

# Wenjing Li

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## EMPLOYMENT

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Assistant Professor of Marketing, Stephen F. Austin State University      August 2018 – Present  
Instructor of Marketing, University of Kentucky      August 2014 – May 2018

## EDUCATION

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Ph.D., Marketing,      University of Kentucky (2018)  
M.S., Hospitality Management,      University of Houston (2012)  
B.B.A., Business Administration,      Huazhong Normal University (2009)

## RESEARCH INTERESTS

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Retailing, Behavioral Pricing, Life History Theory and Consumer Decision Making, Visual Displays

## PUBLICATIONS

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**Li, Wenjing**, David M. Hardesty, Adam W. Craig, and Lei Song (2022). "Hidden Price Promotions: Could Retailer Price Promotions Backfire?." *Journal of Retailing and Consumer Services* 64.

Song, Lei, Yan Meng, Hua Chang, **Wenjing Li**, and Kang Tan (Accepted), "How counterfeit dominance affects luxury brand owners' perceptions: A cross-cultural examination," *Journal of Business Research*.

Mead, James A., Rob Richerson, and **Wenjing Li** (2020), "Dynamic Right-Slanted Fonts Increase the Effectiveness of Promotional Retail Advertising," *Journal of Retailing*, 96 (2).

Lu, Liangdong, **Wenjing Li**, James Mead, and Jia Xu (2020), "Managing Major Accident Risk from a Temporal and Spatial Perspective: A Historical Exploration of Workplace Accident Risk in China," *Safety Science*, 121, 71-82.

Richerson, Rob, James Mead, and **Wenjing Li** (2019), "Evolutionary Motives and Food Behavior Modeling in Romantic Relationship," *Journal of Business Research*, May 2019.

**Li, Wenjing**, David M. Hardesty, and Adam W. Craig (2018), "The Impact of Dynamic Bundling on Price Fairness Perceptions," *Journal of Retailing and Consumer Services*, 40 (January),

204-212.

### **MANUSCRIPTS UNDER REVISION AND REVIEW**

Jiuchang Wei, Ming Li, Yina Li, and **Wenjing Li**, “Consumers Negative Affection in the Complaint of Car Defect The Moderation Roles of Expectation and Self-Attachment,” Invited for 2<sup>nd</sup> round revision at *Psychology & Marketing*

### **SELECTED RESEARCH IN PROGRESS**

**Li, Wenjing**, David M. Hardesty, and Adam W. Craig, “Will Growing Up Poor Put a Toll on Adulthood? The Impact of Childhood Socioeconomic Status on Purchasing of Quantity Surcharges”, manuscript under preparation to be submitted to *Journal of Consumer Research*.

**Li, Wenjing**, David M. Hardesty, and Adam W. Craig, “The Effectiveness of Hidden Price Promotion Relative to Uncertain Price Promotions,” 2 studies completed.

### **CONFERENCE PRESENTATIONS AND PROCEEDINGS**

**Li, Wenjing**, David M. Hardesty, and Adam W. Craig (2019), “The Effectiveness of Hidden Price Promotions,” Southwest Decision Sciences Institute Conference, Houston, TX, March 2019.

**Li, Wenjing**, David M. Hardesty, and Adam W. Craig (2019), “Hidden Price Promotions: Could Your Price Promotions Backfire,” American Marketing Association Winter Marketing Academic Conference, Austin, TX, February 2019.

Song, Lei, Yan Meng, Hua Chang, **Wenjing Li**, and Kang Tan (2019). "How Counterfeit Dominance affects Luxury Brand Owners' Perceptions: A Cross-Cultural Examination," in Cross-Cultural Research Conference Proceedings, San Juan, Puerto Rico

Mead, James, Rob Richerson, and **Wenjing Li** (2018), “The Effect of Implied Movement in Promotional Font Text on Consumer Intentions,” Society for Marketing Advances, West Palm Beach, FL, October 2017.

**Li, Wenjing**, David M. Hardesty, and Adam W. Craig (2017), “Price Delay: How Price Promotion Can Backfire,” 2017 Southeast Marketing Symposium, Lexington, KY.

**Li, Wenjing**, David M. Hardesty, and Adam W. Craig (2017), “Comparing Apples to Oranges: The Impact of Dynamic Bundling on Price Fairness Perceptions,” American Marketing Association Winter Marketing Academic Conference, Orlando, Florida, February 2017.

**Li, Wenjing** and David M. Hardesty (2015), “Dynamic Bundling: An Alternative Pricing Approach,” in *NA - Advances in Consumer Research Volume 43*, eds. Kristin Diehl and Carolyn Yoon, Duluth, MN: Association for Consumer Research, Pages: 796-796.

**Li, Wenjing** and David, M. Hardesty (2015), "Is Dynamic Pricing Fair? The Moderating Role of Bundling," 2015 Southeast Marketing Symposium, Tallahassee, FL.

**Li, Wenjing** and David, M. Hardesty (2014), "The Investigation of Uncertain Price Promotion," 2014 Southeast Marketing Symposium, Fayetteville, AR.

**Li, Wenjing**, Nan Hua, and Stowe Shoemaker (2012), "The Moderating Role of Bundling in Fairness Perception of Pricing in Revenue Management," In Proceedings of the 18th Annual Graduate Education & Graduate Student Research Conference in Hospitality and Tourism, January 3-5, 2012, in Seattle, WA, USA.

### **COURSE TAUGHT**

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Consumer Behavior  
Marketing Research  
Principles of Marketing  
Sales Management  
B2B Marketing

### **HONORS AND AWARDS**

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- Teaching Innovation, Rusche College of Business, Stephen F. Austin State University, 2021
- Rusche Faculty Scholar, Rusche College of Business, Stephen F. Austin State University, 2020, 2021, 2022
- Outstanding Intellectual Contribution, Rusche College of Business, Stephen F. Austin State University, 2019, 2021
- Doctoral Student Research Award, Department of Marketing and Supply Chain, University of Kentucky, 2018
- Doctoral Student Teaching Award, Department of Marketing and Supply Chain, Department of Marketing and Supply Chain, University of Kentucky, 2017
- AMA-Sheth Doctoral Consortium Fellow, 2017
- Gatton & Lockett Fellowship, 2016-2017
- Max Steckler & Lockett Fellowship, 2015-2016
- Lockett Fellowship, 2014-2015
- Gatton Doctoral Fellowship, 2013-2014
- Conrad N. Hilton College scholarship, 2010-2012

### **FUNDING**

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Faulty Mini-grant, Stephen F. Austin State University, 2018 (\$1,500)  
Faulty Development publication Fund, Stephen F. Austin State University, 2018 (\$2,400)  
Faulty Development publication Fund, Stephen F. Austin State University, 2019 (\$4,000)  
Faulty Development publication Fund, Stephen F. Austin State University, 2020 (\$2,000)  
Faulty Development publication Fund, Stephen F. Austin State University, 2021 (\$2,000)

## **PROFESSIONAL EXPERIENCE**

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Researcher Associate, Green Research & Consulting, February 2006 – December 2007

- Collecting Data for the clients
- Conduct phone interview and face to face interview
- Field Observation

College Program, Walt Disney World, August 2011-January 2012

- Rotation intern in the housekeeping department
- Trained to do all different positions in the housekeeping department

Summer Intern, San Louis Resort, May 2011- August 2011

- Rotation intern in the dining and SPA departments
- Trained to do all different positions in the dining and SPA departments

## **PROFESSIONAL DEVELOPMENT**

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Online Instructor Certification Course. April 2020

Zoom showcase. May 2019

Foundation of Teaching and Learning. Fall 2018

## **MEMBERSHIP IN PROFESSIONAL ASSOCIATIONS**

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American Marketing Association 2013-present

Association for Consumer Research 2015

Society for Consumer Psychology 2020

## **REVIEWING EXPERIENCE**

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Journal of Consumer Behavior, Reviewer, 2019

Journal of Association and Consumer Research, Reviewer, 2019

Journal of Business Research, Reviewer, 2018 – present

Southwest Decision Science Institute 50<sup>th</sup> Annual Conference, Reviewer, 2018

Journal of Business Research, Special Issue “The Micro-Foundations of Pricing”, Reviewer, 2017

American Marketing Association Winter Educators Conference, Reviewer, 2017-2020

Association for Consumer Research (ACR) Conference, Reviewer, 2015-2016

Society for Consumer Psychology (SCP) Conference, Reviewer, 2016

## **SERVICE**

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### **Stephen F. Austin State University**

Faculty Senator

May 2022 – Present

Search committee for 2 marketing assistant professor positions

June 2021 – April 2022

Coordinate Accepted Event for the department	May 1 <sup>st</sup> 2021
Passport Committee	March 2021-Present
Undergraduate Curriculum committee	Sept 2019 – Present
Search Committee for Assistant Professor of Management	Aug 2019 – Dec 2019
Search Committee for Lecturer Position	May 2019 – July 2019
Student Advising (40+ students)	Aug 2018 – Present
Showcase Saturday Department Coordinator	Aug 2018 – Present

**University of Kentucky**

Behavioral Research Lab Manager (UK)	2015 – 2016
<ul style="list-style-type: none"> <li>• SONA Software</li> <li>• Design lab schedules</li> <li>• In charge 1200 students subject pool</li> </ul>	
Behavioral Research Lab Assistant (UK)	2013 – 2018
<ul style="list-style-type: none"> <li>• Lanschool, Qualtrics, eye-tracking, physio</li> </ul>	