

Yanyi Leng

Colorado State University College of Business
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Academic Employment

Colorado State University, College of Business Assistant Professor of Marketing	2026-
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Education

Washington University in St. Louis, Olin Business School	
Ph.D. in Marketing	2026
M.S. in Business Administration	2024
The University of Chicago	
M.A. in Social Sciences	2020
University of Southern California	
B.A. in Psychology (<i>Magna Cum Laude</i>)	2019

Research Interests

Corporate Social Responsibility (CSR)
Prosocial Behavior
Consumer Judgment and Decision Making

Publications

* denotes equal authorship

Park, Alexander B.*, **Yanyi Leng***, Fausto Gonzalez, Jared Watson, Francesca Valsesia, and Cynthia Cryder, "Consumers Prefer that Corporations Donate Periodically," *Journal of Marketing Research*, 00222437261423538.

- SJDM Featured Research, 2026, Issue 3
- Top Job Market Paper, Olin Business School, 2026
- Buchan Prize for Best Behavioral Paper, Olin Business School, 2025

Working Papers

Leng, Yanyi*, Alexander B. Park*, and Cynthia Cryder, "The Join-Us Penalty: Companies Get Less Credit for CSR When They Ask Customers to Help," working paper.

Leng, Yanyi and Cynthia Cryder, "Compliance Pressure Compromises the Warm Glow of Giving," working paper.

Selected Work in Progress

Leng, Yanyi and Elanor F. Williams, “Keeping Your Feelings Under Wraps: Recipients Choose to Hide Their True Feelings About Unwanted Gifts.”

Leng, Yanyi and John Costello, “Restricted Funds, Restricted Goodwill.”

Bruce Cen*, **Yanyi Leng***, and Cynthia Cryder, “Signaling Sacrifice Through Payment Method When Paying for Others.”

Conference Presentations

* denotes presented by co-author

“The Join-Us Penalty: Companies Get Less Credit for CSR When They Ask Customers to Help”

- Behavioral Decision Research in Management Conference (BDRM), Jun 2026, New York City, NY
- Society for Judgment and Decision Making (SJDM), Nov 2025, Denver, CO
- Association for Consumer Research (ACR), Oct 2025, Washington D.C.
- CLIK Consumer Research Conference, May 2025, Louisville, KY

“The Reputational Benefits of Periodic Donations”

- Society for Judgment and Decision Making (SJDM)(Poster), Nov 2024, New York, NY
- Association for Consumer Research (ACR), Sep 2024, Paris, FR
- Behavioral Decision Research in Management Conference (BDRM), Jun 2024, Chicago, IL*
- Society for Consumer Psychology (SCP), Mar 2023, San Juan, PR*

“The Effect of Discrepant Consumer Ratings on Purchase Likelihood”

- Society for Judgment and Decision Making (SJDM)(Poster), Nov 2023, San Francisco, CA
- Society for Personality and Social Psychology (SPSP) Judgment and Decision-Making Pre-conference (Poster), Feb 2023, Atlanta, GA

“Does Checkout Charity Help or Hurt the Store? Consumer Reaction to a Store Partnering with a Charity”

- Society for Consumer Psychology (SCP)(Poster), Mar 2023, San Juan, PR

“Givers Can Handle the Truth: Givers React to Recipients’ Honesty About Disliked Gifts Better Than Recipients Expect”

- Association for Consumer Research (ACR), Oct 2022, Denver, CO

“The Benefits of Getting Perspective: Recipients Prefer Requested Gifts, so Why are Givers Reluctant to Ask?”

- Society for Judgment and Decision Making (SJDM) (Poster), Dec 2020, Virtual
- UChicago MAPSS Academic Conference, virtual, May 2020

Honors and Awards

Winner, Job Market Paper Event, Olin Business School	2026
AMA-Sheth Foundation Doctoral Consortium Fellow	2025
Winner, Buchan Prize Paper Competition, Olin Business School	2025
Merit-based Tuition Scholarship, The University of Chicago	2019
Undergraduate Research Grant, University of Southern California	2018
Dean's List, University of Southern California	2015-2019

Teaching Experience

Guest Lecturer , Olin Business School	2024-2025
Principles of Marketing (BSBA)	
Assistant Instructor , Olin Business School	2022-2025
Marketing Management (MBA)	
Principles of Marketing (BSBA)	

Service

Ad Hoc Journal Reviewer	
International Journal of Research in Marketing (Trainee reviewer)	
Conference Reviewer	
Society for Consumer Psychology	
Undergraduate Research Mentor , Olin Business School	2023-2025
Katherine Gong, Avery Chen, Natasha Chuka	
Ph.D. Student Representative , Olin Business School	2024-2025
AACSB Accreditation, Marketing Area	
Alumni Mentor , MAPSS, The University of Chicago	2020-2021

Invited Talks

Colorado State University, Department of Marketing	2025
University of Georgia, Department of Marketing	2025
The Hong Kong Polytechnic University, Department of Management and Marketing	2025