

Shiyun Chen

CONTACT INFORMATION	Tippie College of Business University of Iowa Pappajohn Business Building S219 Iowa City, IA 52242	Mobile: +1(609) 373 3955 Email: Shiyun-Chen@uiowa.edu
EDUCATION	University of Iowa , Iowa City, IA <i>Tippie College of Business</i> Ph.D. (Expected 2023) in Business Administration (Marketing)	2018-Present
	Purdue University , West Lafayette, IN <i>Krannert School of Management</i> M.S. in Marketing	2016-2017
	South China University of Technology , Guangzhou, China <i>School of Economics and Finance</i> B.A. in International Economics and Trade	2011-2015
RESEARCH INTERESTS	Social Functioning Ability, Judgment and Decision Making, Social Crowdedness, Word of Mouth, Marketing and Public Policy	
PUBLICATION	Levin, A.M., Gaeth, G.J Levin, I.P., Chen, S, & Burke, E “Relating Social Skills and Social Media Use to Consumer Behavior: An Investigation across the Autism Spectrum”, <i>Journal of Consumer Behavior</i> , forthcoming, 2022	
	Levin, I.P., Gaeth, G.J., Levin, A.M. Levin, & Chen, S. (2021). “From Group to Individual Differences in Decision Making across the Autism Spectrum: The Role of Social Functioning.” In Khemka, Ishita, Hickson, Linda (Eds.), <i>Decision Making by Individuals with IDD: Research and Practice</i> . Springer International Publishing	
WORK IN PROGRESS	“How social functioning ability influences people’s consumer behavior under socially crowded situations,” four studies completed, with Prof. Gary Gaeth, Prof. Dhananjay (DJ) Nayakankuppam and Prof. Irwin Levin (Dissertation, Job Market Paper)	
	“How Social Functioning Ability Influences People’s WOM,” three studies completed, with Prof. Gary Gaeth and Prof. Dhananjay (DJ) Nayakankuppam	
	“Development of A Social Functioning Scale for Consumer Research,” two studies completed, with Prof. Gary Gaeth and Prof. Dhananjay (DJ) Nayakankuppam	

“Social Functioning Ability and Socially unacceptable Consumer Behavior,” two studies completed, with Prof. Gary Gaeth

“Age Differences in Use of Risk and Benefit Information in DTC Prescription Drug Web Sites” one study completed, with Prof. Catherine Cole and Prof. John Murry

CONFERENCE
PRESENTATIONS

Chen, S., Gaeth, G. J., Nayakankuppam, D. & Levin, I. P. (2022, November), “How Social Functioning Ability and Crowdedness Impact Consumer Behavior,” *Society for Judgment and Decision Making (SJDM) Annual Conference*, San Diego, CA.

Chen, S., Gaeth, G. J. & Nayakankuppam, D. (2022, October), “Social Functioning Ability and Consumers’ Word of Mouth Behavior,” *Association for Consumer Research Annual Conference*, Denver, CO.

Chen, S., Gaeth, G. J., Nayakankuppam, D. & Levin, I. P. (2022, March), “How Social Functioning Ability and Crowdedness Impact Consumer Behavior,” Competitive paper, *Society for Consumer Psychology Annual Conference*, Virtual.

Chen, S., Gaeth, G. J. & Levin, I. P. (2021, March), “How Social Functioning Ability and Crowdedness Impact Consumer Behavior,” Working paper, *Society for Consumer Psychology Annual Conference*, Virtual.

Chen, S., Levin, I. P., Gaeth, G. J. & Levin, A.M. (2021, March) “How Individuals Differ in Response to the COVID Crisis: The Role of Social Functioning,” *Society for Consumer Psychology Annual Conference*, Virtual.

Chen, S., Levin, I. P., Gaeth, G. J. & Levin, A.M. (2020, December) “How Individuals Differ in Response to the COVID Crisis: The Role of Social Functioning,” *Society for Judgment and Decision Making (SJDM) Annual Conference*, Virtual.

Chen, S., Gaeth, G. J. & Levin, I. P. (2020, October), “How Social Functioning Ability and Crowdedness Impact Consumer Behavior,” *Association for Consumer Research Annual Conference*, Virtual.

Chen, S., Gaeth, G. J., Levin, I. P., Levin, A.M. & Burke, E. (2020, March), “Social Functioning and Consumer Behavior,” *Society for Consumer Psychology Annual Conference*, Huntington Beach, CA.

Levin, I.P., Gaeth, G.J., Levin, A.M., Burke, E.V., & Chen, S. (2019). The risky decision-making processes of high-functioning adults on the Autism Spectrum. *Subjective Probability, Utility and Decision-Making meetings*, Amsterdam, the Netherlands.

TEACHING INTERESTS	Consumer Behavior	Marketing Research
	Marketing Strategy	Social Media Marketing
	Integrated Marketing Communication	Digital Marketing
	International Marketing	Marketing Analytics

TEACHING EXPERIENCE

Co-Instructor, University of Iowa
 Introduction to Marketing Strategy
 (SP 20 (3 sections), Average teaching evaluation 4.9/6, Highest 5.4/6, FA19 (3 sections), Average teaching evaluation 4.6/6, Highest 5.2/6)

- Responsible for weekly discussion sections

Teaching Assistant, University of Iowa
 Introduction to Marketing Strategy (Head TA, FA21)

- Supervised seven other TAs
- Oversaw 21 discussion sessions
- Collaborated on assignment design
- Evaluated and made recommendations on exam questions

Consumer Behavior (SP19, SP21)
 Professional Preparation in Marketing (FA18, SP19)
 Marketing research (FA18)

HONORS & AWARDS	Ballard and Seashore Dissertation Fellowship	spring 2023
	Graduate College Post Comp Fellowship, University of Iowa	spring 2022
	Graduate College Summer Fellowship, University of Iowa	2022
	Ponder Summer Fellowship, University of Iowa	2020, 2021
	Marketing Department Fellowship, University of Iowa	fall 2020
	Graduate Student Senate Travel Funds Award, University of Iowa	2020

Fellow, AMA Sheth Foundation Doctoral Consortium	2022
Fellow, Haring Symposium	2021
Fellow, Mittelstaedt & Gentry Doctoral Symposium	2020

PROFESSIONAL SERVICE	ACR Annual Conference Working Paper Reviewer	2022
	Tipple Colleges of Business Behavioral Lab assistant manager	fall 2021
	SCP Annual Conference Working Paper Reviewer	2020

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)
 Society for Consumer Psychology (SCP)

Society for Judgment and Decision Making (SJDM)
American Marketing Association (AMA)
Association for Psychological Science (APS)

SELECTED
DOCTORAL
COURSEWORK

Marketing

Seminar in Consumer Behavior -PhD	Catherine Cole & Andrea Luangrath
Seminar in Consumer Behavior -PhD	DJ Nayakankuppam & Alice Wang
Seminar in Marketing Models -PhD	Gary Russell & Thomas Gruca
Seminar in Marketing Models -PhD	Gary Russell & Thomas Gruca

Psychology, Social Sciences & Economics

Judgment and Decision Making	Paul Windschitl
Educational Psychology	Kathy Schuh
Social Cognition in Autism	Dorit Kliemann
Visual Perception and Cognition	Cathleen Moore

Methods

Correlation and Regression	Walter Vispoel
Design of Experiments	Ariel Aloe
Principles of Psychological Assessment	Isaac Petersen
Factor Analysis and Structural Eq Models	Lesa Hoffman
Introductory Longitudinal Data Analysis	Hyunkeun Cho

OTHER
SKILLS

SAS, R, Mplus, SPSS, Conjoint Analysis

REFERENCES

Gary Gaeth

(Dissertation Co-Chair, Co-referee)

Professor of Marketing

Tippie College of Business, University of Iowa

Email: gary-gaeth@uiowa.edu

Phone: 319-270-2162

Dhananjay (DJ) Nayakankuppam

(Dissertation Co-Chair, Co-referee)

Professor of Marketing

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Catherine Cole

(Dissertation Committee Member, Coauthor)

Professor of Marketing

Tippie College of Business, University of Iowa

Email: cathy-cole@uiowa.edu

Phone: 319-335-1020

Andrea Luangrath

(Dissertation Committee Member)

Associate Professor of Marketing

Tippie College of Business, University of Iowa

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Phone: 319-335-1048

Nancy Abram

(Teaching Mentor)

Lecturer of Marketing, Associate Professor of Practice

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SELECTED
WORKING
PAPER
ABSTRACTS

“How social functioning ability influences people’s consumer behavior under socially crowded situations” (**Dissertation, Job Market Paper**)

Social functioning ability is defined as the interaction of an individual with their social environment. My research explores the joint impact of social functioning ability and social crowdedness on people’s feelings and consumer behaviors. Across a series of studies, I show that people with lower social functioning ability like a socially crowded shopping environment less compared to people with higher social functioning ability. Through a novel use of conjoint analysis, I demonstrate that people with lower social functioning ability cares more about the social interaction element of a socially crowded shopping environment when they are evaluating the environment and deciding their willingness to pay in such a shopping environment.

“How Social Functioning Ability Influences People’s WOM”
with Prof. Gary Gaeth and Prof. Dhananjay (DJ) Nayakankuppam

We explore how social functioning ability influences people’s WOM behavior, mainly people’s willingness to share. We are interested in how social functioning ability, an individual difference which is closely related to people’s social relationships, influences people’s consumption information exchange behavior. Building on research about WOM, self-disclosure, and self-presentational styles. We explore the interaction between social functioning ability and WOM valence on people’s willingness to share. We also examine the mediation effect of interpersonal closeness on the relationship between social functioning ability and people’s willingness to share.

“Development of A Social Functioning Scale for Consumer Research”
with Prof. Gary Gaeth and Prof. Dhananjay (DJ) Nayakankuppam

We have the goal to introduce social functioning ability into consumer behavior research. Because the majority of the social functioning ability measurements are designed for clinical psychology purposes, I work with Professor Gaeth and Professor Nayakankuppam to develop a new social functioning ability measurement for the general population and especially for consumer behavior research.