

Haipeng (Allan) Chen

May, 2021

Department of Marketing & Supply Chain
Gatton College of Business and Economics
Lexington, KY

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EDUCATION

- | | |
|-------------|---|
| 1997 - 2002 | Doctor of Philosophy in Marketing
University of Minnesota |
| 1993 – 1996 | Master of Arts in Applied Linguistics
Zhejiang University, Hangzhou, P.R. China |
| 1989 - 1993 | Bachelor of Engineering in Mechanical Engineering (with honors)
Shandong Institute of Engineering, Zibo, P. R. China |

RESEARCH INTERESTS

- Consumer and firm behaviors. Specifically,
 - Consumer and manager decision making
 - Behavioral pricing
 - Behavioral perspectives on firm strategies

EMPLOYMENT

- University Research Professor, Gatton College of Business and Economics, University of Kentucky, July 1, 2020 –
- Professor and Gatton Endowed Chair in Marketing, Gatton College of Business and Economics, University of Kentucky, July 1, 2017 –
- Promoted to the rank of Full Professor with unanimous votes, Texas A&M University, 2017
- John E. Pearson Endowed Associate Professor, Texas A&M University, Sept. 2013 – May 2017
- Associate Professor and Mays Research Fellow, Texas A&M University, Sept. 2009 – August 2013
- Assistant Professor and Mays Research Fellow, Texas A&M University, June 2007 – Aug. 2009
- Assistant Professor, University of Miami, June 2002 – May 2007
- Procter & Gamble (China) Ltd, North China LDC Manager (Logistics Department), Apr. 1996 – Aug. 1997

PUBLICATIONS

(Some of the following papers can be accessed on the Social Science Research Network (SSRN) at: <http://ssrn.com/author=385009>)

1. Hodges, Brady and Haipeng (Allan) Chen (2021), “In the Eye of the Beholder: The Interplay of Numeracy and Fluency in Consumer Response to 99-ending Prices,” accepted for publication, *Journal of Consumer Research*.
2. Zhao, Haichuan, Ji Wu and Haipeng (Allan) Chen (2021), “Coupons or free shipping? Effects of Price Promotion Strategies on Online Review Ratings,” accepted for publication, *Information Systems Research*.
3. Wang, Liangyan, Eugene Chan and Haipeng (Allan) Chen (2021), “When the “Charm of Three” Fades: Mental Imagery Moderates the Impact of the Number of Ad Claims on Persuasion”, accepted for publication, *Journal of Consumer Psychology*.
4. Snir, Avichai, Haipeng (Allan) Chen, and Daniel Levy (2021), “Stuck at Zero: Price Rigidity in a Runaway Inflation,” accepted for publication, *Economics Letters*.
5. Chen, Haipeng (Allan), David Hardesty, Akshay Rao, and Lisa Bolton (2021), “Editorial: Introduction to Special Issue on Behavioral Pricing,” *Journal of the Association for Consumer Research*, 6 (1), 3-9.
6. Chen, Haipeng (Allan) Chen, Woojin Choi, Yan (Lucy) Liu, Haoying Sun, and Fu Liu (2021), “More or Less? Consumer Goal Orientation and Product Choice,” *Customer Needs and Solutions*, accepted for publication.
7. Min Jung Kim, Yanliu Huang, and Haipeng (Allan) Chen (2021), “A Penny Saved is a Penny Earned: How Money-View and Self-View Jointly Influence Consumer Financial Behaviour,” *International Journal of Consumer Studies*, accepted for publication.
8. Choi, Woojin, Haoying Sun, Yan (Lucy) Liu and Haipeng (Allan) Chen (2020), “Guess Who Buys Cheap? The Effect of Consumers’ Goal Orientation on Product Preference,” *Journal of Consumer Psychology*, 30 (3), 506-514. <https://doi.org/10.1002/jcpy.1148> (equal co-authorship).
9. Lu, Zhi, Lisa Bolton, Sharon Ng and Haipeng (Allan) Chen* (2020), “The Price of Power: How Firm’s Market Power Affects Perceived Fairness of Price Increases,” *Journal of Retailing*, 96 (2), 220-234 (*: corresponding author). <https://doi.org/10.1016/j.jretai.2019.09.004>
10. Levy, Daniel, Avichai Snir and Haipeng (Allan) Chen (2020), “Not All Price Endings Are Created Equal: Price Points and Asymmetric Price Rigidity,” *Journal of Monetary Economics*¹, 110, 33-49.
11. Yuna Choe, Youseok Lee, Haipeng (Allan) Chen*, and Sang-Hoon Kim (2020), “Look! Don’t Let It Weigh You Down: The Effect of Visual Density on Perceived Product Heaviness and Evaluation,” *Journal of Business Research*, 126, 35-47 (*corresponding author)
12. Wei, Jiuchang, Tingting Liu, Daniel Chavez and Haipeng (Allan) Chen (2020), “Managing Corporate-Government Relationships in a Multi-Cultural Setting: How Political Corporate Social

¹ *JME* is one of the top 10 (“A+” Top Journals”) among all journals in the categories of “Economics” and “Business” in the Journal Citation Reports (Ritzberger 2008); and ranks *JME* #6 among all academic journals in economics (other business journals ranked: *Journal of Financial Economics*: #14; *Journal of Accounting and Economics*: #62; Kalaitzidakis, Mamuneas and Stengos 2003).

Responsibility (PCSR) as a Response to Legitimacy Pressures Affects Firm Reputation,” *Industrial Marketing Management*, 89, 1-12.

LEAD ARTICLE

13. Dou Wenjing, Wei Lu, Dian Wang, Brady Hodges, and Haipeng (Allan) Chen (2020), “I Paid More than You (Before)?! The Effect of Self-Construal and Comparison Target on Price Unfairness Perceptions,” *Customer Needs and Solutions*, 7, 12-18.
14. Liu, Fu, Zhenzhong Zhu, Xingbo Li and Haipeng (Allan) Chen (2020), “Beauty in the Eyes of Its Beholders: Effects of Design Novelty on Consumer Preference,” *Journal of Retailing and Consumer Services*, 53
15. Zhu, Zhenzhong, Fu Liu and Haipeng (Allan) Chen (2020), “Warmth or Competence? The Influence of Advertising Appeal and Self-Construal on Consumer-Brand Identification and Purchase Intention,” *Acta Psychologica Sinica*, 52 (3), 357-370 (abstract in English; text in Chinese).
16. Zhu, Zhenzhong, Xiaojun Zhang, Fu Liu, and Haipeng (Allan) Chen (2020), “How Visual Novelty Affects Consumers’ Purchase Intention: The Moderating Effects of Self-Construal and Product Type,” 52 (11), 1352-1364, *Acta Psychologica Sinica* (abstract in English; text in Chinese).
17. Ertekin, Necati, Jeff Shulman and Haipeng (Allan) Chen (2019), “On the Profitability of Stacked Discounts: Identifying Revenue and Cost Effects of Discount Framing,” *Marketing Science*, 38 (2), 317-342.
18. Chen, Haipeng (Allan), Lisa Bolton, Sharon Ng, and Dian Wang (2019), “Dual Entitlement Revisited: Cultural Differences in Asymmetric Pricing,” *Journal of Marketing Behavior*, 4, 213-225.
19. Sheehan, Dan, David Hardesty, Haipeng (Allan) Chen and Alex Ziegler (2019), “Discount Dynamics: Consumer Reactions to Price Discounts During an Online Shopping Trip,” *Journal of Retailing and Consumer Services*, 51, 129-138.
20. Xu, Jia, Jiuchang Wei and Haipeng (Allan) Chen (2019), “Pollution Stigma and Manufacturing Firms’ Disengagement Effort: Interactive Effects of Pressures from External Stakeholders,” accepted for publication, *Organization & Environment* (5-year impact factor=8.551; Journal Citation Ranking Impact Factor Top Quartile Journal in Management).
21. Xu, Jia, Jiuchang Wei, and Haipeng (Allan) Chen* (2019), “Stigmatized Firms’ Strategic Responses to Regulatory Pressures through CSR,” accepted for publication, *Corporate Social Responsibility and Environmental Management* (*: corresponding author; journal impact factor= 4.918; Journal Citation Ranking Impact Factor Top Quartile Journal in Management, or JCR Q1).
22. Chen, Haipeng (Allan) and Haoying Sun (2018), “Mental Accounting for Percentages Revisited: The Interplay of a Computational Error and Constituent Outcome Categorization,” *Journal of Marketing Behavior*, 3(2), 153-165. <http://dx.doi.org/10.1561/107.00000049>
23. Chen, Haipeng (Allan), Lisa Bolton, Sharon Ng, Dongwon Lee and Dian Wang* (2018), “Culture, Relationship Norm, and Dual Entitlement,” *Journal of Consumer Research*, June, 45 (1), 1-20. (*doctoral student).

LEAD ARTICLE

24. Wei, Jiuchang, Zhe Ouyang and Haipeng (Allan) Chen* (2018), "CEO Characteristics and Corporate Philanthropic Giving in an Emerging Market: The Case of China," *Journal of Business Research*, 87, 1-11 (*: corresponding author).
LEAD ARTICLE
25. Song, Reo, Sangkil Moon, Haipeng (Allan) Chen and Mark Houston (2018), "When Marketing Strategy Meets Culture: The Role of Culture in Product Evaluations," *Journal of Academy of Marketing Science*, 46 (3), 384-402.
26. Wei, Jiuchang, Zhe OuYang and Haipeng (Allan) Chen* (2017), "Well-Known or Well-Liked? The Effects of Corporate Reputation on Firm Value at the Onset of a Corporate Crisis," *Strategic Management Journal*, 38 (10), 2103–2120 (*: corresponding author).
 - a top 20 most read paper in the *Strategic Management Journal* (2017-2018)
27. Snir, Avichai, Daniel Levy and Haipeng (Allan) Chen (2017), "End of 9-Endings, Price Recall, and Price Perceptions," *Economics Letters*, 155, 157–163.
28. Ying, Zhu and Haipeng (Allan) Chen (2017), "A Tale of Two Brands: The Joint Effect of Manufacturer and Retailer Brands on Consumers' Product Evaluation," *Journal of Brand Management*, 24 (3), 284-306 (journal impact factor=1.564, *JCR Q1*).
29. Liu, Yan (Lucy), Jiaoyang (Krista) Li, Haipeng (Allan) Chen and Subramanian Balachander (2017), "The Effects of a Product's Aesthetic Design on Demand and Marketing Mix Effectiveness: The Role of Segment Prototypicality and Brand Consistency," *Journal of Marketing*, 81, 83-102.
 - Blast from the Past: Editor Picks from 2017
30. Tsiros, Michael and Haipeng (Allan) Chen (2017), "Convexity Neglect in Consumer Decision Making," *Journal of Marketing Behavior*, 2 (4), 253-290.
LEAD ARTICLE
31. Hedgcock, William, Raghunath Rao and Haipeng (Allan) Chen (2016), "Choosing to Choose: The Effects of Decoys and Prior Choice on Deferral," *Management Science* (equal co-authorship), 62 (10), 2952–2976.
32. Pao, Hsiao-Tien, Haipeng (Allan) Chen and Yi-Ying Lia (2015), "Competitive Dynamics of Energy, Environment, and Economy in the U.S.," *Energy*, 89, 449-460 (journal 5-year impact factor: 4.47; *JCR Q1*)
33. Rao, Akshay, Amna Kirmani, and Haipeng (Allan) Chen (2013), "All Signals Are Not Created Equal: Managers' Choice of Signal under Information Asymmetry in Competitive Markets," *Review of Marketing Research*, 10, 115-151.
 - 2018 Naresh K. Malhotra award for making the greatest long-term contribution amongst those published in vol. 6 through 10 in the *Review of Marketing Research*
34. Chen, Haipeng (Allan), Howard Marmorstein, Michael Tsiros and Akshay Rao (2012), "When More is Less: The Impact of Base Value Neglect on Consumers' Preferences for Bonus Packs over Price Discounts," *Journal of Marketing*, 76 (4), 64-77.
35. Monga, Ashwani, Haipeng (Allan) Chen, Michael Tsiros and Mona Sinha* (2012), "Buyer-Seller Relationships: A Boundary Condition of the Impact Bias," *Marketing Letters*, 23, 31-45 (*doctoral student).

36. Levy, Daniel, Dongwon Lee, Haipeng (Allan) Chen, Robert Kauffman and Mark Bergen (2011), “Price Points and Price Rigidity,” *Review of Economics and Statistics*², 93 (4), 1417-1431 (equal co-authorship).
37. Levy, Daniel, Haipeng (Allan) Chen, Georg Müller, Shantanu Dutta and Mark Bergen (2010), “Holiday Price Rigidity and Cost of Price Adjustment,” *Economica*³, 77 (305), 172-198 (equal co-authorship).
38. Hedgcock, William, Akshay R. Rao and Haipeng (Allan) Chen (2009), “Could Ralph Nader’s Entrance and Exit Have Helped Al Gore? The Impact of Decoy Dynamics on Consumer Choice,” *Journal of Marketing Research*, 46 (3), 330-343.
39. Chen, Haipeng (Allan), Daniel Levy, Sourav Ray and Mark E. Bergen (2008), “Asymmetric Price Adjustment in the Small,” *Journal of Monetary Economics*, 55 (4), 728-737 (equal co-authorship).
40. Chen, Haipeng (Allan) and Akshay Rao (2007), “When Two plus Two is Not Equal to Four: Errors in Processing Multiple Percentage Changes,” *Journal of Consumer Research*, 34 (Oct), 327-340.
 - Mentioned in *JCR* Research Curations (“Behavioral Pricing in *JCR*”, Winter 2017/2018)
41. Ray, Sourav, Haipeng (Allan) Chen, Mark E. Bergen and Daniel Levy (2006), “Asymmetric Wholesale Pricing: Theory and Evidence,” *Marketing Science*, 25 (2), 131-154 (equal co-authorship).
42. Chen, Haipeng (Allan), Sharon Ng and Akshay Rao (2005), “Cultural Differences in Consumer Impatience,” *Journal of Marketing Research*, 42(3), 291-301.

Reprinted in the Chinese Social Psychological Review (CSPR), a book series that publishes classic and contemporary social psychological research in the Chinese language.
43. Chen, Haipeng (Allan) and Akshay R. Rao (2002). “Close Encounters of Two Kinds: False Alarms and Dashed Hopes,” *Marketing Science*, 21 (2), 178-196.
44. Chen, Haipeng (Allan) (1995). “The Significance of Paralinguistic Features in Communications,” *Journal of Zhejiang University (Humanities and Social Science Edition)*, 2, 96-100.

MANUSCRIPTS UNDER REVISION/REVIEW

(omitted to protect double-blind review)

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INTERNAL FUNDING

² *RESTAT* is one of the “eight blue ribbon journals” in economics (<http://www.econ.jhu.edu/jep98.html>), one of the “Non-marketing Tier 1 Journals”, at the same level as the four “Marketing Tier 1 Journals” (i.e., *JCR*, *JM*, *JMR* and *Marketing Science*; Mittal, Feick, and Murshed 2008), and #8 among all academic journals in economics (other business journals ranked: *Journal of Financial Economics*: #14; *Journal of Accounting and Economics*: #62; Kalaitzidakis, Mamuneas and Stengos 2003).

³ *Economica* is in the same category (of “good journals”) as the *Journal of Marketing* and *Management Science* (Ritzberger 2008), and #58 among all academic journals in economics (other business journals ranked: *Journal of Financial Economics*: #14; *Journal of Accounting and Economics*: #62; Kalaitzidakis, Mamuneas and Stengos 2003).

- Research and Creative Activities Support Program, May 1, 2018 – April 30, 2019, Gatton College of Business and Economics, University of Kentucky, \$3,000 (fund is for supporting data collection for a research project with Alexander Ziegler, doctoral student in marketing at Gatton, on embarrassment in pricing)
- Teaching Enhancement and Curriculum Development Mini-Grant, University of Kentucky, Spring 2018, \$2,000 (fund is for sponsoring a class project in mkt450-001).
- “Integrating Biometric Responses to the Social Science,” Texas A&M University Research Development Fund, May 2016, Co-PI, \$1,200,000 (PI is Dr. Marco Palma, Associate Professor of Agricultural Economics at TAMU; fund is for infrastructure).
- “Ethical Decision Making,” Mays Business School, Texas A&M University, Sept. 2016, Co-PI, \$4,500 (PI is Dr. Xenophon Koufteros, Professor of Operations Management at TAMU; fund is for data collection).
- “Cultural Effects on Donation Behaviors,” TAMU Center for International Business Studies research travel support, \$1,000 (CIBER Account #415105), PI, March, 2011 (fund was for travel expenses).
- “A Tale of Two Brands: The Impacts of Retailer’s and Manufacturer’s Brands on Consumer’s Willingness to Pay and Choice,” Mays Business School Summer Research Grant Program, Co-PI, \$1,000, May 2008 (PI is Ying Zhu, then a doctoral student at TAMU; fund was for data collection).
- “A Cross-cultural Perspective on the Fairness of Asymmetric Price Adjustment,” General Research Support, University of Miami, PI, \$3,600, June 2004 (fund was for data collection).
- “When Two and Two is Not Equal to Four: Errors in Processing Sequential Percentage Changes,” General Research Support, University of Miami, PI, \$1,000, June 2003 (fund was for data collection).

TEACHING EXPERIENCE

- EMBA (MKTG 610) Marketing Management, University of Kentucky, Fall 2018, 2019
- Doctoral Seminar in Consumer Behavior (MKTG 710), University of Kentucky, Fall 2018, 2020
- Marketing Strategy & Planning (MKTG 450; Undergraduate Capstone), University of Kentucky, Spring 2018, 2020
- Doctoral Seminar in Consumer Behavior and Decision Making (MKTG 680), Texas A&M University, Spring 2008, 2010, and 2012, Fall 2013 and 2015, Spring 2017
- Marketing Management (MKTG 448; Undergraduate Capstone), Texas A&M University, Spring 2008, 2009, 2010, 2011, 2012, and 2013, Fall 2013, Spring 2016, and Spring 2017
- MBA Strategic Marketing (MKT 650; MBA Capstone), University of Miami, Fall 2006 - Spring 2007
- Marketing Management (MKT 303; Undergraduate Capstone), University of Miami, Spring 2003 - Fall 2006

- Marketing Research 302 (MKT 302), University of Miami, Fall 2002
- Principles of Marketing (MKT 3001), University of Minnesota, Spring and Fall 2000
- Faculty Teaching Academy (Inspiration 103) Certificate, Texas A&M University, 2008

HONORS AND AWARDS - - RESEARCH

- Co-chair, the 2022 Association for Consumer Research (ACR) Conference, Denver, Colorado
- University Research Professor, University of Kentucky, 2020
- Research Productivity Award, Gatton College of Business & Economics, University of Kentucky 2020
- Co-Editor, *Journal of the Association for Consumer Research (JACR)* Special Issue on Behavioral Pricing, January 2021
- Co-Chair, Society for Consumer Psychology (SCP) Boutique Conference on “The Global Consumer: Insights from Cross-Cultural Research,” Singapore, Summer 2022
- Chair, 2018 Journal of Consumer Psychology Early Career Contributor Award Blue-Ribbon Committee
- Co-Chair, Behavioral Pricing Conference, Lexington, KY, April 17-19, 2020 (cancelled due to the pandemic)
- Co-Chair, Roundtable on Using Multi-Method Co-chair, Roundtable on “Using Multi-Methods in Behavioral Pricing Research,” ACR, Dallas, TX, Oct. 11-14, 2018
- Co-Chair, Pricing Camp Roundtable, Boston, MA, May 14-16, 2018
- Invitee, Thought Leaders’ Conference on Privacy in Marketing, June 6-8, 2019, Florence, Italy
- 2018 Naresh K. Malhotra award for the article that makes the greatest long-term contribution amongst those published in vol. 6 through 10 in the Review of Marketing Research
- 2018 Research Award, Department of Marketing and Supply Chain, University of Kentucky
- Research Excellence Council Summer Funding, Gatton College of Business and Economics, University of Kentucky, May 1, 2018 – April 30, 2019
- National Science Council (NSC) Associate Professor, the Institute of Management of Technology, the National Chiao Tung University, Republic of China, Dec. 2013 – July 2014
- Invited presenter, 3rd Marketing Research Forum, Shanghai, China, June 8, 2013
- 2012 Association for Consumer Research (ACR) Best Competitive Paper Award (out of 771 submissions), Vancouver, Canada

- Nominee, Yangtze Scholar Guest Professor, Sponsored by Shanghai University of Finance and Economics (The title of Yangtze Scholar is awarded by the Chinese Ministry of Education to 50 prominent researchers in all fields of science), 2012.
- University of Houston Doctoral Symposium Faculty Representative, 2012
- Research Performance Recognition Grant, Mays Business School, Texas A&M University, 2012, 2011
- Dr. Ricky W. Griffin Outstanding Research Achievement Award, Mays Business School, Texas A&M University, 2010
- Mays Research Fellow, Mays Business School, Texas A&M University, 2007-2015
- Visiting Professor, Discipline of Marketing, Faculty of Economics and Business, University of Sydney, Sydney, Australia, June 15 – July 15, 2011
- Ranked #145 (tie) based on the number of publications in the four leading marketing journals between 2000 and 2007
(<http://www.docsig.org/Study%2008/DocSIG%20Study%20Aug%202008%20All%20Author.pdf>)
- 2007 Marketing Science Institute (MSI) Young Scholars' Program Invitee, Park City, Utah
- Co-winner of the 2001 Association of Consumer Research - Sheth Foundation Dissertation Award (Public Policy Track).
- Dean's Performance Recognition Grant, Mays Business School, Texas A&M University, 2008
- Mays Business School Summer Research Grant, Mays Business School, Texas A&M University, 2008, 2009
- James W. McLamore Summer Awards in Business and the Social Sciences, University of Miami, 2005, 2003
- School of Business Summer Research Support, University of Miami, 2004, 2002
- Carlson School of Management Doctoral Dissertation Fellowship Award, 2001-2002.
- AMA-Sheth Foundation Doctoral Consortium Fellow, 2000.
- Albert J. Haring Symposium Representative and Presenter, Indiana University, 1999.
- Vaile fellowship, awarded to students who show prominence or promise of prominence in the field of Marketing, Dept. of Marketing and Logistics Management, University of Minnesota, 1998.

HONORS AND AWARDS - - TEACHING

- Teaching Enhancement and Curriculum Development Mini-Grant, University of Kentucky, Spring 2018.

- Association of Former Students Distinguished Achievement Award in Teaching – University Level, Mays Business School, Texas A&M University, 2016
- Association of Former Students Distinguished Achievement Award in Teaching – College Level, Mays Business School, Texas A&M University, 2012
- Nancy & William Gardiner '76 Teaching Excellence Award, 2011, Mays Business School, Texas A&M University
- TAMU System Teaching Excellence (SLATE) Award, Spring 2011, 2010, 2009 (every time I taught while the award was in place)
- 2008-2009 Center for Teaching Excellence (CTE) Montague Scholar, Mays Business School, Texas A&M University
- School of Business Teaching Excellence Award, University of Miami, 2004 (having obtained the highest average teaching evaluation for 2004 among all faculty members in the School of Business)

HONORS AND AWARDS - - SERVICES

- 2020 *Journal of Marketing* Outstanding Reviewer Award
- 2020-2021 Above and Beyond Awards, Gatton College of Business & Economics, University of Kentucky

PRESENTATIONS AT CONFERENCES AND OTHER FORUMS

(presenter(s) underlined)

1. Haipeng Chen, Xirong Chen, Zhen Li, and Haoying Sun, “Estimating Demand Stickiness Due to Rational Inattention,” 2021 POMS Annual Conference, April 30 - May 5, 2021, online.
2. Co-chair, Roundtable on “Using Multi-Methods in Behavioral Pricing Research,” ACR, Dallas, TX, Oct. 11-14, 2018
3. “Firm Power and Fairness Perceptions,” invited talk, Shandong University, Jinan, China, June 2018.
4. “Doing Consumer Research,” invited talk, Shandong University of Technology, Zibo, China, June 2018.
5. Co-chair, Roundtable on “Using Multi-Methods in Behavioral Pricing Research,” Pricing Camp, Boston, MA, May 14-16, 2018
6. Mirabito, Ann, Mona Srivastava, and Haipeng (Allan) Chen, “Is the Price Fair? How Intangibility Reduces Price Fairness Perceptions,” 2019 Atlantic Marketing Association Conference, Asheville, North Carolina, Sept. 26-27, 2019.
 - Best Paper in the Service Marketing Track
7. Sun, Haoying, Zheng Li, Xirong Chen and Haipeng (Allan) Chen, “Consumer Rational Inattention and Dynamic Pricing,”
 - i. Production and Operations Management Society Annual Conference, Minneapolis, MN, April 23-27, 2020.

- ii. Marketing Science Conference (behavioral track), Rome, Italy, June 20-22, 2019.
8. Dan Sheehan, David Hardesty, Haipeng (Allan) Chen, and Alex Ziegler, “Changes in Latitudes, Changes in Attitudes: Dynamic Reactions to Price Discounts across a Shopping Trip,”
 - i. Pricing Camp, Boston, MA, May 14-16, 2018
 - ii. Summer AMA, Boston, MA, August 8-12, 2018
9. Guo, Fangfei, Yan (Lucy) Liu, and Haipeng (Allan) Chen, Product Recall, Special session, Winter AMA, New Orleans, LA, Feb. 23-25, 2018
10. Hodges, Brady and Haipeng (Allan) Chen, “Numeracy and Price Processing,”
 - i. Society for Consumer Psychology Annual Conference, Dallas, TX, Feb. 15-17, 2018
 - ii. Winter AMA, New Orleans, LA, Feb. 23-25, 2018
 - iii. Pricing Camp, Chicago, IL, May 9-10, 2017
 - iv. Texas Marketing Faculty Research Colloquium, Baylor University, Mar. 23-24, 2017
11. Chen, Haipeng (Allan), “Using Bio-Data to Understand Consumers,” Key Note Speech at the First Mid-China Marketing Conference, June 12, 2017
12. Li, Yina, Cheng Lu Wang, Dong-Jin Li and Haipeng (Allan) Chen, “Figure-Ground-Reversion (FGR) in Brand Logos,” Texas Marketing Faculty Research Colloquium, Baylor University, Mar. 23-24, 2017
13. Ertekin, Necati, Jeff Shulman and Haipeng (Allan) Chen, “Identifying Revenue and Cost Effects of Discount Framing,” POMS Annual Conference, Seattle, WA, May 5-8, 2017.
14. Verghese, Anto, Xenophon Koufteros, Haipeng (Allan) Chen and Luis Gomez-Mejia, “Managerial Decision Making,” POMS Annual Conference, Seattle, WA, May 5-8, 2017.
15. Wang, Dian, Jeff Cai, Marco Palma, and Haipeng (Allan) Chen, “Know Pain, No Gain: How Loss Framing of Financial Incentives Affects Creativity”,
 - i. Texas Marketing Faculty Research Colloquium, Baylor University, Mar. 23-24, 2017
 - ii. Haring Symposium, Indiana University, 2017
16. Panelist, TAMU Inaugural Presence at the South-by-Southwest, The Human Lab: Revealing the Emotional Brain (the featured event on Monday, 3/13/2017), livestreaming:
<https://youtu.be/I5bes7qOWcI>
17. Lu, Zhi, Lisa Bolton, Sharon Ng, and Haipeng (Allan) Chen, “The Price of Power: How does Firm Power Affect Consumer Response to Price Increases?” Winter American Marketing Association Conference, Feb 17-19, 2017, Orlando, FL.
18. Sun, Haoying, Zheng Li, Xirong Chen, and Haipeng (Allan) Chen, “Retail Pricing Under Sticky Demand,” 27th Annual POMS Conference, May 6-9, 2016, Orlando, FL
19. Chen, Haipeng (Allan), Lisa Bolton, Sharon Ng and Dongwon Lee, “Cultural Differences in Asymmetric Price Adjustment,”
 - i. Marketing Research Conference, Department of Marketing, University of Texas at Arlington, Arlington, TX, March 11-12, 2016
 - ii. University of Texas at Austin research seminar series, invited talk, Oct. 9, 2015
 - iii. 2014 Chinese Consumer Behavior Research Forum, Nankai University, Tianjing, China, April 26, 2014 (invited talk)

20. Kim, Min Jung (MJ) Kim, Yanliu Huang and Haipeng (Allan) Chen, “Different Paths, Same Destination: How Money-View and Self-View Jointly Influence Saving Behavior,” Association for Consumer Research North American Annual Meeting, New Orleans, LA, Oct 1-4, 2015
21. Haipeng (Allan) Chen, Avichai Snir and Daniel Levy, “Price Roundness and Price Rigidity: Theory and Evidence”
 - i. Capital University of Economics and Business, Beijing, China, July 7, 2016 (invited talk)
 - ii. University of Science and Technology of China, Hefei, Anhui, P. R. China, July 10 2014 (invited talk)
 - iii. 2014 LabSi Workshop on Behavioral and Experimental Finance, Siena, September 12-13, 2014.
 - iv. Economics Department, National Tsing Hua University, Hsin Chu, Taiwan, April 22 2014 (invited talk)
 - v. 2014 Rimini Conference in Economics and Finance, Rimini, Italy, June 9-10, 2014
22. Zhi Lu, Lisa Bolton, Sharon Ng, and Haipeng (Allan) Chen, “Power Distance Belief and Price Fairness Perceptions,” Academic Symposium on Asian Markets & Consumers, Dec. 18-19, 2013
23. Chen, Haipeng (Allan), Lisa Bolton and Sharon Ng, “Asymmetric Pricing, Relationship Norms and the Dual Entitlement Principle,” Yale China-India Consumer Insight Conference, CKGSB New York, New York City, New York, Sept. 19 – 21, 2013
24. Chen, Haipeng (Allan), Avichai Snir, Daniel Levy and Alex Gotler, “Price Points and Asymmetric Price Rigidity,” 2013 Workshop on Behavioral and Experimental Economics, Firenze, Italy, May 2-4, 2013
25. Min Jung Kim and Haipeng (Allan) Chen, “All Things Considered: When the Budgeting Process Increases Consumer Saving,” the Association for Consumer Research Annual Conference, Vancouver, Canada, Oct. 4-7, 2012
26. Chen, Haipeng (Allan), Lisa Bolton and Sharon Ng, “Asymmetric Pricing, Relationship Norms and the Dual Entitlement Principle,” the Association for Consumer Research Annual Conference, Vancouver, Canada, Oct. 4-7, 2012
27. Chen, Haipeng (Allan), Avichai Snir, Daniel Levy and Alex Gotler, “Price Points and Asymmetric Price Rigidity,” the Association for Consumer Research Annual Conference, Vancouver, Canada, Oct. 4-7, 2012
28. Min Jung Kim and Haipeng (Allan) Chen, “All Things Considered: When the Budgeting Process Increases Consumer Saving,” Third Annual Boulder Summer Conference on Consumers’ Financial Decision Making, Boulder, Colorado, June 24-26, 2012
29. Choi, Woo Jin and Haipeng (Allan) Chen, “Standing at a Fork in the Road: The Effects of Regulatory Focus on Consumers’ Price and Quality Sensitivity,” Association for Consumer Research Annual Conference, St Louis, MO, October 13-16, 2011
30. Chen, Haipeng (Allan), Howard Marmorstein, Michael Tsiros and Akshay Rao, “When More is Less: Base Value Neglect and Consumers’ Preferences for Bonus Packs and Price Discounts”
 - i. Academy of Marketing Science Annual Conference, Coral Gables, FL, May 24-27, 2011
 - ii. TAMU Center for Retail Studies Sponsor Forum, April 5, 2011

31. Chen, Haipeng (Allan), Alina Sorescu, Sorin Sorescu and Michael Tsiros, "Convexity Neglect and Abnormal Stock Returns," Academy of Marketing Science Annual Conference, Coral Gables, FL, May 24-27, 2011
32. Choi, Woo Jin and Haipeng (Allan) Chen, "Is It Worth the Money? The Effects of Regulatory Focus on Consumers' Price and Quality Sensitivity," Society for Consumer Psychology Annual Conference, Atlanta, GA, February 24-26, 2011
33. Chen, Haipeng (Allan), Alina Sorescu, Sorin Sorescu and Michael Tsiros, "The Averaging Heuristic in Individual Investment Decisions," First Annual Boulder Summer Conference on Consumers' Financial Decision Making, Boulder, Colorado, June 27-29, 2010
(one of the first papers presented at the conference that are "foundational for the remainder of the conference.")
34. Chen, Haipeng (Allan), Akshay Rao, Howard Marmorstein, and Michael Tsiros "The Price is Wrong: Mental Accounting and Numeracy with Percentage Changes"
 - i. UIUC Pricing Camp, Urbana-Champaign, Illinois, June 11-14, 2009
 - ii. 2008 Pricing Conference, Drexel University, Philadelphia, Pennsylvania, Sept. 19-20, 2008.
35. Mirabito, Ann, Mona Srivastava, and Haipeng (Allan) Chen, "Mirror, Mirror on the Wall, Who Is the Unfairest of Them All? Price Unfairness Perceptions of Goods vs. Services," 2008 Pricing Conference, Drexel University, Philadelphia, Pennsylvania, Sept. 19-20, 2008.
36. Tsiros, Michael, Alina Sorescu, Sorin Sorescu, and Haipeng Chen (Allan), "Convexity Neglect and Abnormal Stock Returns"
 - i. 2008 Mays Marketing Research Camp, April 4, 2008
 - ii. 2008 Behavioral Decision Research in Management (BDRM) Conference)
 - iii. Marketing Strategy Meets Wall Street Academic Conference at Emory University, Atlanta, GA, January 23-24, 2009
37. Chen, Haipeng (Allan), Sourav Ray, and Sharon Ng, "Fairness Perceptions of Asymmetric Pricing: A Cross-Cultural Perspective," Social Psychology Research Seminar, Texas A&M University, February 18, 2008.
38. Hedgcock, William, Akshay R. Rao, and Haipeng (Allan) Chen, "Could Ralph Nader's Exit Have Helped Al Gore? The Impact of Decoy Entry and Exit on Consumer Choice," Association for Consumer Research Annual Conference, Memphis, Tennessee, Oct. 25 – 28, 2007.
39. Chen, Haipeng (Allan), Daniel Levy, Sourav Ray, and Mark E. Bergen, "Asymmetric Price Adjustment in the Small," Symposium on "The Phillips Curve and the Natural Rate of Unemployment"
 - i. Kiel Institute for the World Economy, Kiel, Germany, June 3 – 4, 2007
 - ii. Econometric Society World Congress, University College London, Aug. 19-24, 2005.
 - iii. National Bureau of Economic Research (NBER) Monetary Economics Meetings, Cambridge, Massachusetts, Nov. 5, 2004.
 - iv. North American Winter Meeting of the Econometric Society, Atlanta, GA, January 2002.
40. Lee, Dongwon, Haipeng (Allan) Chen, Daniel Levy, Robert Kauffman and Mark Bergen, "Making Sense of Ignoring Cents: Price Points and Price Rigidity under Rational Inattention"

Haipeng (Allan) Chen, Dept. of Marketing & Supply Chain, University of Kentucky

- i. Macroeconomics Workshop on “Macroeconomics of Price Setting,” U of Bologna, Rimini, Italy, May 11 – 12, 2007.
 - ii. 2nd Statistical Challenges in E-Commerce Research Symposium, University of Minnesota, Minneapolis, Minnesota, May 22-23, 2006.
 - iii. Marketing Science Conference, Atlanta, Georgia, June 2005.
41. Chen, Haipeng (Allan), and Akshay Rao, “The Price is Wrong: Calculation Errors under Multiple Percentage Changes,” Pricing Camp, University of Illinois at Urbana Champaign, Champaign, IL, May 26-29, 2005.
 42. Chen, Haipeng (Allan), Sharon Ng, and Akshay Rao, “Cultural Differences in Consumer Impatience,” Society for Consumer Psychology (SCP) Winter Conference, San Francisco, Feb. 2004.
 43. Ray, Sourav, Haipeng (Allan) Chen, Mark E. Bergen, and Daniel Levy, “Asymmetric Wholesale Price Response,” INFORMS-Cornell Conference on Pricing, Ithaca, NY, September 2002.
 44. Chen, Haipeng (Allan), and Akshay Rao, “When Two and Two Is Not Equal to Four: Errors in Processing Sequential Percentage Changes,” Marketing Science Conference, Wiesbaden, Germany, July 2001.
 45. Chen, Haipeng (Allan) and Akshay Rao, “Close Encounters of Two Kinds: False Alarms and Dashed Hopes”
 - i. Special Session, Association for Consumer Research, Salt Lake City, October 2000.
 - ii. Marketing Science Conference, Wiesbaden, Germany, July 2001.

DISSERTATION COMMITTEES

- Dissertation chair, Brady Hodges, doctoral student in Marketing, Texas A&M University (placement: University of Missouri)
- Dissertation co-chair, Dian Wang, doctoral student in Marketing, Texas A&M University (placement: University of Texas at San Antonio)
- Dissertation chair, Daniel Chavez, doctoral student in Marketing, University of Kentucky
- Dissertation co-chair, Yuna Choe, doctoral student in Marketing, Texas A&M University (expected graduation: 2021)
- Dissertation committee member, Zheng Yang, doctoral student in economics, University of Kentucky (placement: Liaoning University)
- Dissertation committee member, Daniel Chavez, doctoral student in Agricultural Economics, Texas A&M University
- Dissertation chair, Min Jun Kim, Texas A&M University (placement: Manhattan College)
- Dissertation committee member, Xi Zhao, doctoral student in Economics, Texas A&M University (placement: Bank of America)
- Dissertation committee member, Joseph Pederson, doctoral student in Sports Management, Texas A&M University (placement: Samford University)

- Dissertation chair, Woo Jin Choi, Doctoral Student in Marketing, Texas A&M University (placement: University of Seoul, Seoul, South Korea)
- Dissertation co-chair, Ying Zhu, Doctoral Student in Marketing, Texas A&M University (placement: University of British Columbia - Okanagan)
- Dissertation Committee Member, Kehan Xu, Doctoral Student in Management, Texas A&M University (placement: Chinese University of Hong Kong)
- Dissertation Committee Member, Khalid Ballouli, Doctoral Student in Sport Management, Department of Health and Kinesiology, Texas A&M University (placement: University of South Carolina)
- Dissertation Committee Member, Jin Young Chung, Doctoral Student in the Department of Recreation, Park and Tourism, Texas A&M University (Incheon National University)
- External examiner for Rajat Roy's Ph.D. dissertation, Marketing and International Business, Nanyang Business School, Nanyang Technology University
- Graduate Teaching Academy Mentor for Ying Zhu, Doctoral Student in Marketing, Texas A&M University

EXTERNAL SERVICES

- Co-chair, the 2022 Association for Consumer Research (ACR) Conference, Denver, Colorado
- Associate Editor, *Journal of Consumer Research*, 2021 –
- Department Editor, *Decision Sciences*, 2020 –
- Associate Editor, *Journal of Retailing*, 2018 –
- Editorial Review Board Member, *Journal of Consumer Research*, 2019 – 2020
- Editorial Review Board Member, *Journal of Marketing*, 2013 –
- Editorial Review Board Member, *Journal of Consumer Psychology*, 2014 –
- Co-editor, *Decision Sciences* Special Issue on “Behavioral Pricing in the Platform Economy”
- Co-Editor, *Journal of the Association for Consumer Research (JACR)* Special Issue on Behavioral Pricing, January 2021
- Co-Chair, Society for Consumer Psychology (SCP) Boutique Conference on “The Global Consumer: Insights from Cross-Cultural Research,” Singapore, Summer 2022
- Co-Chair, Behavioral Pricing Conference, Lexington, KY, April 17-19, 2020 (cancelled due to the pandemic)
- Invitee, Thought Leaders' Conference on Privacy in Marketing, June 6-8, 2019, Florence, Italy

- Chair, 2018 Journal of Consumer Psychology Early Career Contributor Award Blue-Ribbon Committee
- Co-Chair, Roundtable on Using Multi-Method Co-chair, Roundtable on “Using Multi-Methods in Behavioral Pricing Research,” ACR, Dallas, TX, Oct. 11-14, 2018
- Co-Chair, Pricing Camp Roundtable, Boston, MA, May 14-16, 2018
- Editorial Review Board Member, *Marketing Science*, 2007
- Editorial Review Board Member, the *Journal of Business Research*, 2007-2011
- Doctoral Student Editorial Board for *Marketing Science*, 2002
- Ad hoc reviewer for:
 - Management Science
 - National Science Foundation, Decision, Risk and Management Science Program
 - Marketing Science
 - Journal of Marketing Research
 - Journal of Consumer Research
 - Journal of Consumer Psychology
 - Journal of Retailing
 - Journal of Association for Consumer Research
 - International Journal of Research in Marketing
 - Journal of Law and Economics
 - Marketing Letters
 - Journal of Experimental Psychology: Applied
 - Quarterly Journal of Experimental Psychology
 - Journal of Management
 - Journal of Business Ethics
 - Journal of Economic Psychology
 - Managerial and Decision Economics
 - Scandinavian Journal of Economics
 - ACR Annual Conference
 - SCP Winter Conferences
 - AMA Summer Educators’ Conference
 - AMA Winter Educators’ Conference
 - Society for Marketing Advances Annual Conference
 - SCP Annual Dissertation Award
 - 2009 Behavioral Pricing Conference, Orlando, FL
 - 2008 Pricing Conference, Drexel University, Philadelphia, PA
 - Electronic Commerce Research and Applications (ECRA)
 - Technology Analysis & Strategic Management
 - Journal of Risk Research
 - Energy Policy
 - Management of Technology Journal
- 2018 Bill Bearden Award Reviewer
- 2014 Shankar-Spiegel Doctoral Dissertation Proposal Competition
- 2013 John A. Howard Doctoral Dissertation Award judge

- Competitive Paper Review Board Member, ACR 2015, 2013
- Session Chair, ACR 2012, Vancouver, Canada, Oct. 4-7, 2012
- Program Committee Member, ACR 2004, Portland, Oregon, Oct. 7-10, 2004
- Area Editor, the Electronic Commerce Research and Applications, 2008 - 2017
- Editorial Review Board Member, Journal of Management Information Systems and International Journal of Electronic Commerce, Special Issues on “Information Systems in Services” and “Service Science in E-Commerce”
- Session chair for 2004 Frontiers of Service Conference, Miami, FL, Oct. 2004
- Collection-in-Focus Guide, Chinese Collection, Minneapolis Institute of Arts, Jan. 2000 – Apr. 2002

INTERNAL SERVICES

- Department Chair, Department of Marketing and Supply Chain, Gatton College of Business and Economics, University of Kentucky, July 1, 2021
- Interim Associate Dean for Research, Gatton College of Business and Economics, University of Kentucky, July 1, 2020 – June 30, 2021
- diChair, Department Chair Evaluation Committee, 2019, Department of Marketing and Supply Chain, University of Kentucky
- Member, Department Annual Merit Raise Committee, 2018-9, 2017-8, University of Kentucky
- Member, College Research Excellence Committee, 2018-9, University of Kentucky
- Alternate Member (for promotion to full professor cases), College Promotion and Tenure Committee, 2018-2020, University of Kentucky
- Member, Marketing Ph.D. Program Committee, 2017-present, University of Kentucky
- Member, Marketing Department Faculty Recruiting Committee, 2018-9, University of Kentucky
- Member, Marketing Ph.D. Program Committee, 2017-present, University of Kentucky
- School Committee to Evaluate the Center for Retailing Studies, Mays Business School, Texas A&M University, 2016
- MS-Marketing Task Force, Marketing Department, Mays Business School, Texas A&M University, 2016
- Herb Thompson Teaching Award Selection Committee, Marketing Department, Texas A&M University, 2016
- Director of Ph.D. Program, Marketing Department, Texas A&M University, Sept. 2012 – July 2014

- Faculty Coordinator of the Jeff Conant Behavioral Lab, Marketing Department, Texas A&M University, Sept. 2013 – May 2017
- Coordinator, Research Seminar Council, Marketing Department, Texas A&M University, 2008-2009 academic year
- Member, Research Seminar Council, Marketing Department, Texas A&M University, 2007-2009
- Graduate Teaching Academy Mentor for Ying Zhu, Doctoral Student in Marketing, Texas A&M University
- Coordinator for the research seminar series, Spring 2006, University of Miami
- Faculty marshal representing the School of Business during the December Commencement Ceremonies, December 2005, University of Miami

MEMBERSHIP IN PROFESSIONAL ASSOCIATIONS

- American Marketing Association (AMA)
- Association for Consumer Research (ACR)
- Institute for Operations Research and the Management Sciences (INFORMS)
- American Economic Association (AEA)

MEDIA COVERAGE

- *Wiglaf Journal*, “Stack or Bundle those Discounts?”
”<https://www.wiglafjournal.com/pricing/2019/04/strategic-movements-april-2019/>
- *Harvard Business Review*, *IdeaWatch*, March/April, 2019
- *The Wall Street Journal*, “To Shop Smart, Mind the Percentages,” August 4 (A2), 2018
- *The Marker*, <https://www.themarker.com/markerweek/1.6010186>
- *UKNow*, Lane Report, April 5, 2018
- *Haaretz* (an Israeli Daily Newspaper), Feb. 25, 2013
- *Financial Times*, *SunSentinel* (August 10, 2012); KOAMTV (Aug. 7, 2012; Also mentioned in WHEB-FM online, KHOU-TV, WITC-TV and KTVK-TV); CNBC (July 6, 2012), *The Atlantic* (July 6, 2012); *The Huffington Post* (July 5, 2012); *Business Insider* (July 2, 2012); *The Economist* (June 30, 2012)
- Featured on *Yahoo.com*’s front page (January 24, 2008)
- *New York Times* (September 17, 2007)
- *Economic Times* (September 13, 2007)
- *Science Mode* (September 12, 2007)
- Wall Street Journal's *online Econoblog* (November 17, 2006)