

# VINCENTIA YUEN

Ph.D. Candidate in Marketing, University of Miami

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## EDUCATION

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|---|------------|
| <b>Ph.D. in Business, Concentration in Marketing</b>  | 2025       |
| Miami Herbert Business School, University of Miami, Coral Gables, FL<br>Committee: Claudia Townsend, Michael Tsiros, Caglar Irmak, Jeff Inman | (expected) |
| <b>M.S. in Marketing (Distinction)</b>  | 2018       |
| School of Business, City University of Hong Kong, Hong Kong   |            |
| <b>Visiting Graduate Student</b>  | 2017       |
| DeGroote School of Business, McMaster University, Hamilton, ON, Canada  |            |

## RESEARCH INTERESTS

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- (1) Consumer-Technology Interaction
- (2) Word of Mouth

## WORKING PAPERS

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**Yuen, Vincentia**, Claudia Townsend, and Michael Tsiros “Smartphone Intuition”  
(invite for resubmission to *Journal of Marketing Research*)

**Yuen, Vincentia** and Michael Tsiros “Manager Responses”  
(to be submitted to *Journal of Marketing*)

## SELECTED WORK IN PROGRESS

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**Yuen, Vincentia** and Claudia Townsend, “Online Reviews”

**Yuen, Vincentia** and Claudia Townsend, “Digital Devices”

## TEACHING INTERESTS

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Consumer Behavior, Marketing Research, Social Media and Digital Marketing, Principles of Marketing

## TEACHING EXPERIENCES

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|---|----------------|
| Instructor, Foundations of Marketing, Undergraduate, <b>4.6 / 5</b><br>University of Miami, FL, USA | Summer<br>2023 |
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## **HONORS AND AWARDS**

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| 1 <sup>st</sup> Place, BDM Cluster Elevator Pitch Research Presentation Competition | 2022           |
| AMA-Sheth Foundation Doctoral Consortium Fellow                                     | 2022           |
| Lifetime Member of Beta Gamma Sigma   | 2018 - Present |
| Outstanding Academic Performance Award 2017/18 ( <i>Top three students</i> )        | 2018           |
| Outstanding Academic Performance Award 2016/17 ( <i>Top three students</i> )        | 2017           |
| Shao Ming Lo Foundation Scholarship   | 2016           |
| Academic Excellence Scholarship 2015/16 ( <i>Highest Year GPA</i> )                 | 2016           |
| Academic Excellence Scholarship 2014/15 ( <i>Highest Year GPA</i> )                 | 2015           |
| Dean's List   | 2014 - 2016    |

## **CONFERENCE PRESENTATION** († presenter)

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† **Yuen, Vincentia**, Claudia Townsend, and Michael Tsiros (2023), “How the Intuition That Smartphones Induce Low Thoughtfulness Decreases Decision-making Confidence,” paper accepted and to be presented at the 2023 Association for Consumer Research Conference.

† **Yuen, Vincentia** and Michael Tsiros (2023), “Signal of Recovery: The Mere Signal of the Presence of Private Manager Response as eWOM Intervention Strategy,” paper accepted and to be presented at the 2023 Association for Consumer Research Conference.

† **Yuen, Vincentia**, Claudia Townsend, and Michael Tsiros (2023), “The Smartphone Bias: How the Intuition That Smartphones Induce Low Thoughtfulness Decreases Decision-making Confidence,” paper presented at the 45th Annual ISMS Marketing Science Conference, Miami, FL.

† **Yuen, Vincentia**, Claudia Townsend, and Michael Tsiros (2023), “How the Intuition That Smartphones Induce Low Thoughtfulness Decreases Decision-making Confidence,” poster presented at the 1<sup>st</sup> Inaugural Computing Day, University of Miami, Miami, FL.

† **Yuen, Vincentia** and Claudia Townsend (2022), “Smartphone Bias: Why Consumers Unnecessarily Avoid Smartphones,” poster presentation at the Psychology of Technology Conference, the Wharton School, University of Pennsylvania.

† **Yuen, Vincentia**, Claudia Townsend, and Michael Tsiros (2022), “Smartphone Bias: When Consumers Unnecessarily Avoid Smartphones,” paper presented at the 2022 Summer American Marketing Association Conference, virtual.

- † **Yuen, Vincentia**, Claudia Townsend, and Michael Tsiros (2021), “Smartphone Bias: When Consumers Unnecessarily Avoid Smartphones,” paper presented and discussed in roundtable on Consumer Technology Interaction at the 2021 Association for Consumer Research Conference, virtual.
- † **Yuen, Vincentia** and Michael Tsiros (2021), “How Mere Manager Response Influences Consumer Decision Making,” paper presented at the 2021 Winter American Marketing Association Conference, virtual.
- † **Yuen, Vincentia** and Michael Tsiros (2020), “How Mere Manager Response Influences Product Evaluations,” paper presented at the 2020 Association for Consumer Research Conference, virtual.
- Yuen, Vincentia W.** and † Haksin Chan (2019), “Product Review Forums as Learning Communities,” paper presented at the 2019 Summer American Marketing Association Conference, Chicago, IL.
- Yuen, Vincentia W.**, Kevin Zeng, and † Haksin Chan (2018), “Opinion Leadership in Product Review Forums,” paper presented at the Australian & New Zealand Marketing Academy Conference 2018, Adelaide, Australia.
- † **Yuen, Vincentia W.**, Kevin Zeng, and Haksin Chan (2018), “Opinion Leadership in the Digital World,” paper presented at The 27th World Business Congress, Hong Kong.
- † **Yuen, Vincentia W.**, Felix Tang, and Ian Phau (2018), “Understanding Consumers’ High-Risk Consumption Behavior of Pharmaceuticals: A Qualitative Exploratory Study,” paper presented at the 2018 Academy of Marketing Science 46th Annual Conference, New Orleans, LA.
- Chan, Haksin and † **Vincentia W. Yuen** (2017), “Bolstering New Product Reviews in the Digital World,” paper presented at the 2017 Summer American Marketing Association Conference, San Francisco, CA.
- † Tang, Felix, Karen Yeung, and **Vincentia W. Yuen** (2017), “A Model on Understanding Over-the-Counter Pharmaceutical Consumption,” presented at the 2017 Summer American Marketing Association Conference, San Francisco, CA. (Special session title: Consumer Ethics: A Neglected Dimension of Sustainable Business Strategy)

## **RESEARCH EXPERIENCES**

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| Behavioral Lab Manager<br>University of Miami, FL, USA                 | 2020 - 2021    |
| Research Assistant<br>University of Miami, FL, USA                     | 2019 - Present |
| Research Assistant<br>The Hang Seng University of Hong Kong, Hong Kong | 2018 - 2019    |

## **PROFESSIONAL AND UNIVERSITY SERVICES**

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### Professional services

#### Ad hoc reviewing

Association for Consumer Research Conference (2022 – present)

Society for Consumer Psychology Conference (2021 – present)

#### Conference helper

45th Annual ISMS Marketing Science Conference, 2023

2021 Association for Consumer Research Conference, 2021

The 27th World Business Congress, 2018

#### Conference session chair

45th Annual ISMS Marketing Science Conference, 2023

2022 Summer American Marketing Association Conference, 2022

2021 Winter American Marketing Association Conference, 2021

### University services

Representative (AACSB Business accreditation visit), University of Miami, 2022

Resident Tutor, The Hang Seng University of Hong Kong, 2018 – 2019