

Sheng Bi

Ph.D. Candidate of Marketing
Carson College of Business, Washington State University
Pullman, WA, 99164
Email: sheng.bi@wsu.edu Phone: +1 509-715-9179

EDUCATION

Ph.D. in Marketing	08/2016-05/2021
Washington State University, Pullman, USA	(expected)
Visiting Student	08/2015-07/2016
Washington State University, Pullman, USA	
M.A. in Marketing	09/2011-06/2013
Renmin University of China, Beijing, China	
B.A. in International Business	09/2007-06/2011
Shandong University, Jinan, Shandong Province, China	
B.A. in Business English (Double Major)	09/2007-06/2011
Shandong University, Jinan, Shandong Province, China	

RESEARCH INTERESTS

Consumer Behavior

- Temporal Landmarks
- Preferences for Nostalgic Products
- Sensory Marketing
- Power and Consumer Behavior

DISSERTATION

Title: Time is Important! The Effect of Temporal Landmarks on Perception, Attention, and Motivation
Committee: Andrew Perkins (Chair), Kunter Gunasti, Chadwick Miller, and David Sprott
Status: Proposal Defended in November, 2019

PUBLICATIONS

Bi, Sheng, Andrew Perkins and David Sprott, "The Effect of Start/End Temporal Landmarks on Consumers' Visual Attention and Judgments", conditionally accepted at the *International Journal of Research in Marketing* (manuscript based on Dissertation Essay 2).

MANUSCRIPTS UNDER REVIEW

1. **Bi, Sheng** and Brandon Gustafson, "The Effect of Cellphone vs. Stationary Devices on Risk Taking", **Preparing for 2nd round review at *Journal of Business Research*.**

-
2. Gustafson, Brandon, Nadia Pomirleanu, and **Sheng Bi**, “Ooh, that is Sour: An Investigation of the Effect of Sour Taste and Color Saturation on Consumer Temptation Avoidance”, **Preparing for 3rd round review at *Psychology and Marketing***.
 3. **Bi, Sheng**, Jun Pang, Huan Chen, and Andrew Perkins, “The Effect of Feeling Powerless on Consumers’ Preference for Nostalgic Products”, **under review at *Journal of Consumer Psychology***.

CHAired SYMPOSIA

Bi, Sheng, and Maureen Morrin (October 2019), *The Power of Product Packaging: Changing Perceptions and Living a Healthier Life*, Co-chaired Special Session at the Association for Consumer Research North American Conference, Atlanta, Georgia.

CONFERENCE PROCEEDINGS

1. **Bi, Sheng**, Andrew Perkins, and David Sprott, “The Effect of Start/End Temporal Landmarks on Consumers’ Visual Attention and Judgments,” Association for Consumer Research North American Conference 2019, Atlanta, Georgia.
2. **Bi, Sheng**, and Andrew Perkins, “The Effect of Feeling Powerful on Consumers’ Preference for Cold/Warm Products,” Society for Consumer Psychology Conference 2019, Savannah, Georgia.
3. **Bi, Sheng**, Nik Nikolov, and Julio Sevilla, “The Recipient Effect on Consumers’ Preference for Products Displayed in Different Horizontal Locations,” Association for Consumer Research North American Conference 2018, Dallas, Texas.
4. Pang Jun, **Sheng Bi**, Huan Chen, and Andrew Perkins, “Meaning in Life, Powerlessness, and Nostalgia: Using Nostalgia to Mitigate the Effect of Powerlessness on the Search for Meaning in Life,” Association for Consumer Research North American Conference 2017, San Diego, California.
5. **Bi, Sheng** and Jun Pang, “A Trip to Your Past: The Effect of Ending on Preference for Nostalgic Products,” Association for Consumer Research North American Conference 2016, Berlin, Germany.
6. Pang, Jun and **Sheng Bi**, “We are Where We Live: The Country-Image Congruency Effect on Brand Attitude,” Association for Consumer Research North American Conference 2014, Baltimore, Maryland.

TEACHING EXPERIENCE

Consumer Behavior

- Carson College of Business, Washington State University, Fall 2019.
- Rated 4.6 out of 5.

Social Media Marketing

- Carson College of Business, Washington State University, Summer 2019.
- Rated 4.8 out of 5.

International Business

- Carson College of Business, Washington State University, Summer 2018.
- Rated 4.5 out of 5.

Sales Management

- Carson College of Business, Washington State University, Summer 2017.
- Rated 4.7 out of 5.

TEACHING INTERESTS

Consumer Behavior

Principles of Marketing

Marketing Research

Social Media Marketing

International Business

SERVICE

Reviewer, Association for Consumer Research Conference 2017-2019

Reviewer, Society for Consumer Psychology Conference 2017-2019

PROFESSIONAL AFFILIATIONS

Association for Consumer Research

Society for Consumer Psychology

AWARDS

Dissertation Grant, Graduate & Professional Student Association	2020
Three Minutes Thesis (Runner Up)	2019
Robert Mittelstaedt Symposium (Discussant), University of Nebraska-Lincoln	2018
Excellent Paper Award, Annual Conference of China Marketing Science	2017
Chinese Government Scholarship	2015
Outstanding Graduate, Renmin University of China	2013
Outstanding Graduate of Shandong Province, Shandong University, China	2011

SELECTED MEDIA ENGAGEMENT

2018 – *Dividend Magazine* (Page 5), “Display Inspires Nostalgia Research Study”,

<https://s3.wp.wsu.edu/uploads/sites/16/2018/10/DIVIDEND-2018-FINAL.pdf>

October 29, 2018, The Daily Evergreen, “Student does market research on gift timing”,

<https://dailyeverygreen.com/40870/news/student-does-market-research-on-gift-timing/>