

VINCENTIA YUEN

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EDUCATION

Doctor of Philosophy in Business Concentration in Marketing (Consumer Behavior) Miami Herbert Business School, University of Miami Coral Gables, FL, USA	August 2019 - Present
Master of Science in Marketing (Distinction) School of Business, City University of Hong Kong Hong Kong	July 2018
Visiting Graduate Student DeGroote School of Business, McMaster University Hamilton, ON, Canada	Fall 2017

HONORS AND AWARDS

University of Miami Fellowship	2019 - Present
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

RESEARCH INTERESTS

Specific Research Interest: Digital Technology

- Digital Device
- Digital Platform (e.g., Digital and social media, Online reviews)

Broad Research Areas

- Judgment and Decision-Making
- Technology
- Word of Mouth
- Social Influence

SELECTED WORKING PAPERS/ WORK IN PROGRESS

“Smartphone Bias” with Professor Claudia Townsend and Professor Michael Tsiros, targeted for the *Journal of Consumer Research*.

“Manager Responses” with Professor Michael Tsiros, targeted for the *Journal of Marketing Research*.

“Digital Devices” with Professor Claudia Townsend, targeted for the *Journal of Marketing Research*.

CONFERENCE PAPERS AND PRESENTATIONS († PRESENTED BY A COAUTHOR)

Yuen, Vincentia, Claudia Townsend, and Michael Tsiros (2021), “Smartphone Bias: When Consumers Unnecessarily Avoid Smartphones,” paper will be presented (and discussed in roundtable on Consumer Technology Interaction) at the 2021 Association for Consumer Research Conference.

Yuen, Vincentia and Michael Tsiros (2021), “How Mere Manager Response Influences Consumer Decision Making,” paper presented at the 2021 Winter American Marketing Association Conference.

Yuen, Vincentia and Michael Tsiros (2020), “How Mere Manager Response Influences Product Evaluations,” paper presented at the 2020 Association for Consumer Research Conference.

† **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 EXPERIENCE

Behavioral Lab Manager University of Miami, FL, USA	2020 - Present
Research Assistant University of Miami, FL, USA	2019 - Present
Research Assistant The Hang Seng University of Hong Kong, Hong Kong	2018 - 2019
Independent Research Project McMaster University, ON, Canada	2017

PROFESSIONAL AND UNIVERSITY SERVICES

Reviewer, 2022 Society for Consumer Psychology Conference, 2021
 Conference Helper, 2021 Association for Consumer Research Conference, 2021
 Session Chair, 2021 Winter American Marketing Association Conference, 2021
 Residential College Tutor, The Hang Seng University of Hong Kong, 2018 – 2019
 Conference Helper, The 27th World Business Congress, Hong Kong, 2018

RELEVANT GRADUATE-LEVEL COURSES

Courses	Instructors (Current Affiliation)	Levels
<u>Business</u>		
Behavioral Decision Theory in Consumer Research	Dr. Uzma Khan (U. of Miami)	Ph.D.
Consumer Behavior and Decision Making	Dr. Claudia Townsend (U. of Miami)	Ph.D.
Information Processing for Consumer Behavior	Dr. Caglar Irmak (U. of Miami)	Ph.D.
Marketing Strategy	Dr. Joseph Johnson (U. of Miami)	Ph.D.
Topics in Marketing I & II	Marketing Faculty (U. of Miami)	Ph.D.
Topics in Business Technology	Dr. Ola Henfridsson (U. of Miami)	Ph.D.
Behavioral Finance	Dr. Alok Kumar (U. of Miami)	Ph.D.
Theories in Management and Organization	Dr. Yadong Luo (U. of Miami)	Ph.D.
Marketing Engineering	Dr. Ruby Pui Wan Lee (Florida State U.)	M.S.
Applied Marketing Research	Dr. Liyuan Wei (Brunel U. London)	M.S.
Database Marketing: Models and Analysis	Dr. Xiaohua Zeng (Peking U.)	M.S.
Global Marketing	Dr. Xu Vivian Zheng (City U. of HK)	M.S.
Social Media Marketing	Dr. Wenyu Dou (City U. of HK)	M.S.
Electronic Marketing	Dr. Yiyang Stella Li (City U. of HK)	M.S.
Marketing Strategy and Planning	Dr. Fanny Cheung (City U. of HK)	M.S.
Consumer/ Buyer Behavior	Dr. Jeff Jianfeng Wang (Monash U.)	M.S.
Integrated Marketing Communication	Dr. Fanny Cheung (City U. of HK)	M.S.
Corporate Reputation and Brand Management	Mr. Paul Tedesco (McMaster U.)	M.B.A.
Strategic Management	Dr. Brent McKnight (McMaster U.)	M.B.A.

Psychology and Research Methods

Social Psychology
Social Psychology of Health and Illness
Introduction to Research Methods
Quantitative Methods I
Quantitative Methods II
Computer Applications in Educational and Behavioral Science Research (Python)

Dr. Youngmee Kim	(U. of Miami)	Ph.D.
Dr. Robert J. Johnson	(U. of Miami)	Ph.D.
Dr. Blaine J. Fowers	(U. of Miami)	Ph.D.
Dr. Cengiz Zopluoglu	(U. of Miami)	Ph.D.
Dr. Jue Wang	(U. of Miami)	Ph.D.
Dr. Ching-Hua Chuan	(U. of Miami)	Ph.D.