

**Jinjie (J.J.) Chen**  
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## EDUCATION

*University of Minnesota, Carlson School of Management*  
Ph.D., Marketing (Proposal Defended: June 24, 2020)

Minneapolis, MN  
May, 2021 (In Progress)

*Texas A&M University, Mays Business School*  
M.S., Marketing

College Station, TX  
May, 2015

*Miami University, Farmer School of Business*  
B.S.B., Marketing, Magna Cum Laude  
Minors: Criminology, Applied Sociological Research

Oxford, OH  
May, 2012

## INDUSTRY EXPERIENCE

- **The Nielsen Company**  
Analyst, Quantitative Consumer Research

## RESEARCH INTERESTS

- Consumer Experience
- Consumer Enjoyment
- Hedonic Decline
- Marketplace Norms and Violations

## PUBLICATIONS AND MANUSCRIPTS IN THE REVIEW PROCESS

Redden, Joseph, Kelly Haws, and **Jinjie Chen** (2017), "The Ability to Choose Can Increase Satiation," *Journal of Personality and Social Psychology*, 112 (2), 186-200.

**Chen, Jinjie** and Joseph P. Redden (2020), "Better Together: How Clustering Can Attenuate Hedonic Decline," revising for 3<sup>rd</sup> round review at *Journal of Consumer Research* (Dissertation Essay 1).

**Chen, Jinjie**, Alison Jing Xu, Maria A. Rodas (2020), "Order Matters: Rating Service Professionals Reduces Tipping Amount," revising for 2<sup>nd</sup> round review at *Journal of Marketing*.

**Chen, Jinjie**, Deborah Roedder John, and Yajin Wang (2020), "Your Cheating Heart: When Using Counterfeits is an Act of Betrayal," resubmission as a new manuscript invited at *Journal of Consumer Psychology*.

Puligadda, Sanjay, William T. Ross, **Jinjie Chen**, and Elizabeth Howlett (2012), “When Loyalties Clash Purchase Behavior When a Preferred Brand is Stocked Out: The Tradeoff between Brand and Store Loyalty,” *Journal of Retailing and Consumer Services*, 19 (6), 570-77.

## **DISSERTATION**

### **Strategies to Enhance Consumption Enjoyment Through Attention**

Committee: Joseph P. Redden (Advisor), Rohini Ahluwalia, Deborah Roedder John, Traci Mann (Psychology), and Zata Vickers (Food Science)

One key issue facing consumers on a daily basis is the declining nature of enjoyment with products. This does not only negatively affect consumers’ well-being, but it also drives excessive purchases that can lead to societal and environmental burdens. In my dissertation, I explore practical strategies and novel psychological mechanisms that marketers and consumers can use to prolong and enhance enjoyment from products they have.

My findings provide marketers easy ways to increase enjoyment consumers can derive from their products, which can lead to a higher level of loyalty and less switching. My work also provides consumers with suggestions on how to enjoy what they have for longer, thereby reducing the financial, societal, and environmental burdens from excessive consumerism.

**Essay I:** Better Together: How Clustering Can Attenuate Hedonic Decline (revising for 3<sup>rd</sup> round review at *Journal of Consumer Research*, Dissertation Essay 1, **Job Market Paper**)

How should consumers sequence the different stimuli they consume – should they cluster each stimulus together, or intermix them for local variety? Surprisingly, prior literature has provided little insight into this question though consumers face it on a regular basis. Some past work on adaptation and variety only indirectly suggests that greater local variety could temporarily slow any decline in enjoyment. Alternatively, we propose, and five studies demonstrate, that clustering each stimulus type together can instead actually prolong enjoyment (vs. intermixing the types). This happens because experiencing the same stimulus consecutively leads to fuller processing of the stimuli. Greater attention to these varied details then reduces perceived repetitiveness and prolongs enjoyment of the entire experience. The present work is among the first to examine the interplay of consumption sequence and hedonic decline, and the findings provide consumers and firms practical guidance on how to sequence experiences to enjoy them longer.

**Essay II:** Trivia Tastes Good: Trivia Can Lead to Stimulus Wondering and Enhance Enjoyment

How would trivia information, such as: “where was the song *My Heart Will Go On* recorded?”, influence enjoyment? The literature does not seem to provide a unified answer. Prior work on simulated consumptions seems to suggest that trivia could lead to thinking about the product more and start the “satiating clock” earlier, which leads to less enjoyment. On the contrary, our work demonstrates that trivia information can lead consumers to engage in stimulus wondering, that is, having a series of cascading thoughts related to the stimulus. As a result, these cascading thoughts can lead consumers to enjoy the experience more.

## SELECTED RESEARCH IN PROGRESS

Keep Calm and Smell the Roses: The Differential Impact of Low and High Arousal Emotions on Consumption Outcomes (with Rohini Ahluwalia and Maria A. Rodas), *working paper*, preparing for submission to *Journal of Consumer Research*.

The Professor X Effect – Does Disability Allude to Competence? (with Ryan Tzushuo Wang and Alison Jing Xu), *working paper*, preparing for submission to *Organizational Behavior and Human Decision Processes*.

Trivia Tastes Good: Trivia Can Lead to Stimulus Wondering and Enhance Enjoyment (With Joseph P. Redden), 3 studies completed.

Mindfulness and Enjoyment of Negative Experiences (with Rohini Ahluwalia), 2 studies completed.

More is Less: When Variety Undermines Quality (with Joseph P. Redden), 2 studies completed.

## CONFERENCE PRESENTATIONS

2019 **Jinjie Chen** and Joseph P. Redden, “Switching Costs: How Clustering Attenuates Hedonic Decline,” Association for Consumer Research Conference, Atlanta, GA, October 2019.

Ryan Tzushuo Wang, **Jinjie Chen**, and Alison Jing Xu, “The Professor X Effect – Does Disability Allude to Competence?” Association for Consumer Research Conference, Atlanta, GA, October 2019.

2018 **Jinjie Chen** and Joseph P. Redden, “Switching Costs: How Clustering Attenuates Satiation,” Haring Symposium, Indiana University, Bloomington, IN, April 2018.

**Jinjie Chen** and Joseph P. Redden, “Switching Costs: How Clustering Attenuates Satiation,” Society for Consumer Psychology Conference, Dallas, TX, February 2018.

2017 **Jinjie Chen**, Deborah Roedder John, Yajin Wang, and Courtney Careful, “Prosocial Consequences of Counterfeits: Using Counterfeit Luxury Goods Can Lead to Prosocial Behavior,” Association for Consumer Research Conference, San Diego, CA, October 2017.

## TEACHING INTERESTS

- Consumer Behavior
- Marketing Research
- Marketing Analytics
- Advertising
- Brand Management
- Digital Marketing
- International Marketing

## **TEACHING EXPERIENCE**

### University of Minnesota

Instructor

MKTG3001 Principles of Marketing (Undergraduate)

Spring 2018

Class Size: 69, Student Evaluation: 5.47/6.00, Recommend instructor to other students: 95%

Spring 2019

Class Size: 45, Student Evaluation 5.48/6.00, Recommend instructor to other students: 95%

Spring 2021

Scheduled

Guest Lecturer

Consumer Research Methods, MBA, Spring 2017, Spring 2018

Morality and Deviant Consumer Behaviors, Undergraduate, Fall 2016

Cultural Diversity and Marketing, Undergraduate, Fall 2017, Spring 2019

Teaching Assistant

MKTG1918 Finding Happiness In The Age Of Consumption (First-Year Seminar)

MKTG3040 Buyer Behavior (Undergraduate)

MKTG4050 Advertising and Promotion (Undergraduate)

MKTG4082 Brand Management (Undergraduate, Writing-Intensive)

MKTG6055 Buyer Behavior (MBA)

### Texas A&M University

Teaching Assistant

MKTG448 Marketing Management (Undergraduate)

MKTG323 Marketing Research (Undergraduate)

MKTG332 Consumer Behavior (Undergraduate)

MKTG665 Research for Marketing Decisions (Master's)

MKTG650 Consumer Behavior (Master's)

## **SELECTED HONORS AND AWARDS**

- Vaile Graduate Fellowship, Carlson School of Management, University of Minnesota
  - Highest award by the marketing department for demonstrating the highest independent research capabilities
- Lieberman Graduate Fellowship, Carlson School of Management, University of Minnesota
  - Awarded for exceptional student ratings for teaching undergraduate marketing
- Dissertation Fellowship, Carlson School of Management, University of Minnesota
  - School-wide competition awarded based on most promising dissertations
- Fellow, Sheth Consortium, American Marketing Association
- Ph.D. Student Teaching Award, Carlson School of Management, University of Minnesota
  - School-wide award based on teaching evaluation
- Fellow, Haring Symposium, Indiana University
- Travel Fellowship, Carlson School of Management, University of Minnesota

- Henrickson Fellowship, Carlson School of Management, University of Minnesota
  - Awarded to students of the highest academic distinction based on research strength
- Hardy Fellowship, Carlson School of Management, University of Minnesota
- Marketing Department Merit Scholarship, Texas A&M University
- Best Leadership Award, Nielsen Growth Induction Program (GIP)
- International Education Scholarship, Miami University
- President's List, Miami University
- Dean's List, Miami University
- Marketing Department Academic Excellence Award, Miami University
  - Awarded to one senior who contributed most to the educational experience
- Outstanding Applied Sociology Minor Award, Miami University

## **COURSEWORK**

### Doctoral Marketing Seminars

Attitude and Persuasion (Joan Meyers-Levy)

Culture and Brand (Carlos Torelli)

Self and Brand (Deborah Roedder John)

Human Motivation (Kathleen Vohs)

Social Influence and Field Experiments (Vlad Griskevicius)

Happiness and Consumer Well-Being (Rohini Ahluwalia)

Behavioral Decision Theory (Akshay Rao)

Quantitative Modeling (Yi Zhu)

Marketing Modeling (Tony Haitao Cui)

Pro-Seminar in Marketing (Mark Bergen)

Consumer Information Processing (Audited, Alison Jing Xu)

Consumer Behavior and Decision Making (Audited, Allan Haipeng Chen)

Seminar in Marketing Strategy (P. Rajan Varadarajan)

### Master's Marketing Courses

Marketing Engineering (Ramkumar Janakiraman)

Analyzing Consumer Behaviors (Caleb Warren)

Branding and Marketing Communications (Suresh Ramanathan)

Research for Marketing Decisions (Venkatesh Shanker)

Services Marketing (Leonard L. Berry)

Marketing Analytics and Pricing (Ramkumar Janakiraman)

Marketing Leadership (Stephen W. McDaniel)

Marketing Consulting (Stephen W. McDaniel, Experiential Learning Projects)

### Undergraduate Marketing Courses

Principles of Marketing

Consumer Behavior

Marketing Research

Creating Customer Value Through Marketing

Digital Branding

Creativity, Innovation, and Decision Making in Marketing

Strategy Workshops (Experiential Learning Projects)

Doctoral Seminars in Affiliated Fields

Impression Management (Marti H. Gonzales)

Social Psychology (William Rholes)

Affective Science (Heather Lench)

Sociological Social Psychology (Heili Pals)

Doctoral Courses in Statistical Methods

Statistical Analysis (Lan Liu)

Designing Experiments (Gary Oehlert)

Psychological Measurement: Theory and Methods (Niels Waller)

Statistics in Research (Fred Dahm)

Categorical Analysis (Thomas Wehrly)

Regression (Darrel Worthy)

**PROFESSIONAL SERVICES**

Organizer, Multi-Disciplinary Academic Research Summit, University of Minnesota (2018)

Organizer, Marketing Ph.D. Research Camp, University of Minnesota (2018)

Reviewer, Journal of Retailing and Consumer Services (2016-2018)

Reviewer, Society for Consumer Psychology Conference (2017, 2018, 2019)

Reviewer, Council of Graduate Students Grants Committee, University of Minnesota (2018)

**PROFESSIONAL MEMBERSHIPS**

- Association for Consumer Research (ACR)
- American Marketing Association (AMA)
- Association for Psychological Science (APS)
- Society for Consumer Psychology (SCP)
- Beta Gamma Sigma International Honor Society (BGS)

**SOFTWARE**

SPSS, SAS, JMP, Minitab, R Studio, Tobii Lab Pro, LIWC

## REFERENCES

**Joseph P. Redden**, *Professor, Curtis L. Carlson Chair in Marketing Analytics*

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**Rohini Ahluwalia**, *Professor, Curtis L. Carlson Trust Professor of Marketing*

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**Alison Jing Xu**, *Associate Professor of Marketing, Mary and Jim Lawrence Fellow*

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