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Yinlong Zhang holds a Ph.D. in marketing from The Katz Graduate School of Business at the University of Pittsburgh, a Master of Philosophy in marketing from the Hong Kong University of Science & Technology, and a Bachelor of history from Renmin University of China. His recent research focuses on consumer psychological issues and their marketing implications for globalization and cross-cultural differences. Professor Zhang's research has been published in leading journals in both marketing and psychology, including *Journal of Consumer Research*, *Journal of Marketing Research* and *Personality and Social Psychology Bulletin*.

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**Research interests**

- » Self-construal
- » Global identity
- » Cross-cultural consumer psychology

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**Selected Publication**

"Accepting Inequality Deters Responsibility: How Power Distance Decreases Charitable Behavior," with Winterich, K., & Zhang, Y., *Journal of Consumer Research*, forthcoming in 2014.

"The Impact of Power-Distance Belief on Consumers' Preference for Status Brands," with Kim, Y., & Zhang, Y., *Journal of Global Marketing*, forthcoming in 2014.

"How Males and Females Differ in Their Likelihood of Transmitting Negative Word of Mouth," with Zhang, Y., Feick L., & Mittal V., *Journal of Consumer Research*, forthcoming in 2014.

“How Political Identity and Charity Positioning Increase Donations: Insights from Moral Foundations Theory,” with Winterich, K., Zhang, Y., & Mittal, V., *International Journal of Research in Marketing*, Vol. 29, Issue 4, 2012, p. 346-354.

“A Short 8-item Scale for Measuring Consumers’ Local-Global Identity,” with Tu, L., Khare, A. & Zhang Y., *International Journal of Research in Marketing*, Vol. 29, Issue 1, 2012, p. 35-42.

“The Impact of Jin-Shang Teachings on Chinese People’ Trust,” with Zhang, Y., & Zhang, Y., *Asian Journal of Social Psychology*, Vol. 14, 2011, p. 197-206.

“Power-Distance Belief and Impulsive Buying,” with Zhang, Y., Winterich, K. & Mittal, V., *Journal of Marketing Research*, October 2010, p. 945-954, cited by 23.

“The Impact of Accessible Identities on the Evaluation of Global versus Local Products,” with Zhang, Y., & Khare, A., *Journal of Consumer Research*, October 2009, p. 524-537, cited by 45.

“The Influence of Self-Construal on Impulsive Consumption,” with Zhang, Y., & Shrum, L.J., *Journal of Consumer Research*, February 2009, p. 838-850, cited by 48.

“The Attractiveness of Enriched and Impoverished Options: Culture, Self-Construal, and Regulatory Focus,” with Zhang, Y., & Mittal, V., *Personality and Social Psychology Bulletin*, April 2007, p. 588-598, cited by 29.

“The Impact of Self-Construal on Aesthetic Preference for Angular versus Rounded Shapes,” with Zhang, Y., Feich, L. & Price, L., *Personality and Social Psychology Bulletin*, June 2006, p. 794-805. [A French translation of this paper was reprinted in *Recherche et Applications en Marketing*, Vol. 22, Issue 2, 2007, p. 77-92], cited by 53.

“Decision Difficulty: Effects of Procedural and Outcome Accountability,” with Zhang, Y., & Mittal, V., *Journal of Consumer Research*, December 2005, p. 465-72, cited by 34.