

YI HE

Department of Marketing
College of Business and Economics
California State University, East Bay
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EDUCATION

Ph.D. in *International Management (Marketing Concentration)*, University of Hawai'i, 2008

M.Ed. in *Educational Administration*, University of Cincinnati, 2004

B.A. in *English*, Southeast University, China, 2001

AREAS OF INTERESTS

RESEARCH: Social Media Marketing, Branding and Brand Portfolio Management, Consumer Psychology, and Advertising Effectiveness.

TEACHING: Marketing Research, Marketing Management, Advertising, Branding.

ACADEMIC POSITIONS

California State University, East Bay, College of Business and Economics
Marketing Department Chair, August 2019 – Present

California State University, East Bay, College of Business and Economics
Professor of Marketing, August 2019 – Present

California State University, East Bay, College of Business and Economics
Associate Professor of Marketing, September 2014 – August 2019

California State University, East Bay, College of Business and Economics
Assistant Professor of Marketing, September 2008 – September 2014

University of Hawaii at Manoa, Shidler College of Business
Lecturer, 2006 - 2008

University of Hawaii at Manoa, Shidler College of Business
Research Assistant, 2004 – 2006

TEACHING EXPERIENCE

Marketing Management (MBA)
Marketing Research (MBA)
Integrated Marketing Communication (MBA)
Advertising and Promotion Management
Principles of Marketing
Consumer Behavior

SELECTED JOURNAL PUBLICATIONS

You, Ya, **Yi He**, Qimei Chen and Miao Hu (2021), "The Interplay Between Brand Relationship Norms and Ease of Sharing on Electronic Word of Mouth and Willingness to Pay," *Information & Management*, 58(2), 103410.

Chen, Qimei, **Yi He**, Miao Hu and Jaisang (Jay) Kim (2020), "Navigating Relationship Norms: An Exploration of How Content Strategies Improve Brand Valuation Over Time," *Journal of Advertising*, 49(4), 477-494.

He, Yi, Ya You and Qimei Chen (2020), "Our Conditional Love for the Underdog: The Effect of Brand Positioning and the Lay Theory of Achievement on WOM," *Journal of Business Research*, 118, 210-22.

He, Yi, Ilyoung Ju, Qimei Chen, Dana L. Alden, Hong Zhu and Kaiyuan Xi (2019), "Managing Negative Word-of-Mouth: The Interplay between Locus of Causality and Social Presence," *Journal of Services Marketing*, 34(2), 137-148.

Ju, Ilyoung, **Yi He**, Qimei Chen, Wei He, Bin Shen and Sela Sar (2017), "The Mindset to Share: An Exploration of Antecedents of Narrowcasting versus Broadcasting in Digital Advertising," *Journal of Advertising*, 46(4), 473-486. (Equal Contribution)

He, Yi, Miao Hu, Qimei Chen, Dana L. Alden and Wei He (2017), "No Man is an Island: The Effect of Social Presence on Negative Word of Mouth Intention in Service Failures," *Customer Needs and Solutions*, 4(4), 56-67.

Zhu, Linlin, **Yi He**, Qimei Chen and Miao Hu (2017), "It's the Thought that Counts: The Effects of Construal Level Priming and Donation Proximity on Consumer Response to Donation Framing," *Journal of Business Research*, 76, 44-51.

He, Yi, Qimei Chen, Ruby P. Lee, Yonggui Wang and Attila Pohlmann (2017), "Consumers' Role Performance and Brand Identification: Evidence from a Survey and a Longitudinal Field Experiment," *Journal of Interactive Marketing*, 38, 1-11. (Lead Article)

He, Yi, Qimei Chen and Dana L. Alden (2016), "Time will Tell: Managing Post-Purchase Changes in Brand Attitude," *Journal of the Academy of Marketing Science*, 44, 791-805.

He, Yi, Qimei Chen, Leona Tam and Ruby P. Lee (2016), “Managing Sub-Branding Affect Transfer: The Role of Consideration Set Size and Brand Loyalty,” *Marketing Letters*, 27, 103-113.

Chen, Qimei, **Yi He** and Dana L. Alden (2014), “Social Presence in Service Failure: Why It Might not be a Bad Thing,” *Customer Needs and Solutions*, 1(4), 288-297.

He, Yi, Qimei Chen and Dana L. Alden (2012), “Social Presence and Service Satisfaction: The Moderating Role of Cultural Value-Orientations,” *Journal of Consumer Behaviour*, 11(2), 170-176.

He, Yi, Qimei Chen and Dana L. Alden (2012), “Consumption in the Public Eye: The Influence of Social Presence on Retail Service Experience,” *Journal of Business Research*, 65(3), 302-310.

Alden, Dana L., **Yi He** and Qimei Chen (2010), “Service Recommendations and Customer Evaluations in the International Marketplace: Cultural and Situational Contingencies,” *Journal of Business Research*, 63(1), 38-44.

Merz, A Michael, **Yi He** and Stephen L. Vargo (2009), “The Evolving Brand Logic: A Service-Dominant Logic Perspective,” *Journal of the Academy of Marketing Science*, 37(3), 328-344.

Chen, Qimei, Shelly Rodgers and **Yi He** (2008), “A Critical Review of the e-Satisfaction Literature,” *American Behavioral Scientists*, 52(1), 38-59.

He, Yi, Michael A. Merz and Dana L. Alden (2008), “Diffusion of Measurement Invariance Assessment in Cross-National Empirical Marketing Research: Perspectives from the Literature and a Survey of Researchers,” *Journal of International Marketing*, 16(2), 64-83.

Merz, A Michael, **Yi He** and Dana L. Alden (2008), “A Categorization Approach to Analyzing the Global Consumer Culture Debate,” *International Marketing Review*, 25(2), 166-182.

Chen, Qimei, **Yi He**, Xinshu Zhao and David Griffith (2008), "Sources of Product Information for Chinese Rural Consumers - The First Glance," *International Journal of Advertising*, 27(1), 67-93.

Vargo, Stephen L., Kaori Nagao, **Yi He** and Fred W. Morgan (2007), “Satisfiers, Dissatisfiers, Criticals, and Neutrals: Understanding Their Relative Effects on Customer (Dis)Satisfaction,” *Academy of Marketing Science Review*, 11(2), 1-19.

BOOK CHAPTER PUBLICATIONS

Vargo, Stephen L., Robert F. Lusch, Melissa M. Archpru and **Yi He**, (2009), “Service-Dominant Logic: A Review and Research Agenda,” *Review of Marketing Research*, 6, 125-167.

PROCEEDINGS PUBLICATIONS

He, Yi, Qimei Chen, Leona Tam, and Ruby Lee (2012), “Sub-Branding Affect Transfer: The Role of Product Category Crowdedness and Brand Loyalty.” (abstract) *Proceedings in 2012 AMA Summer Educators' Conference*, Chicago, IL.

He, Yi, Qimei Chen and Dana L. Alden (2011), “Untangling Social Presence Effects on Customer Reactions to Service Failure,” (abstract) *Proceedings in 2011 AMA Summer Educators' Conference*, San Francisco, CA.

He, Yi and Qimei Chen (2011), “The Effect of Fit on Hedonic Adaption,” (abstract) *Proceedings in 2011 AMA Winter Educators' Conference*, Austin, Texas.

He, Yi, Qimei Chen and Dana L. Alden (2011), “Social Presence and Service Satisfaction: The Role of Independent Self-Construal,” (abstract) *Proceedings in 2011 AMA Winter Educators' Conference*, Austin, Texas.

He, Yi, Qimei Chen and Dana L. Alden (2010), “Verbalizing or Visualizing Metaphors? The Moderating Effects of Processing Mode and Temporal Orientation,” (abstract) *Advances in Consumer Research*.

He, Yi, Qimei Chen and Dana L. Alden (2010), “The More the Merrier: Imagined Social Presence and Service Failure,” (abstract) *Advances in Consumer Research*.

He, Yi, Qimei Chen and Dana L. Alden, (2009) “Future or Present: The Effect of Cultural Priming on Metaphoric Appeals,” (abstract) *Proceedings in American Academy of Advertising 2009 Asian-Pacific Conference*, Beijing, China.

Merz, Michael A., Yi He, and Stephen L. Vargo (2008), “The Co-Creation of Brand Value: A Service-Dominant Logic Perspective,” (abstract) *Proceedings in IV Annual Logic and Science of Service Conference: The New Wealth and Well-Being of Nations*, Honolulu, HI.

He, Yi, Qimei Chen and Dana L. Alden (2008), “Bystanders Don't Just Stand By: The Influence of Social Presence on Service Experience,” *Advances in Consumer Research*, 35, 789-790.

He, Yi, Michael A. Merz and Dana L. Alden (2008), “Measurement Invariance Assessment in Cross-National Marketing Research: A Status Quo Analysis of its Application,” *Advances in Consumer Research*, 35, 663-664.

Merz, Michael A., **Yi He** and Dana L. Alden (2007), “A Categorization Approach to Analyzing the Global Consumer Culture Debate,” (abstract) *Asia-Pacific Advances in Consumer Research*, Valdosta, GA: Association for Consumer Research.

CONFERENCE PRESENTATIONS

He, Yi, Qimei Chen, Leona Tam, and Ruby Lee, “Sub-Branding Affect Transfer: The Role of Product Category Crowdedness and Brand Loyalty.” AMA Summer Educators' Conference, Chicago, IL, August, 2012.

He, Yi, “‘Help- Self’ versus ‘Help- Others’: The Effect of Consumption Context on Health Decisions,” International Academy of Business and Economics Conference, Key west, FL, March 2012.

He, Yi, Qimei Chen and Dana L. Alden, “Untangling Social Presence Effects on Customer Reactions to Service Failure,” AMA Summer Educators' Conference, San Francisco, CA, August, 2011.

He, Yi, and Qimei Chen, “The Effect of Fit on Hedonic Adaption,” AMA Winter Educators' Conference, Austin, Texas, February, 2011.

He, Yi, Qimei Chen and Dana L. Alden, “Social Presence and Service Satisfaction: The Role of Independent Self-Construal,” AMA Winter Educators' Conference, Austin, Texas, February, 2011.

Wu, Lan, **Yi He** and Nancy Y. Wong “Mood and Comparative Decision Making: The Moderating Effects of Self-Relevance, Cognitive Load, and Consumer Impulsiveness,” International Academy of Business and Economics Conference, Las Vegas, October 2010.

Chen, Qimei, Dana L. Alden and **Yi He**, “The Boomerang Effect of Self-Referencing in Negative Health Message Communication,” International Academy of Business and Economics Conference, Las Vegas, October 2010.

He, Yi, Qimei Chen and Dana L. Alden, “Verbalizing or Visualizing Metaphors? The Moderating Effects of Processing Mode and Temporal Orientation,” Association of Consumer Research Conference, Pittsburg, October 2009.

He, Yi, Qimei Chen and Dana L. Alden, “The More the Merrier: Imagined Social Presence and Service Failure,” Association of Consumer Research Conference, Pittsburg, October 2009.

He, Yi, Qimei Chen and Dana L. Alden, “Future or Present: The Effect of Cultural Priming on Metaphoric Appeals,” Accepted for presentation at the American Academy of Advertising 2009 Asian-Pacific Conference, Beijing, China, May 2009.

Merz, Michael A., **Yi He** and Stephen L. Vargo, “The Co-Creation of Brand Value: A Service-Dominant Logic Perspective,” IV Annual Logic and Science of Service Conference: The New Wealth and Well-Being of Nations, Honolulu, HI, June 2008.

He, Yi, Qimei Chen and Dana L. Alden, “Bystanders Don’t Just Stand By: The Influence of Social Presence on Service Experience,” Association of Consumer Research Conference, Memphis, October 2007.

He, Yi, Michael A. Merz and Dana L. Alden, “Measurement Invariance Assessment in Cross-National Marketing Research: A Status Quo Analysis of its Application,” Association of Consumer Research Conference, Memphis, October 2007.

Vargo, Stephen L., Robert F. Lusch, Melissa M. Archpru and **Yi He**, “The Service-Dominant Logic of Marketing: Progress and Prospects”, Special Session in American Marketing Association Educator's Meeting, Washington, D.C., August 2007.

He, Yi, Michael A. Merz and Dana L. Alden, “Measurement Invariance Assessment in Cross-National Business Research: A Status Quo Analysis of its Application,” Hawai‘i International Conference on System Sciences, Big Island, HI, January 2007.

Alden, Dana L, **Yi He** and Qimei Chen, “Cultural and Situational Contingencies of Service Evaluation: A Study of Chinese and American Consumers,” American Marketing Association Educator's Meeting, Chicago, IL, August 2006.

Merz, Michael A., **Yi He** and Dana L. Alden, “A Categorization Approach to Analyzing the Global Consumer Culture Debate,” Association of Consumer Research Asian-Pacific Conference, Sydney, Australian, July 2006.

RESEARCH UNDER REVIEW

“Rooting for the Underdog! --Turning Intention Fallacy into Behavior Reality in a Sharing Economy,” under first-round review at the *Journal of Academy of Marketing Science*.

“The warmer shade of green: Market signaling and consumers' willingness to sacrifice for the environment,” under first-round review at the *Journal of Business Research*.

RESEARCH IN PROGRESS

“Leveraging Boredom: Equilibrium between Light and Darkness of Marketing,” finalizing manuscript to be submitted to JCR.

“When Shared, Boredom becomes Engaging: Driving Social Media Engagement through Boredom, Mindfulness and Communal Connectivity,” finalizing manuscript to be submitted to JM.

ACADEMIC SERVICE

Ad-Hoc Reviewing:

Journal of the Academy of Marketing Science, 2006 to present

European Journal of Marketing, 2008 to present

International Marketing Review, 2008 to present

Journal of International Marketing, 2010 to present

Asia Pacific Management Review, 2008 to present

Association of Consumer Research Conference 2009 to present

American Marketing Association Winter/Summer Educators Conference 2009 to present

Academy Marketing Science Annual Conference, 2008

National Service:

Session Chair, AMA Summer Educators' Conference, San Francisco, CA, 2011.

Session Chair, AMA Winter Educators' Conference, Austin, TX, 2011.
Session Chair, AMA Winter Educators' Conference, San Diego, CA, 2006

MEMBERSHIPS

Beta Gamma Sigma
American Marketing Association
Association for Consumer Research

HONORS, AWARDS AND GRANTS

Provost's Award for Outstanding Researcher	California State University, East Bay	2018
Marv Remmich Outstanding Faculty Research Award	California State University, East Bay College of Business and Economics	2013, 2017
Faculty Support Grant	California State University, East Bay	2008, 2011, 2012, 2014, 2016
California State University Wang Family Fellowship		2010
Who's Who in America	Marquis Who's Who	2010
Competitive Research Grant Award	Shidler College of Business University of Hawaii	2005-2006