

VINCENTIA YUEN

Ph.D. Candidate in Marketing, University of Miami

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EDUCATION

Ph.D. in Business, Concentration in Marketing Miami Herbert Business School, University of Miami, Coral Gables, FL	May 2025 (expected)
M.S. in Marketing (Distinction) School of Business, City University of Hong Kong, Hong Kong	2018
Visiting Graduate Student DeGroote School of Business, McMaster University, Hamilton, ON, Canada	2017

RESEARCH INTERESTS

- (1) Consumer-Technology Interaction (e.g., digital devices, generative AI, robots)
- (2) Word of Mouth, User-Generated Content, and Social Media

MANUSCRIPTS IN THE REVIEW PROCESS (Abstracts are available in the Appendix)

- Yuen, Vincentia**, Claudia Townsend, and Michael Tsiros, "The Smartphone Intuition: How Smartphone Use Decreases Decision-Making Confidence," **invited revision**, *Journal of Marketing*. – **Job Market Paper**
- Yuen, Vincentia**, Michael Tsiros, and Eugene Pavlov, "Signaling the Presence of Private Manager Response as eWOM Intervention Strategy," **invited revision**, *Journal of Marketing*.
- Yuen, Vincentia**, Caglar Irmak, Benjamin Bornstein, and Vamsi K Kanuri, "Give and You Shall Receive: Understanding How Engaging in Prosocial Behavior Increases Subsequent Financial Risk-Taking," **invited revision**, *Journal of Consumer Psychology*.

WORKING PAPERS

- Yuen, Vincentia** and Claudia Townsend, "The Review Update Effect: How Mere Update Cues Influence Consumer Reliance on Online Reviews in Decision-Making," expected to be submitted to *Journal of Consumer Research*, Summer 2024.
- Yuen, Vincentia**, Vamsi K Kanuri, and Caglar Irmak, "Perceptions of Generative AI," expected to be submitted to *Journal of Consumer Research*, Summer 2024.
- Bornstein, Benjamin, Claudia Townsend, Caglar Irmak, and **Vincentia Yuen**, "The Device Mobility Effect on Online Donations," *Working Paper*.

SELECTED WORK IN PROGRESS

1. **Yuen, Vincentia** and Claudia Townsend, "Absolutely! How Expressions of Certainty Increase Smartphone Users' Likelihood to Consume Digital Content," *Data collection in progress.*
2. Irmak, Caglar, **Vincentia Yuen**, and Yuxi Wang, "The Influence of Robot Form on Consumer Evaluations," *Data collection in progress.*
3. Wang, Yuxi, Caglar Irmak, and **Vincentia Yuen**, "Package Size for Sustainable Products," *Data collection in progress.*
4. **Yuen, Vincentia** and Claudia Townsend, "Social Media Stories Versus Grid Posts" *Data collection in progress.*
5. **Yuen, Vincentia** and Claudia Townsend, "Online Influencers" *Data collection in progress.*
6. Khan, Uzma and **Vincentia Yuen**, "Diversity and Motivation" *Data collection in progress.*

TEACHING INTERESTS

Social Media and Digital Marketing, Marketing Analytics, Marketing Research, Consumer Behavior, Principles of Marketing, International Marketing

TEACHING EXPERIENCE

Lecturer, Foundations of Marketing, Undergraduate, 4.6 / 5 University of Miami, FL, USA	Summer 2023
Guest Lecturer, Foundations of Marketing Management, MBA, 4.5 / 5 University of Miami, FL, USA	Spring 2023

DISSERTATION

Title: Two Essays on How Smartphone Versus Personal Computer Use Affects Online Consumer Behavior

Committee: Claudia Townsend (chair), Caglar Irmak, Michael Tsiros, Jeff Inman

Proposal Defense: May 15th, 2024

First Essay: The Smartphone Intuition: How Smartphone Use Decreases Decision-Making Confidence

Today, consumers interact with their smartphones constantly, spending more time on them than any other device. Despite this, many important e-commerce decisions, such as setting up investments, trading stocks, and buying insurance, are still more likely to be made on PCs. This trend is particularly evident in online sales. While recent research has started to explore device differences, how device use affects consumer decision-making, particularly regarding lower conversion rates, remains unclear. Using a pre-existing dataset from the field, a field study, and seven experiments, I examine how device use affects consumer decision-making confidence and the likelihood of making a choice. I identify a "smartphone intuition" where consumers perceive that smartphone use leads to less thoughtful decision-making than PC use. Drawing on prior research on perceived thoughtfulness, I further demonstrate that this intuition leads consumers to feel less confident in their decisions on smartphones compared to PCs. This effect persists even when accounting for variables such as user demographics,

location, goal, input interface, screen size, and actual performance. These findings offer insights into mobile marketing, addressing the challenge of lower conversion rates on smartphones compared to PCs.

Second Essay: Absolutely! How Expressions of Certainty Increase Smartphone Users' Likelihood to Consume Digital Content

Consuming digital content has become a fundamental part of everyday life. People spend significant time reading articles, blogs, and watching videos on their smartphones and PCs. Yet, there's still much we don't know about what influences their choices. By analyzing data on online article consumption and conducting experiments, I've found that expressions of certainty in introductory information, like article titles and social media post captions, increase the likelihood of consumers clicking and consuming content on smartphones, but not on PCs. Drawing on previous research on persuasion and my findings in essay 1, I hypothesize this is because certainty expressions in introductory information enhance its persuasiveness, which in turn has greater impact on those consumers on smartphones (vs. PCs), as they are less confident in making decisions. Understanding these preferences and behaviors across devices is crucial for content creators and marketers navigating the competitive digital landscape. By tailoring strategies to meet users' needs, stakeholders can enhance engagement and build stronger connections with their audiences.

HONORS AND AWARDS

Runner-up, Ph.D. Poster Presentation Competition <i>(Poster: How Engaging in Prosocial Behavior Increases Subsequent Financial Risk-Taking)</i>	2024
Runner-up, Ph.D. Research Presentation Competition <i>(Presentation: How Smartphone Use Decreases Decision-Making Confidence)</i>	2023
Winner, BDM Cluster Elevator Pitch Research Presentation Competition <i>(Presentation: How Smartphone Use Decreases Decision-Making Confidence)</i>	2022
AMA-Sheth Foundation Doctoral Consortium Fellow	2022
Beta Gamma Sigma Recognition <i>(Top graduate students in the top 5% of business school programs around the world)</i>	2018
Outstanding Academic Performance Award 2017/18 <i>(Awarded to the three highest CCPA)</i>	2018
Outstanding Academic Performance Award 2016/17 <i>(Awarded to the three highest CCPA)</i>	2017
Shao Ming Lo Foundation Scholarship	2016
Academic Excellence Scholarship 2015/16 <i>(Awarded to the highest Year CPA)</i>	2016
Academic Excellence Scholarship 2014/15 <i>(Awarded to the highest Year CPA)</i>	2015
Dean's List	2014 - 2016

CONFERENCE PRESENTATIONS († as a presenter)

†**Yuen, Vincentia** and Claudia Townsend (2024), "Review Update Effect: How Mere Update Cues Influence Consumer Reliance on Online Reviews in Decision-Making" paper accepted and will be presented at the 2024 Association for Consumer Research Conference, Paris, France.

- † **Yuen, Vincentia**, Claudia Townsend, and Michael Tsiros (2023), “How the Intuition That Smartphones Induce Low Thoughtfulness Decreases Decision-making Confidence,” paper presented at the 2023 Association for Consumer Research Conference, Seattle, WA.
- † **Yuen, Vincentia** and Michael Tsiros (2023), “Signal of Recovery: The Mere Signal of the Presence of Private Manager Response as eWOM Intervention Strategy,” paper presented at the 2023 Association for Consumer Research Conference, Seattle, WA.
- † **Yuen, Vincentia**, Claudia Townsend, and Michael Tsiros (2023), “The Smartphone Bias: How the Intuition That Smartphones Induce Low Thoughtfulness Decreases Decision-making Confidence,” paper presented at the 45th Annual ISMS Marketing Science Conference, Miami, FL.
- † **Yuen, Vincentia**, Claudia Townsend, and Michael Tsiros (2023), “How the Intuition That Smartphones Induce Low Thoughtfulness Decreases Decision-making Confidence,” poster presented at the 1st Inaugural Computing Day, University of Miami, Miami, FL.
- † **Yuen, Vincentia** and Claudia Townsend (2022), “Smartphone Bias: Why Consumers Unnecessarily Avoid Smartphones,” poster presentation at the Psychology of Technology Conference, the Wharton School, University of Pennsylvania.
- † **Yuen, Vincentia**, Claudia Townsend, and Michael Tsiros (2022), “Smartphone Bias: When Consumers Unnecessarily Avoid Smartphones,” paper presented at the 2022 Summer American Marketing Association Conference, virtual.
- † **Yuen, Vincentia**, Claudia Townsend, and Michael Tsiros (2021), “Smartphone Bias: When Consumers Unnecessarily Avoid Smartphones,” paper presented and discussed in roundtable on Consumer Technology Interaction at the 2021 Association for Consumer Research Conference, virtual.
- † **Yuen, Vincentia** and Michael Tsiros (2021), “How Mere Manager Response Influences Consumer Decision Making,” paper presented at the 2021 Winter American Marketing Association Conference, virtual.
- † **Yuen, Vincentia** and Michael Tsiros (2020), “How Mere Manager Response Influences Product Evaluations,” paper presented at the 2020 Association for Consumer Research Conference, virtual.

Pre-Ph.D.

- Yuen, Vincentia W.** and † Haksin Chan (2019), “Product Review Forums as Learning Communities,” paper presented at the 2019 Summer American Marketing Association Conference, Chicago, IL.
- Yuen, Vincentia W.**, Kevin Zeng, and † Haksin Chan (2018), “Opinion Leadership in Product Review Forums,” paper presented at the Australian & New Zealand Marketing Academy Conference 2018, Adelaide, Australia.
- † **Yuen, Vincentia W.**, Kevin Zeng, and Haksin Chan (2018), “Opinion Leadership in the Digital World,” paper presented at the 27th World Business Congress, Hong Kong.
- † **Yuen, Vincentia W.**, Felix Tang, and Ian Phau (2018), “Understanding Consumers’ High-Risk Consumption Behavior of Pharmaceuticals: A Qualitative Exploratory Study,” paper presented at the 2018 Academy of Marketing Science 46th Annual Conference, New Orleans, LA.

Chan, Haksin and † **Vincentia W. Yuen** (2017), “Bolstering New Product Reviews in the Digital World,” paper presented at the 2017 Summer American Marketing Association Conference, San Francisco, CA.

† Tang, Felix, Karen Yeung, and **Vincentia W. Yuen** (2017), “A Model on Understanding Over-the-Counter Pharmaceutical Consumption,” paper presented at the 2017 Summer American Marketing Association Conference, San Francisco, CA.

INDUSTRY EXPERIENCE

Mandatory Provident Fund (Retirement Scheme) Assistant 2014
(Manage personal and corporate MPF accounts, and provide sales, after-sales, and protection services)
Manulife (International) Limited, Hong Kong

PROFESSIONAL AND UNIVERSITY SERVICES

Professional services

Ad hoc reviewer

Society for Consumer Psychology Conference, 2021 – present
Association for Consumer Research Conference, 2022

Conference assistance

45th Annual ISMS Marketing Science Conference, 2023
2021 Association for Consumer Research Conference, 2021
The 27th World Business Congress, 2018

Conference session chair

45th Annual ISMS Marketing Science Conference, 2023
2022 Summer American Marketing Association Conference, 2022
2021 Winter American Marketing Association Conference, 2021

University service

Behavioral lab manager, University of Miami, 2021 – 2022

Representative of marketing department (AACSB Accreditation Visit), University of Miami, 2022

Residential Faculty, Hang Seng University of Hong Kong, 2019

RELEVANT COURSEWORK

Business

Consumer Behavior and Decision-Making	Claudia Townsend
Information Processing for Consumer Behavior	Caglar Irmak
Behavioral Decision Theory in Consumer Research	Uzma Khan
Marketing Strategy	Joseph Johnson
Topics in Marketing I & II	Caglar Irmak
Topics in Business Technology	Ola Henfridsson
Behavioral Finance	Alok Kumar

Psychology and Research Methods

Social Psychology

Youngmee Kim

Social Psychology of Health and Illness

Robert J. Johnson

Introduction to Research Methods

Blaine J. Fowers

Quantitative Methods I

Cengiz Zopluoglu

Quantitative Methods II

Jue Wang

Computer Applications in Educational and Behavioral Science
Research (Python)

Ching-Hua Chuan

REFERENCES

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Yuen, Vincentia, Claudia Townsend, and Michael Tsiros, “The Smartphone Intuition: How Smartphone Use Decreases Decision-Making Confidence,” revising for 2nd-round review, *Journal of Marketing*.

Today, companies are investing heavily in mobile marketing strategies. However, despite extensive consumer smartphone usage, certain decisions (e.g., purchase, investment) still tend to occur more frequently on PCs. Understanding how, when, and why smartphone use affects decision-making is crucial for optimizing smartphone conversion rates. Using a pre-existing dataset from the field, a field study, and seven experiments, the authors examine how device use affects consumer decision-making confidence and the likelihood of making a choice. This research identifies a consumer intuition that using smartphones, compared to PCs, induces less thoughtful decision-making. This intuition stems from consumers' personal experiences with smartphones and their self-observations of task and situational usage. Furthermore, building on prior research on perceived thoughtfulness—where consumers believe that more thought leads to better judgment—the authors demonstrate that this intuition causes consumers to feel less confident in their decisions on smartphones compared to PCs. This effect persists even when accounting for variables such as user demographics, location, goal, input interface, screen size, and actual performance. These findings offer insights into mobile marketing and identify ways to mitigate this effect without needing technical modifications to the device interface.

Yuen, Vincentia, Michael Tsiros, and Eugene Pavlov, “Signaling the Presence of Private Manager Response as eWOM Intervention Strategy,” revising for 2nd-round review, *Journal of Marketing*.

Today, with the majority of consumers consulting online word-of-mouth (WOM) before making purchases, managing WOM is crucial for businesses. While practitioners and academics have advocated for the use of public manager responses to customers as a means of addressing online WOM, this approach faces new challenges like amplifying complaint visibility and conflicting with privacy regulations. This research proposes a novel “private manager response signaling” strategy where companies signal to other consumers the occurrence of a private response to the complainant, without revealing its content. Through a pilot study, five controlled experiments, and an analysis of field data from online social media activity, this research demonstrates that the mere presence of private manager response signaling leads to more favorable consumer responses. This includes increased product evaluations, preferences, choices, and donation likelihoods, as well as lower complaint publicization (including views, additional comments, retweets, and quotes of the MR response). Building upon attribution theory, the authors propose and demonstrate that this positive impact arises because consumers infer the private manager response as a signal that the company is actively seeking to recover from the negative issue. This inference leads to increased expectations of recovery and enhanced trust toward the company. This research highlights the strategic importance of online WOM intervention strategies and offers several practical implications.

Yuen, Vincentia, Caglar Irmak, Benjamin Bornstein, and Vamsi K Kanuri, “Give and You Shall Receive: Understanding How Engaging in Prosocial Behavior Increases Subsequent Financial Risk-Taking,” revising for 2nd-round review, *Journal of Consumer Psychology*.

While most research on consumer giving focuses on the antecedents of prosocial behavior and helping charity beneficiaries, the present work contributes to a relatively limited research stream investigating the consequences of prosocial behavior for donors. This research investigates a post-prosocial context where decision-making outcomes are unknown (e.g.,

financial lottery). Through a natural experiment examining individuals' stock market investment behavior following their donation to Indian Ocean tsunami victims along with three controlled experiments, this research demonstrates that individuals who engage in prosocial behavior tend to take greater financial risks compared to those who do not. This is because individuals believe in immanent justice and, therefore, irrationally expect their good actions to be rewarded. Consequently, they anticipate better financial outcomes after engaging in moral behavior. These findings extend theory and offer important implications for marketers, consumers, and public policy makers, as post-prosocial expectations of positive financial outcomes drive financial risk-taking.

Yuen, Vincentia and Claudia Townsend, "The Review Update Effect: How Mere Update Cues Influence Consumer Reliance on Online Reviews in Decision-Making," under review, *Journal of Marketing*.

While extensive research has examined online reviews, it presumes that they are composed in a single instance, overlooking that online reviews often contain updates. This research identifies how consumers process and rely on reviews containing updates differently from single-occasion reviews. Using six controlled experiments and a dataset of over 34 million Amazon reviews, the authors demonstrate that, even when holding content constant, information in review updates –whether contradictory or consistent with initial reviews– exerts a stronger influence on consumer preference than the same information presented in single-occasion reviews. Building upon research on persuasion, attitude, and word-of-mouth, the authors propose and show that, for inconsistent-valence reviews (e.g., a positive initial review with a negative update), a review written on two occasions increases reliance on the second (update) information and decreases reliance on the first (initial) information compared to the same information written on one occasion. Conversely, for consistent-valence reviews (e.g., a positive initial review with a positive update), a review written on two occasions increases overall reliance on the review compared to the same information written on one occasion. By investigating the dynamic nature of reviews this research offers practical strategies, such as post-service recovery reviews.

Bornstein, Benjamin, Claudia Townsend, Caglar Irmak, and Vincentia Yuen, "The Device Mobility Effect on Online Donations," finalizing for submission.

As with almost all consumer behavior, donations to non-profit organizations are increasingly occurring via mobile devices. This research identifies an important effect of mobile device usage on donation behavior. Four studies, including a social media field experiment and three laboratory experiments examine real monetary contributions to charities. The authors find that, compared to a less mobile device (e.g., desktop), using a more mobile device (e.g., smartphone) induces a mobility mindset, making far-away others feel closer and thus increasing donations to faraway charity beneficiaries. The findings offer clear managerial and theoretical contributions, identifying a manner to increase consumer giving to underfunded charities located far from traditional donor sources, and providing non-profit managers with device targeting and geotargeting recommendations to optimize digital marketing based on donor and beneficiary location.