

Shuhan Yang

Alberta School of Business, University of Alberta

Contact: shuhan8@ualberta.ca

EDUCATION

- **University of Alberta, Edmonton, AB, Canada**

Ph.D. Candidate in Marketing, Alberta School of Business, 2021 - present

- **Peking University, Beijing, China**

M.S. in Management, National School of Development, 2021

B.B.A. in Accounting, Guanghua School of Management, 2018

B.A. in Chinese Language and Literature, Department of Chinese Language and Literature, 2018

RESEARCH INTEREST

- **Theoretical:** Stigma; Discrimination; Affect and Emotion
- **Substantive:** Diversity, Equity, and Inclusion (DEI); Aesthetic and Design

My research concerns the impact of social and psychological factors on the well-being of vulnerable individuals. The vulnerabilities may arise from social standing (e.g., social stigmas) and situational causes (e.g., life stress and adversities). Taking the perspective of consumer research, I am particularly interested in how marketing activities—from product design to service delivery and public communications—affect vulnerable people’s preferences and experiences. Generally, my work aims to advance the understanding of vulnerable groups’ perspectives and shed light on effective DEI efforts in the marketplace.

PUBLICATION

- Grillo, Tito L.H., **Yang, Shuhan**, & Ward, Adrian F. (2024). Fairness Revisionism: Reducing Discrimination for the Future Reduces Perceived Unfairness in the Past. *Journal of Experimental Social Psychology*, 115, 104671. <https://doi.org/10.1016/j.jesp.2024.104671>

MANUSCRIPTS UNDER REVIEW (*shared first authorship)

- **Yang, Shuhan***, Grillo, Tito L.H.*, & Argo, Jennifer J. Stress Increases Consumers’ Design Preferences for Minimalist Aesthetics. Under 2nd round review at *Journal of Consumer Research*.

WORK IN PROGRESS (SELECTED)

- **Yang, Shuhan**, Grillo, Tito L.H. & Argo, Jennifer J. How Categorical and Spectrum Thinking Shapes Consumers' Preferences For Products and People Associated With Mental Health Conditions. Data collection stage (Pilots complete).
- **Yang, Shuhan** & Shen, Liang. Technology Confidence for Marginalized Groups. Data collection stage.
- **Yang, Shuhan** & Wang, Jiaqian. Consumers' Responses to Products by Marginalized Designers. Data collection stage.

CONFERENCE PRESENTATIONS (*presenter)

- **“Two Essays on Consumers' Responses to Stigmatized Groups”** with Grillo, Tito L.H. and Argo, Jennifer J.
*Prairie Consumer Behaviour Symposium, Saskatoon, Saskatchewan; May 2024
- **“Life Stress Shapes Aesthetic Preferences: The Case of Minimalist Design”** with Grillo, Tito L.H. and Argo, Jennifer J.
*Society for Consumer Psychology, Nashville, Tennessee; March 2024
*Association for Consumer Research, Seattle, Washington; October 2023
- **“Fairness Revisionism”** with Grillo, Tito L.H. and Ward, Adrian F.
*Business Research Conference, University of Alberta; November 2023
- **“Socioeconomic Status and Aesthetic Preferences”**
*Business Research Conference, University of Alberta; November 2022

TEACHING EXPERIENCE

Co-instructor, Alberta School of Business, University of Alberta

“Introduction to Marketing” (undergrad) 2024 Fall

Teaching Assistant, Alberta School of Business, University of Alberta

“Advanced Marketing Analytics” (undergrad) instructed by Grillo, Tito L.H. 2024 Spring

“Marketing Analytics” (undergrad) instructed by Grillo, Tito L.H. 2023/2024 Winter

“Introduction to Marketing” (undergrad) instructed by Argo, Jennifer J. 2023 Fall

GRANTS, AWARDS AND SCHOLARSHIPS

- ALTIF Graduate Award in Entrepreneurship and Innovation, Alberta Life Technologies Investor Forum, 2024-2025
- Doctoral Student Award for Professional Excellence, Alberta School of Business, 2024
- Business Ph.D. Program Scholarship and Fellowships, Alberta School of Business, 2021-2026
- Academic Excellence Award (graduate), Peking University, 2020
- Graduate Scholarship, Peking University, 2018-2021
- Future Leader Scholarship, China Merchants Securities Co. Ltd., 2018 (top 1%)
- Academic Excellence Award (undergraduate), Peking University, 2016, 2017
- Kwang-Hua Scholarship, Kwang-Hua Education Foundation, 2015
- Peking University Freshman Scholarship, 2014

OTHER ACTIVITIES AND EXPERIENCES

- VP Communications & Operations, Business Doctoral Association, University of Alberta, 2023-2024
- Staff member of undergraduate recruitment & admissions team, Peking University, 2019-2021
- Market analyst of the top award-winning team (we proposed an online art gallery & art trading platform) in the “*Creation for the Future*” Business Plan Competition, Peking University, 2018