

Yun Jie

SolBridge International School of Business
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POSITION

Assistant Professor of Marketing 2017-Present
SolBridge International School of Business, South Korea

EDUCATION

Ph.D., Marketing, University of California, Riverside 2017
M.S., Management, University of California, Riverside 2013
M.S., Marketing, Southwest Jiaotong University 2010
B.B.A., Marketing, Southwest Jiaotong University 2006

ACADEMIC RESEARCH

Research Interest

Judgment and Decision Making, Consumer Behavior, Behavioral Decision Theory,
Commitment Device, Field Studies

Refereed Publications

Jie, Yun (2018). Prepayment effect: Prepayment with clawback increases task participation. *Journal of Business Research*, 92, 210-218.
doi:<https://doi.org/10.1016/j.jbusres.2018.07.048>

Jie, Joseph Yun (2017), "Loss Aversion as a Self-Commitment Device to Improve Eating Habits", in NA - *Advances in Consumer Research* Volume 45, eds. Ayelet Gneezy, Vladas Griskevicius, and Patti Williams, Duluth, MN: Association for Consumer Research, Pages: 689-691.

Jie, Joseph Yun, and Ye Li (2016), "Argumentum Ad Novitatem: Mere Newness As a Choice Heuristic", in NA - *Advances in Consumer Research* Volume 44, eds. Page Moreau and Stefano Puntoni, Duluth, MN: Association for Consumer Research, Pages: 506-507.

Jie, Yun, Ting-Jui Chou and Naichieh Chou (2012), “Assessing the Fit of two Brand Personality Scales in a Chinese Context and Revisiting the Predictive Validity of two Methods of Measuring Self-Congruity,” *Journal of Brand Management*, 19 (6), 525–540.

Chou, Ting-Jui, Bill Jie and Laubie Li (2009), “Market Entry Timing and Company Performance: A Study of Listed Companies in the People’s Republic of China,” *Problems and Perspectives in Management*, 7 (1), 127-134.

Working Papers

Jie, Yun, “Do people understand that a small payment actually hurts motivation? An attempt to reconcile two conflict findings”

Jie, Yun, “When Social Market Meets Monetary Market: Consumer Heterogeneity in Attitudes toward Money-Effort Exchange in a Prosocial Context”

Peer-Reviewed Conference Presentations

Jie, Yun, “Do people understand that a small payment actually hurts motivation? An attempt to reconcile two conflict findings,” Annual Meeting of the Society for Judgment and Decision Making (SJDM), New Orleans, LA, 2018 (Poster)

Jie, Yun, and Ye Li, “Preferring Newer Options for Newness’s Sake,” Annual Meeting of the Society for Judgment and Decision Making (SJDM), New Orleans, LA, 2018 (Poster)

Jie, Yun, “Loss Aversion as a Self-Commitment Device to Improve Eating Habits,” *Association for Consume Research (ACR) Conference*, San Diego, CA, 2017

Jie, Yun, and Ye Li, “Argumentum ad Novitatem: Mere newness as a choice heuristic,”

- *Association for Consume Research (ACR) Conference*, Berlin, Germany, 2016
- *Behavioral Decision Research in Management (BDRM)*, Toronto, Ontario, Canada, 2016
- *The Annual Whitebox Advisors Graduate Student Conference*, Yale School of Management, New Haven, CT, 2016 (The [Annual Whitebox Advisors Graduate Student Conference](#) draws top doctoral students from around the world to present their research in the fields of Behavioral Economics, Behavioral Finance and Behavioral Marketing.)
- *San Diego Marketing Camp*, San Diego State University, San Diego, 2016 (Invited talk, presented by Ye Li)
- Jie, Yun, and Ye Li (2015), “Mere Newness Bias,” In D. C. Noelle, R. Dale, A. S. Warlaumont, J. Yoshimi, T. Matlock, C. D. Jennings, and P. P. Maglio (Eds.), *Proceedings of the 37th Annual Conference of the Cognitive Science Society* (pp. 992-996). Austin TX: Cognitive Science Society.

Jie, Yun, “Using prepayment to motivate people to sign up,”

- Invited presentation at *Behavioral Insights Group workshop*, Harvard Kennedy School, Boston, MA, 2016
- TEDxUCR, How to make our Present self become our Future self ([Presented by Boris Maciejovsky](#))

Jie, Yun, and Ye Li, “Mere Newness Bias,” *SPSP Judgment and Decision Making Preconference*, Long Beach, CA, 2015 (Poster)

Jie, Yun, and Boris Maciejovsky, “Pay if You Miss: A Self-Control Mechanism,” *Association for Consume Research (ACR) Conference*, Baltimore, MD, 2014 (Poster)

Jie, Yun, Ting-Jui Chou, and Fang-fang Li, “Assessing the Fit of two Brand Personality Scales in a Chinese Context and Revisiting the Predictive Validity of two Methods of Measuring Self-Congruity,” *Australian & New Zealand Marketing Academy (ANZMAC) Annual Conference*, Melbourne 2009 (Presented by Ting-Jui Chou).

Chou, Ting-Jui, Bill Jie, and Laubie Li, “Market Entry Timing and Company Performance: A Study of Listed Companies in Shanghai and Shenzhen, China,” *Academy of International Business Southeast Asia Regional Conference*, Hangzhou, China, 2007

Jie, Yun, “A Correlation Analysis Between Market Entry Timing and Company Performance of Listed Companies in Shanghai and Shenzhen, China,” *First Annual Conference of Chinese Society for Management Modernization*, Beijing, China, 2006

PROFESSIONAL SERVICE

SCP Reviewer	2016 & 2018
ACR Competitive Paper Session Reviewer	2017-present

MEMBERSHIP

Association for Consumer Research
Association for Psychological Science
Society for Judgment and Decision Making

AWARDS

Dissertation Year Program Fellowship, University of California Riverside	2016
Chancellor's Distinguished Fellowship, University of California Riverside	2011-2016

INDUSTRY EXPERIENCE

TOEFL Lecturer 2010-2011

New Oriental Education & Technology Group (NYSE:EDU), Ningbo

Freelance Interpreter/Translator 2006-2010

I am a nationally accredited English-Chinese consecutive interpreter (CATTI Level 2).

Projects include but not limited to:

- Text book translation (English to Chinese)
“Sustainable Corporate Strategy,” International Graduate School of Business,
University of South Australia
- Book translation (Chinese to English, with Ting-Jui Chou and Naichieh Chou)
“Thirty Years since the Opening-up in China-Changes in Growth Mode, Structure
and System,” People’s Publishing House, ISBN: 701008303
- Head government translator & interpreter
International PVC project (450 million dollars investment), Daying , Suining,
Sichuan
- Interpreter, Valtimet, Inc.