait Lamberton (2021), "Marketing Affordable Resources in the Right Way: How Framing Impacts Financially-Constrained Consumers' Happiness from Access-Based Services?" oral presentation at the 2021 AMA Marketing & Public Policy Conference, virtual.
8. Yang (Jenny) Guo\* and Cait Lamberton (2021), "Marketing Affordable Resources in the Right Way: How Framing Impacts Financially-Constrained Consumers' Happiness from Access-Based Services?" oral presentation at the online EMAC 2021 Conference.
9. Yang (Jenny) Guo\* and Cait Lamberton (2020), "Signaling Status by Acquiring Ownership (vs. Access)," poster presented at the Society for Judgment and Decision Making Conference, virtual.

10. Yang (Jenny) Guo\*, Cait Lamberton, Nicole Verrochi Coleman (2020), “Sharing to Thrive, Not Survive: Financial Constraints and Access-Based Consumption,” poster accepted by the Society of Consumer Psychology Conference in Huntington Beach, CA.

11. Yang (Jenny) Guo\*, Cait Lamberton, Nicole Verrochi Coleman (2019), “The Shame of Sharing: Financial Constraints and Liquid Consumption,” poster presented at the Marketing Academic Research Colloquium, Georgetown University, Washington D.C.

12. Yang (Jenny) Guo\*, Cait Lamberton, Nicole Verrochi Coleman (2019), “The Shame of Sharing: Financial Constraints and Liquid Consumption,” poster presented at the Association for Consumer Research Conference, Atlanta, Georgia.

\*Indicates presenter

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### **OTHER PRESENTATIONS**

Binghamton University, State University of New York (SUNY)  
School of Management, Interdisciplinary Talk (March 2023)  
Data Salon, Interdisciplinary Talk (October 2023)  
School of Management, Brownbag Talk (December 2023)

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### **TEACHING EXPERIENCE**

#### **Instructor, Binghamton University, SUNY**

Consumer Behavior (MBA and undergraduate), Fall 2022, Fall 2023  
Social Media Marketing (MBA and undergraduate), Spring 2023, Spring 2024

#### **Instructor, University of Pittsburgh**

Consumer Behavior, Spring 2022, Spring 2021, Spring 2020

#### **Teaching Assistant, University of Pittsburgh**

Introduction to Marketing, Fall 2019  
Applied Behavioral Economics (MBA course), Spring 2018

#### **Research Assistant, West Virginia University**

Department of Management, College of Business and Economics, 2016 – 2017

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### **PROFESSIONAL SERVICE AND AFFILIATIONS**

Committee Member, SOM, Binghamton University, SUNY  
Undergraduate Committee (2022 – 2023)  
Diversity, Inclusion, and Belonging Committee (2023 – 2024)  
Search Committee - Marketing Hiring’ 2024

#### Journal Reviewer

Psychology & Marketing (2022)  
Journal of Consumer Marketing (2023 – present)  
○ Editorial Board Member (2024 – present)

#### Conference Reviewer

Society for Consumer Psychology (2021)  
American Marketing Association Winter (2024), Summer (2023, 2024)  
Association for Consumer Research (2024)

#### Members of Professional Organizations

Association for Consumer Research  
Society for Consumer Psychology  
Society for Judgment and Decision Making  
American Marketing Association

**PRE-DOCTORAL PUBLICATIONS**

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1. Jack Fuller and Yang Guo, "Comparison between China and the United States in Solar Energy Development." *Studies in Engineering and Technology* 4.1 (2017): 131-139.
2. Jack Fuller and Yang Guo, "Year 2015 Benchmark Analysis on Realizing Performance and Emissions of Combustion Boilers." *Studies in Engineering and Technology* 4.1 (2017): 121-130.
3. Jack Fuller and Yang Guo, "Update and Analysis of Current Boiler Operations Used for the Generation of Steam Heat and Electricity." *Energy and Environment Research* 7.1 (2017): p23.
4. Jack Fuller and Yang Guo. "The Present Status of Polar Power Generation in the United States." *The Journal of Energy and Development* 42.1/2 (2016): 1-20.