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# Lifeng Yang, Ph.D.

**Department of Marketing  
School of Business Administration  
The University of Mississippi  
University, MS 38677**

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## Professional Interests

### Research Interests

Consumer Attitudes, Consumer Behavior, Persuasion  
Motivation, Motivated Information Search, Motivated Information Processing

### Teaching Interests

Consumer Behavior, Experimental Research Methods, Marketing Communications, Advertising and Promotion, Principles of Marketing

## Academic Background

Ph.D. The Ohio State University, Fisher College of Business, Columbus, Ohio, Business Administration (Marketing), 2011

M.A. University of Illinois at Urbana Champaign, 2006

B.A. South China Normal University, 2003

## Work Experience

### Teaching

#### Courses Taught

2011.8 - Present: Instructor for undergraduate consumer behavior classes at University of Mississippi

2007.6 - 2011.3: Instructor for undergraduate consumer behavior classes at Fisher College of Business, The Ohio State University

2005.1 - 2006.5: Lab Instructor for research method classes at the Department of Psychology, University of Illinois at Urbana Champaign

## Teaching Honors and Awards

### Honor

2010: Haring Symposium Fellow Indiana University.

2009: Haring Symposium Fellow Indiana University.

## Research/Intellectual Contributions:

### Working Papers

Yang, L. & Unnava, H. R. (2011). "Preference for Attitude-Consistent Versus Attitude-Inconsistent Information: The Effect of Ambivalence during Attitude Formation".

Yang, L. & Unnava, H. R. (2011). "Predicting Behavior when Attitudes are Ambivalent".

## Presentation of Refereed Papers

### International

Easwar, K. & Yang, L. (2011). The Effect of Matching Advertisement Language and Product Attributes on Attitudes. Society for Personality and Social Psychology Conference, San Diego, California.

Yang, L. & Unnava, H. R. (2011). When Ambivalence Increases Attitude Behavior Correspondence. Association for Consumer Research

Conference, Jacksonville, Florida.

Yang, L. & Easwar, K. (2010). Matching the Words and the Features: The Effect of Matching Advertisement Language and Product Attributes on Attitude. Society for Consumer Psychology, St. Pete Beach, Louisiana.

Yang, L. & Unnava, H. R. (2009). Attitude Consistent Behavior among High Ambivalence Individuals. Society for Consumer Psychology, San Diego, California.

#### **Local**

Yang, L. & West, P. M. (2007). Reason Elaboration and Goal Pursuit. The Edward Hays' Graduate Research Symposium, Columbus, Ohio.

#### **National**

Yang, L. & Unnava, H. R. (2010). What Consumers Really Want to Know: The Effect of Attitude Ambivalence on Individual's Preference for Additional Information. Haring Symposium, Bloomington, Indiana.

Yang, L. & Easwar, K. (2010). Matching the Words and the Features: the Effect of Matching Advertisement Language and Products on Attitude. Behavioral Decision Research in Management Conference, Pittsburgh, Pennsylvania.

Yang, L. & Unnava, H. R. (2009). Do It at the Right Time: Exerting Your Self-Control, Avoiding the ad Choice. Annual Advertising and Consumer Psychology Conference, Ann Arbor, Michigan.

### **Research Honors and Awards**

#### **Award**

2011: William R. Davidson Doctoral Fellowship The Ohio State University.

2011: Robert Bartels Fellowship The Ohio State University, Fisher College of Business.

2010: William R. Davidson Doctoral Fellowship The Ohio State University.

2010: Robert Bartels Fellowship The Ohio State University, Fisher College of Business.

2009: William R. Davidson Doctoral Fellowship The Ohio State University.

2009: Robert Bartels Fellowship The Ohio State University, Fisher College of Business.

2008: William R. Davidson Doctoral Fellowship The Ohio State University.

2008: Robert Bartels Fellowship The Ohio State University, Fisher College of Business.

2007: Edward F. Hayes Research Symposium Scholarship The Ohio State University.

2007: Robert Bartels Fellowship The Ohio State University, Fisher College of Business.

2006: Robert Bartels Fellowship The Ohio State University, Fisher College of Business.

### **Other Research Activities**

#### **Discipline-Based Scholarship**

2011: Research-in-Progress. 'Matching the Words and the Features: The Effect of Matching Advertisement Language and Product Attributes on Attitude.' w/ Karthik Easwar

2011: Research-in-Progress. 'When the Implicit Motivation Turns Explicit: The Study of Ambivalence and the Biased Processing of Attitude Inconsistent Information' w/ H. Rao Unnava

2011: Research-in-Progress. 'Being Extreme Does Not Mean It Is Always Extreme: An Examination of Ambivalence and Motivated Response Amplification' w/ H. Rao Unnava

2011: Research-in-Progress. 'Can't Help Being Forgetful: An Investigation of Ambivalence Coping and Motivated Memory Reconstruction' w/Nicole V. Montgomer and H. Rao Unnava

### **Service:**

#### **Service to the University**

##### **Department Assignments**

##### **Coordinator:**

2011-2012: Undergraduate (research) subject pool administrator for Department of Marketing, School of Business Administration, University of Mississippi

2007-2008 – 2010-2011: Undergraduate (research) subject pool administrator for Department of Marketing & Logistics, Fisher College of Business, The Ohio State University

### **Service to the Profession**

**Reviewer - Article / Manuscript**

2011: Journal of Consumer Research (International).

**Reviewer: Conference Paper**

2009 – 2010: Society for Consumer Psychology (International).

2009 – 2010: Association for Consumer Research Conference (International).

**Other**

**Other Honors and Awards**

2010: CGEBA Travel Awards Fisher College of Business.

2009: CGEBA Travel Awards Fisher College of Business.

2009: Sheth Foundation Doctoral Consortium Fellow AMA.

2008: CGEBA Travel Awards Fisher College of Business.

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