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Education

Ph.D. in Marketing, 2006
Rotman School of Management, University of Toronto

M.A. in Business Administration, 2001
B.A. in Economics, 1999
Management School, [Dalian University of Technology](#)

Academic Position

Associate Professor (with tenure), National University of Singapore, January 2013 – present
Assistant Professor, National University of Singapore, July 2006 – December 2012

Publications

1. Jia, Miaolei, Xiuping Li, and Aradhna Krishna (2019), “Unpacking Self-Control: When More Categories Lead to Lower Calorie Budgets,” *Journal of Consumer Research*, accepted for publication (equal contribution).
2. Yi Cheng, Jack Jiang, Xiuping Li, Xianghua Lu (2019), Leveraging User-Generated Content for Product Promotion: the Effects of Firm-highlighted Reviews, *Information System Research*, 30 (3), 711-725.
3. Aradhna Krishna, Spike Lee, Xiuping Li, and Norbert Schwarz (2017), Embodied Cognition, Sensory Marketing, and the Conceptualization of Consumers’ Judgment and Decision Processes: Introduction to the Issue, *Journal of Association for Consumer Research*, 2 (4), 377-381.
4. Jun Pang, H T Keh, Xiuping Li, Maheswaran D (2017), "Every coin has two sides": The effects of dialectical thinking and attitudinal ambivalence on psychological discomfort and consumer choice. *Journal of Consumer Psychology*, 27(2), 218-230. *Journal of Consumer Psychology* (corresponding author)
5. Xiaobing Song, Feifei Huang, and Xiuping Li (2017) The Effect of Embarrassment on Preferences for Brand Conspicuousness: The Roles of Self-Esteem and Self-Brand Connection, *Journal of Consumer Psychology*, Vol 27(1), 69-83 (equal contribution, corresponding author)

6. Xiuping Li and Meng Zhang (2014), "The Effects of Heightened Physiological Needs on Perception of Psychological Connectedness," *Journal of Consumer Research*, 41, no. 4, 1078-1088. (equal contribution)
7. Xun (Irene) Huang, Xiuping Li, and Meng Zhang (2013) "Seeing the Brand Social Role: How Relative Physical Position Influences Social Role Perceptions", *Journal of Consumer Psychology*, 23 (4), 509-514. (equal contribution)
8. Xiuping Li, Qiang (Steven) Lu, and Rohan Miller (2013) "Self- Medication and Pleasure as Dichotomous Underlying Behavioural Disorders", *Journal of Business Research*, 66 (9), 1598-1904.
9. Boyoun Chae, Xiuping Li, and Juliet Zhu (2013) "Judging Product Effectiveness from Perceived Spatial Proximity," *Journal of Consumer Research*, vol.40 (August), 317-335. (equal contribution, corresponding author)
10. Meng Zhang and Xiuping Li (2012), "From Physical Weight to Psychological Significance: the Contribution of Semantic Activations", *Journal of Consumer Research*, vol. 38, no. 6, 1063-1075. (equal contribution)
Selected Media Coverage: The Telegraph, Wall Street Journal, Science Newsline
11. Xiuping Li, Liyuan Wei, and Dilip Soman (2010), "Sealing the Emotions Genie: The Effects of Physical Enclosure on Psychological Closure", *Psychological Science*, 1047-50.
12. Kyeongheui Kim, Meng Zhang, and Xiuping Li (2008), "Effects of Temporal and Social Distance on Consumer Evaluations", *Journal of Consumer Research*, Vol. 35 (Dec), 706-13. (equal contribution)
13. Xiuping Li (2008), "The Effects of Appetitive Stimuli on Out-of-Domain Consumption Impatience," *Journal of Consumer Research*, Vol. 34 (Feb) 649-56.
Selected Media Coverage: Reuters, NY Time, CNN, CBC (Canada), BBC world
14. Dilip Soman, George Ainslie, Shane Frederick, Xiuping Li, John Lynch, Page Moreau, Andrew Mitchell, Daniel Read, Alan Sawyer, Yaacov Trope, Klaus Wertenbroch (2005), "The Psychology of Intertemporal Discounting: Why are Distant Events Valued Differently from Proximal Ones?" *Marketing Letters*, 347-360

Papers under R&R

1. Song, Liang, Gita Johar, and Xiuping Li, "When and Why Guilt Leads to Seeking Negative Experience". *Journal of Consumer Research*, Revise and Resubmit
2. Jia, Miaolei, Xiuping Li, and Aradhna Krishna, "How Visual Communication of a Set Impacts Perceived Set Completeness and Component Importance," *Journal of Consumer Research*, Revise and Resubmit
3. Yu-chen Hung, Xiuping Li, and Catherine Young, "Telling the world what you want to Achieve: the Motivating and Demotivating Effects of Goal Publicity". *International Journal of Research in Marketing* (to be submitted for 3rd round review)

Recent Invited Talks and Conference Presentations

19/07/2019: CKGSB, Shanghai,

30/06/2019: International Forum of Marketing Science and Applications, Keynote
Speaker, Guangzhou

30/03/2019: HKU, Hong Kong

Professional Service

Editorial Review Board:

Journal of Consumer Psychology, 2013-present

Journal of Consumer Research, 2014-2017

Guest Editor for Journal of Association of Consumer Research, Special Issue on Embodiment

Ad Hoc Reviewer for:

Association for Consumer Research, Journal of Consumer Psychology, Psychological Science,
Journal of Consumer Research, Journal of Marketing Research