

Xin He, Ph.D.

Associate Professor

ACADEMIC POSITIONS

- 2010 – Present Associate Professor, Department of Marketing
College of Business Administration, University of Central Florida
- 2004 – 2010 Assistant Professor, Department of Marketing
College of Business Administration, University of Central Florida
- 2001 – 2004 Instructor/Teaching Fellow
Joseph M. Katz Graduate School of Business, University of Pittsburgh

EDUCATION

- 2004 Ph.D. (Marketing), Joseph M. Katz Graduate School of Business
University of Pittsburgh

REFEREED PUBLICATIONS

- Urumutta Hewage, Ganga and Xin He (2022), “Preference for Experiences: Regulatory Focus and the Tradeoffs Between Experiential and Material Purchases,” *Journal of Experimental Psychology: Applied*, 28 (2), 329-340.
- Klucarova, Sona and Xin He (2022), “Status Consumption and Charitable Donations: The Power of Empowerment,” *Psychology & Marketing*, 39 (6), 1116-1128.
- Urumutta Hewage, Ganga and Xin He (2022), “The Mysteries of Mystery Deals: The Roles of Purchase Type (Material vs. Experiential Purchases) and Excitement Neglect,” *Journal of Experimental Psychology: Applied*, 28 (1), 179-188.
- Pillai, Rajani Ganesh, Xin He, and Raj Echambadi (2019), “The Tale of Uncertain Choices: Inclusion versus Exclusion,” *Thinking & Reasoning*, 25 (4), 449-476.
- Gong, Baiyun, Regina A. Greenwood, David Hoyte, Arlene Ramkissoon, and Xin He (2018), “Millennials and Organizational Citizenship Behavior: The Role of Job Crafting and Career Anchor on Service,” *Management Research Review*, 41 (7), 774-788.
- Bindroo, Vishal, Xin He, and Raj Echambadi (2016), “Satisfaction—Repurchase Intentions Relationship: Exploring the Contingent Roles of Consideration Set Size and Price Consciousness,” *Customer Needs and Solutions*, 3 (3), 115-125.

- Wang, Ze, Xin He, and Fan Liu (2016), "From Similitude to Success: The Effects of Facial Resemblance on Perceptions of Team Effectiveness," *Journal of Experimental Psychology: Applied*, 22 (1), 48-58.
- He, Xin (2016), "When Perfectionism Leads to Imperfect Consumer Choices: The Role of Dichotomous Thinking," *Journal of Consumer Psychology*, 26 (1), 98-104.
- Wang, Ze, Xin He, and Fan Liu (2015), "Examining the Effect of Smile Intensity on Age Perceptions," *Psychological Reports*, 117 (1), 188-205.
- Lee, Sangwon and Xin He (2014), "The Interplay of Brand Origin and Product Origin on Persuasion," *Asian Journal of Marketing*, 8 (1), 44-53.
- Gong, Baiyun, Xin He, and Huei-Min Hsu (2013), "Guanxi and Trust in Strategic Alliances," *Journal of Management History*, 19 (3), 362-376.
- He, Xin, J. Jeffrey Inman, and Vikas Mittal (2008), "Gender Jeopardy in Financial Risk Taking," *Journal of Marketing Research*, 45 (August), 414-424.
- He, Xin and Vikas Mittal (2007), "The Effect of Decision Risk and Project Stage on Escalation of Commitment," *Organizational Behavior and Human Decision Processes*, 103 (July), 225-237.
- Morrin, Maureen, Jacob Jacoby, Gita Venkataramani Johar, Xin He, Alfred Kuss, and David Mazursky (2002), "Taking Stock of Stockbrokers: Exploring Momentum versus Contrarian Investor Strategies and Profiles," *Journal of Consumer Research*, 29 (September), 188-198.

SELECTED HONORS AND AWARDS

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| 2021 | Excellence in Mentoring Doctoral Students Award, University of Central Florida |
| 2016 | Teaching Incentive Program Award, University of Central Florida |
| 2011 | Teaching Incentive Program Award, University of Central Florida |
| 2010 | Excellence in Undergraduate Teaching, College of Business Administration, University of Central Florida |
| 2004 | Elected to Beta Gamma Sigma Honor Society |
| 2003 | Katz Doctoral Teaching Award, University of Pittsburgh |
| 2002 | AMA-Sheth Foundation Doctoral Consortium Fellow |
| 2000 | Haring Symposium Fellow |