

SIYUAN YIN M.D. PH.D.

335 Harriman Hall | College of Business | Stony Brook University
200 John S. Toll Dr., NY 11794
siyuan.yin.1@stonybrook.edu

ACADEMIC EMPLOYMENT

College of Business, Stony Brook University , Stony Brook, NY	2025–Present
Assistant Professor of Marketing	
The Fuqua School of Business, Duke University , Durham, NC	2017–2019
Research Associate	

EDUCATION

The Wharton School, University of Pennsylvania , Philadelphia, PA	
Ph.D. in Marketing	2025
Vanderbilt University , Nashville, TN	
M.Sc. in Cognitive Psychology	2017
The Chu Ko-Chen Honors College, Zhejiang University , Hangzhou, Zhejiang, China	
M.D. with honors in Neurosurgery	2014
B.Sc. with honors in Psychology	2010

PUBLICATIONS (*Denotes Equal Authorship)

1. Mellers, B. A. and **S. Yin** (2025), "Reference-Point Theory: An Account of Individual Differences in Risk Preferences," *Perspectives on Psychological Science*, 20 (1), 99-114. [\[Link\]](#) [\[OSF\]](#)
2. **Yin, S.** and M. A. Sharif (2024), "How and When Does a Used (vs. Unused) Account Affect Consumption Behavior?" *Journal of Experimental Psychology: General*, 153 (4), 939-956. [\[Link\]](#) [\[OSF\]](#)
3. O'Neil, K., A. Liu, **S. Yin**, T. F. Brady, and F. De Brigard (2022), "Effects of Category Learning Strategies on Recognition Memory," *Memory & Cognition*, 50, 512-526. [\[Link\]](#) [\[OSF\]](#)
4. McDonald, K., R. Graves, **S. Yin**, T. Weese, and W. Sinnott-Armstrong (2021), "Valence Framing Effects on Moral Judgments: A Meta-Analysis," *Cognition*, 212, 104703, 1-7. [\[Link\]](#)

5. **Yin, S.**, H. R. Arkes, J. P. McCoy, M. E. Cohen, and B. A. Mellers (2021), "Conflicting Goals Influence Physicians' Expressed Beliefs to Patients and Colleagues," *Medical Decision Making*, 41(5), 505–514. [\[Link\]](#) [\[OSF\]](#)
6. Mellers, B. A., **S. Yin**, and J. Z. Berman (2021), "Reconciling Loss Aversion and Gain Seeking in Judged Emotions," *Current Directions in Psychological Science*, 30(2), 95–102. [\[Link\]](#)
7. Stanley, M.*, **S. Yin***, and W. Sinnott-Armstrong (2019), "A Reason-Based Explanation for Moral Dumbfounding," *Judgment and Decision Making*, 14(2): 120–129. [\[Link\]](#)
8. McDonald, K.*, **S. Yin***, T. Weese, and W. Sinnott-Armstrong (2019), "Do Framing Effects Debunk Moral Beliefs?" *Behavioral and Brain Sciences*, 42, E162. [\[Link\]](#)

OTHER PEER-REVIEWED PUBLICATIONS

1. Nadelhoffer, T., **S. Yin**, and R. Graves, (2020), "Folk Intuitions and the Conditional Ability to Do Otherwise," *Philosophical Psychology*, 33(7), 968–996. [\[Link\]](#)
2. **Yin, S.**, K. O'Neil, T. F. Brady, and F. De Brigard (2019), "The Effect for Category Learning on Recognition Memory: Signal Detection Theory Analysis," *Proceedings of the 41st Annual Conference of the Cognitive Science Society*, Montreal, Canada: Cognitive Science Society.
3. **Yin, S.** and J. S. Trueblood (2017), "Individual Differences in Gaze Dynamics in Risky Decision-making," *Proceedings of the 39th Annual Conference of the Cognitive Science Society*, London, UK: Cognitive Science Society.
4. Hong, Y., **S. Yin**, Q. Wu, J. Yu, and J. Zhang (2013), "Clinical Application of a New Titanium Clip Applier in Transsphenoidal Surgery," *National Medical Journal of China*. 93(25): 2004-7.
5. Sun, C., Z. Chen, **S. Yin**, S. Chen, Y. Hong, W. Yan, and J. Zhang (2013), "Brain Ischemia Induces Regeneration of Interneurons but Not Projection Neurons," *Restorative Neurology and Neuroscience*. 31(4): 461-72.

RESEARCH GRANTS

When Reminders Backfire: How Thinking More (vs. Less) Frequently About an Experience Affects Excitement Over Time

- Mack Institute for Innovation Management Research Fellowship, \$5,000 2025
- Puri-Bharadwaj PhD Research Fund, \$2,500 2024

Exerting Effort to Choose Increases Generosity in Cash Gift Giving

- Mack Institute for Innovation Management Research Fellowship, \$5,500 2024
- George James Term Fund Travel Fellowship, Wharton Doctoral Programs, \$500 2022

The Life You Save (For): Experiences Dominate Goods in Motivating Savings

- Quartet Pilot Research Project Competition, \$9,000 2024

• George James Term Fund Travel Fellowship, Wharton Doctoral Programs, \$1,550	2024
• The Wharton Marketing Department Travel Grant, \$1,500	2024
• The TIAA Institute & Boettner/Pension Research Council Partnership on Financial Wellness and Behavioral Finance, \$9,500	2023
Is (Price) Ignorance Bliss? Hedonic Price Aversion and Consumer Experience	
• Baker Retailing Center Research Grants, \$2,650	2023
• GAPSA Research Summer Travel Grant, University of Pennsylvania, \$1,100	2023
The Placeholder Effect: Using Break Days to Help Form Habits	
• Mack Institute for Innovation Management Research Fellowship, \$4,500	2022
• Wharton Risk Center Russell Ackoff Doctoral Student Fellowship, \$1,000	2022
• Quartet Pilot Research Project Competition, \$9,000	2021
The Positive Effects of Sharing Innovation Successes and Failures	
• Mack Institute for Innovation Management Research Fellowship, \$5,500	2021
How and When a Used (vs. Unused) Account Affects Consumption Behavior?	
• The TIAA Institute & Boettner/Pension Research Council Partnership on Financial Wellness and Behavioral Finance \$9,500	2021
The Devil You Know: The Problem of Equilibrium Goals	
• Wharton Risk Center Russell Ackoff Doctoral Student Fellowship Award, \$1,000	2020
Humboldt Research Track Scholarships, €4,800, Humboldt University	2014

AWARDS

AMA CBSIG Rising Star Award	2025
The Wharton School Fellowship, University of Pennsylvania	2019-2024
Best Poster Award, the International Conference on Neuroscience and Free Will, \$750	2019
University Graduate Fellowship, Vanderbilt University	2014-2019
Student Travel Award, £100, the Society for Mathematical Psychology	2017
Graduate School Travel Award, Vanderbilt University, \$500	2017
Fine Science Tool Travel Award, Vanderbilt University, \$500	2015
FENS-CNS Travel Grant, €1,500, Federation of European Neuroscience Societies	2014
APA Annual Convention International Student Award, \$500	2012
Excellent Doctoral Candidate (Top 5%), School of Medicine, Zhejiang University	2011-2012
Outstanding Graduate of Chu Kochen Honors College, Zhejiang University	2010
Best Undergraduate Theses (100 out of 5500), Zhejiang University	2010
Scholarship for Outstanding Merits, Zhejiang University	2007-2009
Culture and Sports Star Award, Chu Kochen Honors College, Zhejiang University	2008
Student Research Training Programs Fellowship, Zhejiang University	2008

First Prize, Zhejiang Adolescents Science & Technology Invention Contest

2006

PEER-REVIEWED CONFERENCE PRESENTATIONS (*Denotes presenter)

When Reminders Backfire: How Thinking More (vs. Less) Frequently About an Experience Affects Excitement Over Time

- *Talk Society of Consumer Psychology, San Diego, CA 03/2026

Framing Past Actions as Healthful or Harmful Alters the Decision Process Underlying Allocation of Scarce Medical Resources

- *Talk Subjective Probability Utility & Decision-Making, Lucca, Italy 08/2025
- *Talk Annual Meeting of the European Group of Process-Tracing Studies, 's-Hertogenbosch, the Netherlands 06/2025
- *Poster HCEO Seminar on Fairness, Inequality, and Rationality, Bergen, Norway 08/2022
- *Talk ISMS Marketing Science Conference, Virtual 06/2022

The Life You Save (For): Experiences Dominate Goods in Motivating Savings

- *Talk PRC/TIAA Institute Fellows Symposium, Princeton, NJ 03/2025
- *Talk Society of Consumer Psychology, Las Vegas, NV 03/2025
- *Talk Research in Behavioral Finance Conference, Amsterdam, the Netherlands 10/2024
- *Talk Association of Consumer Research, Paris, France 09/2024
- *Talk Behavioral Decision Research in Management Conference, Chicago, IL 06/2024
- *Talk Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO 05/2024
- *Talk Society of Judgment and Decision Making, San Francisco, CA 11/2023
- *Talk Subjective Probability Utility & Decision-Making, Vienna, Austria 08/2023
- *Talk Society for the Science of Motivation, Washington D.C. 05/2023

The Placeholder Effect: Using Break Days to Help Form Habits

- *Talk Association of Consumer Research, Seattle, WA 10/2023

Is (Price) Ignorance Bliss? Hedonic Price Aversion and Consumer Experience

- *Talk Association of Consumer Research, Seattle, WA 10/2023
- *Flash Talk Subjective Probability Utility & Decision-Making, Vienna, Austria 08/2023

The Impact of (Dis)Aggregated Budgeting on Consumer Spending

- *Talk Association of Consumer Research, Paris, France 09/2024
- *Talk Boulder Summer Conference on Consumer Financial Decision Making, Boulder, CO 05/2024
- *Talk Society of Consumer Psychology, San Juan, PR 03/2023

The End-of-Period Effect: Temporal Category Boundaries Influence Leisure Engagement

- **Talk* Behavioral Decision Research in Management Conference, Chicago, IL 06/2024
- **Talk* Society of Consumer Psychology, Nashville, TN 03/2024
- **Talk* Association of Consumer Research, Denver, CO 10/2022

Exerting Effort to Choose Increases Generosity in Cash Gift Giving

- **Talk* Society of Consumer Psychology, Las Vegas, NV 03/2025
- **Talk* Association of Consumer Research, Seattle, WA 10/2023
- **Talk* Society of Judgment and Decision Making, San Diego, CA 11/2022

When Goods Were Odds: Do People Prefer Goods that Stem from Uncertainty?

- *Talk* Association of Consumer Research, Paris, France 09/2024
- *Talk* Behavioral Decision Research in Management Conference, Chicago, IL 06/2024
- *Talk* Society of Consumer Psychology, Nashville, TN 03/2024
- *Talk* Society of Judgment and Decision Making, San Francisco, CA 11/2023
- *Flash Talk* Society for Personality and Social Psychology JDM Preconference, Atlanta, GA 02/2023

First Impression or Frequent Flyer? The Persuasive Effect of Customer Tenure Claims in Online Word of Mouth

- *Talk* Association of Consumer Research, Seattle, WA 10/2023
- *Talk* Society of Consumer Psychology, San Juan, PR 03/2023

Reference-Point Theory: An Account of Individual Differences in Risk Preferences

- *Talk* Association of Consumer Research, Seattle, WA 10/2023
- *Talk* Society of Judgment and Decision Making, San Diego, CA 11/2022

How and When a Used (vs. Unused) Account Affects Consumption Behavior?

- **Talk* PRC/TIAA Institute Fellows Symposium, Washington D.C. 05/2023
- **Flash Talk* Society of Consumer Psychology, Virtual 03/2022
- **Talk* Society of Judgment and Decision Making, Virtual 02/2022
- **Talk* Association of Consumer Research, Virtual 10/2021

When it is Best to be Last: How Constructed Distributions Influence Sequential Judgments

- **Talk* Society of Consumer Psychology, Virtual 03/2022
- **Talk* Association of Consumer Research, Virtual 10/2021

Balancing or Stretching? Goal Progress in Joint versus Separate Evaluations

- **Talk* Subjective Probability Utility & Decision-Making, Virtual 08/2021

Reconciling Loss Aversion and Gain Seeking in Judged Emotions

- **Talk* Summer Institute on Bounded Rationality, Virtual 06/2021

The Devil You Know: The Problem of Equilibrium Goals

- **Talk* Association of Consumer Research, Virtual 10/2020

Negotiation residue: The affective transference of negotiation experience to a negotiated object

- **Talk* International Association for Conflict Management Conference, Virtual 07/2020

Moral Decisions Under Risk and Uncertainty: Allais Paradox, Ellsberg Paradox, and Kahneman and Tversky's Gambles

- **Talk* Interdisciplinary Symposium on Decision Neuroscience, Durham, NC 06/2019
- **Poster* Association for Psychological Science, Washington D.C. 05/2019

People prioritize the worse-off, sometimes but not always

- **Poster* Society of Philosophy and Psychology, San Diego, CA 07/2019
- **Talk* Moral Psychology Research Group (MPRG) Meeting, St. Louis, MO 05/2019

Testing the Conditional Ability to Do Otherwise in the Court of Public Opinion

- **Poster* International Conference on Neuroscience and Free Will, Irvine, CA 03/2019

The Experience of Being Denied Credibility

- **Poster* Summer Seminars in Neuroscience and Philosophy, Durham, NC 06/2018

Individual Differences in Gaze Dynamics in Risky Decision-making

- **Poster* Society for Mathematical Psychology, Warwick, UK 07/2017

Laminar Organization of the Supplementary Eye Field: Orbital Tuning

- **Poster* Society of Neuroscience, Chicago, IL 10/2015

Moral Judgment in the Eyes of Machiavellianism

- **Poster* American Psychological Association, Orlando, FL 08/2012

PROFESSIONAL AFFILIATIONS

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

Society for Judgment and Decision Making (SJDM)

European Association for Decision Making (EADM)

American Marketing Association (AMA)

PROFESSIONAL SERVICES

Conference Reviews

- Society for Consumer Psychology Conferences

- Subjective Probability Utility & Decision-Making Conferences
- International Association for Conflict Management

The Wharton Society for the Advancement of Women in Business Academia

2019-2021

TEACHING EXPERIENCE

College of Business, Stony Brook University

Instructor

- BUS395 Marketing Analytics (UG) 2026 Spring
- MKT569 Marketing Analytics (MBA) 2025 Fall

The Wharton School, University of Pennsylvania

Teaching Assistant

- MKTG101 Introduction to Marketing (UG) 2022 Fall, 2023 Spring/Fall, 2024 Spring
- MKTG7110 Consumer Behavior (Executive MBA) 2023 Fall
- MKTG266 Marketing for Social Impact (UG/MBA) 2021 Fall
- BEPP201/770 Public Finance and Policy (UG/MBA) 2020 Fall

Guest lecture

- MKTG2110 Consumer Behavior (UG) 2023 Spring, 2024 Spring