

个人简历

基本信息

姓名：谷钰 性别：女
出生年月：1996.11.20 最高学历：博士
民族：汉族 政治面貌：中共党员
毕业院校：清华大学 专业：市场营销
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教育背景

2018.09 ~ 2024.06(预期) 清华大学 工商管理（市场营销方向）博士
2022.01 ~ 2023.07 新加坡国立大学 市场营销 联合培养博士
2014.09 ~ 2018.06 对外经济贸易大学 电子商务（金融服务外包方向）学士

研究方向

消费者行为，数字营销，新技术（如人工智能、直播/社交电商、移动支付、虚拟旅游等）对消费者行为的影响，营销沟通方式（如品牌广告设计、慈善捐赠信息设置等）对消费者行为的影响

已发表论文

1. **Yu Gu** and Rong Chen (2021), "How does money phrasing influence intention to donate: The role of construal level and fit." *Psychology & Marketing*, 38(11), 1911-1927. (ABS 3; ABDC List A Journal; JCR 一区; IF: 6.7)
2. **Yu Gu**, Xusen Cheng, and Jia Shen (2023), "Design shopping as an experience: Exploring the effect of the live-streaming shopping characteristics on consumers' participation intention and memorable experience." *Information & Management*, 60 (5), 103810. (ABS 3; ABDC List A* Journal; JCR 一区; IF: 9.9)
3. **Yu Gu** and Rong Chen (2023), "Effects of payment notifications on consumer purchase decisions: The role of pain of payment." *Journal of Consumer Behaviour*, 22(4), 818-832. (ABDC List A Journal; JCR 二区; IF: 4.3)
4. Xiaobing Xu, Shuaifan Zeng, **Yu Gu***, and Jin Zhang (2023), "Uniform pricing effect: The influence of uniform pricing on product acquisition value judgment." *International Journal of Consumer Studies*, 47(4), 1364-1376. (ABDC List A Journal; JCR 一区; IF: 9.9)
5. Xusen Cheng, **Yu Gu**, Ying Hua, and Xin (Robert) Luo (2021), "The paradox of word-of-mouth in social commerce: Exploring the juxtaposed impacts of source credibility and information quality on SWOM spreading." *Information & Management*, 58(7), 103505. (ABS 3; ABDC List A* Journal; JCR 一区; IF: 9.9)

6. Xusen Cheng, **Yu Gu**, and Jia Shen (2019), "An integrated view of particularized trust in social commerce: An empirical investigation." *International Journal of Information Management*, 45, 1-12. (ABDC List A* Journal; JCR 一区; IF: 21; ESI 高被引论文)
7. Xusen Cheng, **Yu Gu**, and Jian Mou (2020), "Interpersonal relationship building in social commerce communities: Considering both swift Guanxi and relationship commitment." *Electronic Commerce Research*, 20(1), 53-80. (ABDC List A Journal; IF: 3.9)



在审论文

1. Adelle X. Yang, **Yu Gu***, and Sijin Chen, "AI-automated sales: The curse of "single-minded" profit pursuits." under review at *Journal of Marketing Research* (UTD 24; ABS 4*; ABDC List A* Journal; JCR 一区; IF: 6.1; *Job Market Paper*).
2. Adelle X. Yang, Sijin Chen, **Yu Gu*** and Rajesh Bagchi, "The jumpstart effect." **reject and resubmit** at *Journal of Marketing* (UTD 24; ABS 4*; ABDC List A* Journal; JCR 一区; IF: 12.9).
3. **Yu Gu** and Rong Chen, "Bridging consumption and work: The effects of thoughts about different types of purchases on job-related preferences and motivations." **under 1st round review** at *Journal of Business Research* (ABS 3; ABDC List A Journal; JCR 一区; IF: 11.3).
4. **Yu Gu** and Rong Chen, "How do option accessibility and relationship closeness with other consumers influence regret about experiential purchases? The role of perceived comparability" under review at *Psychology & Marketing* (ABS 3; ABDC List A Journal; JCR 一区; IF: 6.7).
5. Haijiao Shi and **Yu Gu***, "Framing as donating goods or money? Exploring the effect of goods versus money donation appeals on donation behavior" under review at *Journal of Advertising* (ABS 3; ABDC List A Journal; JCR 二区; IF: 5.7).
6. Yimei Zhou, Xiao Li, and **Yu Gu***, "Unpacking the actualization mechanism of virtual travel affordance on customer engagement in the post-pandemic era: A mixed-method study." under review at *Information & Management* (ABS 3; ABDC List A* Journal; JCR 一区; IF: 9.9).
7. Rong Chen, Zhangxing Wang, and **Yu Gu***, "How self-service technology characteristics affect consumers' usage intentions in the staff-inaccessible context: Reflecting from self-service hotels." under review at *Internet Research* (ABDC List A Journal; JCR 二区; IF: 5.9).



工作论文

1. "Brand logo zoom effect" with Henrik Hagtvedt, Xiaobing Xu, and Rong Chen, preparation for submission at *Journal of Marketing Research* (UTD 24; ABS 4*; ABDC List A* Journal; JCR 一区; IF: 6.1).
2. "AI in moral decision" with Adelle X. Yang and Sijin Chen, preparation for submission at *Proceedings of the National Academy of Sciences* (JCR 一区; IF: 11.1).
3. "Tourism design in the post-pandemic era" with Yimei Zhou and Xiao Li, preparation for submission at *Tourism Management* (ABS 4; ABDC List A* Journal; JCR 一区; IF: 12.7).

4. "Gamification experience design in tourism", with Yimei Zhou and Zhanhe Zang, preparation for submission at *Information & Management* (ABS 4; ABDC List A* Journal; JCR 一区; IF: 8.9).
5. "Dynamic presentation of brand logos" with Henrik Hagtvedt, Xiaobing Xu, and Rong Chen
6. "AI in preference generation" with Adelle X. Yang and Leif Nelson
7. "AI aversion framework" with Adelle X. Yang and Berkeley Dietvorst
8. "AI adoption in job hiring" with Adelle X. Yang and Sijin Chen
9. "AI predictability and consumer responses" with Adelle X. Yang
10. "Consumer inferences of firms' marketing activities" with Adelle X. Yang
11. "The ugly pet effect" with Adelle X. Yang and Sijin Chen
12. "Genetic test and consumer responses" with Adelle X. Yang



会议报告

1. **Yu Gu**, Rong Chen, Xiaobing Xu, and Feng He (2023), "The effect of the zoom-in (vs. zoom-out) presentation format of brand logos on perceived brand competence", *2023 Summer AMA Conference*, San Francisco, California, USA, August 4-6, 51-54.
2. Adelle X. Yang, **Yu Gu***, and Sijin Chen (2023), "Single-minded AI agents and cynical consumer inferences", *2023 Association for Consumer Research Conference (ACR)*, Seattle, Washington, USA, October 26-29.
3. Adelle X. Yang, Sijin Chen, and **Yu Gu*** (2023), "Enhancing AI appreciation in moral decision-making", *2023 Annual Meeting of Society for Judgment and Decision Making (SJDM)*, San Francisco, California, USA, November 17-20.
4. Adelle X. Yang, **Yu Gu***, and Sijin Chen (2023), "Single-minded AI agents and cynical consumer inferences", *2023 European Association for Consumer Research (EACR)*, Amsterdam, Holland, July 6-8.
5. Yimei Zhou and **Yu Gu*** (2023), "How will COVID-19-related anxiety and uncertainty affect tourism experience design preference? Examining the moderating role of belief in fate and psychological entitlement," *PACIS 2023 Proceedings*, 131.
6. **Yu Gu** (2023), "Single-minded AI agents and cynical consumer inferences", *2023 Singapore Rising Scholars Conference*, Singapore, May 5.
7. Adelle X. Yang, Sijin Chen, **Yu Gu*** and Rajesh Bagchi, "The "break-in" nudge: Boost goal initiation with perceptual cues," 2023 年 JMS 中国营销科学学术年会暨博士生论坛, 中国长沙, 11月3-5日.
8. Yimei Zhou and **Yu Gu*** (2022), "The role of virtual travel affordance during the COVID-19 pandemic," *PACIS 2022 Proceedings*, 190.
9. **Yu Gu**, Rong Chen, and Xiaobing Xu (2022), "The bigger the better or the smaller the better? Exploring the different dominant effects of male and female consumers on product size preference," *2022 Summer AMA Conference*, Chicago, Illinois, USA, August 12-14.

10. Xiaobing Xu, Shuaifan Zeng, and **Yu Gu*** (2022), "How does uniform pricing influence product acquisition value judgment? The role of promotion perceptions," *2022 Summer AMA Conference*, Chicago, Illinois, USA, August 12-14.
11. **Yu Gu** and Rong Chen (2021), "Construing in purchases: The effect of purchase type on level of construal," *2021 Association for Consumer Research Conference (ACR)*, Seattle, Washington, USA, October 28-30, 22.
12. **Yu Gu**, Rong Chen, and Xiaobing Xu (2021), "A little body often harbors a great soul When smaller products trigger stronger purchase intention," 2021 年 JMS 中国营销科学学术年会暨博士生论坛, 中国上海, 11 月 19-21 日.
13. **Yu Gu** and Rong Chen (2020), "How does experienter comparability affect regret? Exploring the effects of experiencers' similarity and relationship closeness on regret in experiential purchases," 2020 年中国高等院校市场学研究会学术年会会议, 中国无锡, 10 月 6-8 日.
14. **Yu Gu** and Rong Chen (2020), "Regret in experiential purchases", 2020 年 JMS 中国营销科学学术年会暨博士生论坛, 中国天津, 11 月 7-9 日.
15. **Yu Gu**, Xusen Cheng, and Jia Shen (2020), "Design shopping as an experience: Exploring the effect of the live streaming shopping characteristics on consumers' participation intention and memorable experience", *the Sixteenth Annual SIG IS CORE 2020 IS Cognitive Research Workshop*, Virtual, December 13, 5-6.
16. **Yu Gu** and Rong Chen (2019), "Effects of online shopping payment reminding on consumer purchase decision: The role of price salience", *2019 Summer AMA Conference*, Chicago, Illinois, USA, August 9-11, CO3-21-CO3-22.
17. **Yu Gu** and Rong Chen (2019), "How does payment rephrasing influence intention to donate: The role of construal level and fit", 2019 年 JMS 中国营销科学学术年会暨博士生论坛, 中国成都, 10 月 25-27 日, 124.



审稿经历

- 担任期刊审稿人:
 - ✧ International Journal of Consumer Studies
 - ✧ International Journal of Hospitality Management
 - ✧ AIS Transactions on Human-Computer Interaction
 - ✧ Information Resources Management Journal
- 担任会议审稿人:
 - ✧ Winter American Marketing Association Conference (AMA)
 - ✧ Summer American Marketing Association Conference (AMA)
 - ✧ Association for Consumer Research Conference (ACR)
 - ✧ European Association of Consumer Research (EACR)



助教经历

- 营销模型（博士课程），助教；授课教师：梁屹天；2020年
- 营销管理（MBA课程），助教；授课教师：李飞；2020年
- 消费行为学（MBA课程），助教；授课教师：陈荣；2020年
- 数字营销（MBA课程），助教；授课教师：沈浩；2019年
- 创新与企业转型（MBA课程），助教；授课教师：沈拓；2020年~2021年
- 中国经济前沿问题解读（MBA课程），助教；授课教师：朱云来；2020年~2021年
- 领导力开发（MBA课程），助教；授课教师：杨懿梅；2019年~2021年
- 创业金融实践（MBA课程），助教；授课教师：高建；2020年
- 全球化视野系列讲座（MBA课程），助教；授课教师：王琨；2020年~2021年
- 消费者行为与服务营销（硕士课程），助教；授课教师：陈荣；2020年
- 消费行为学（本科课程），助教；授课教师：黄靓；2021年
- 消费行为学（本科课程），助教；授课教师：陈荣；2019~2020年



获奖情况

- 博士生国家奖学金，清华大学，2021年
- 博士生综合一等奖学金，清华大学，2020年，2022年，2023年
- 清华大学小林实中国经济研究论文奖学金，2023年
- 清华大学魏杰经济学优秀论文奖学金，2018年和2019年
- 北京市优秀毕业生，对外经济贸易大学，2018年
- 本科生综合奖学金，对外经济贸易大学，2015~2018年



党组织工作

- 经博18党支部宣传委员，2023年
- 经博18党支部党小组组长，2018-2023年
- 校级优秀共产党员，2019年



推荐人

- 陈荣，清华大学经济管理学院，长聘副教授，chenr@sem.tsinghua.edu.cn
- Adelle Xue YANG, National University of Singapore, Assistant Professor of Marketing, adelle.yang@nus.edu.sg
- Henrik HAGTVEDT, Boston College, Associate Professor of Marketing, hagtvedt@bc.edu