

Shuhan Yang

Alberta School of Business, University of Alberta

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EDUCATION

- **University of Alberta, Edmonton, AB, Canada**
Ph.D. Candidate in Marketing, Alberta School of Business
- **Peking University, Beijing, China**
M.S. in Management, National School of Development, 2021
B.B.A. in Accounting, Guanghua School of Management, 2018
B.A. in Chinese Language and Literature, 2018

RESEARCH INTEREST

- **Theoretical:** Stigma; Discrimination; Affect and Emotion
- **Substantive:** Aesthetic and Design; Mental Health; Life Adversity

My research concerns the well-being of vulnerable individuals. The vulnerabilities may arise from social standing (e.g., social stigmas) and situational causes (e.g., life stress, adversities).

Taking the perspective of consumer research, I am particularly interested in how marketing activities—from product design to service delivery and public communications—affect vulnerable people's experiences, preferences, and behaviors.

PUBLICATION

- Grillo, Tito L.H., **Yang, Shuhan**, & Ward, Adrian F. (2024). Fairness Revisionism: Reducing Discrimination for the Future Reduces Perceived Unfairness in the Past. *Journal of Experimental Social Psychology*, 115, 104671. <https://doi.org/10.1016/j.jesp.2024.104671>

Selected Media coverage:

- CBC News: <https://www.cbc.ca/player/play/video/9.6674574>
- SPSP Character&Context blog:
<https://spsp.org/news/character-and-context-blog/grillo-yang-ward-fairness-revisionism-dangers-celebrating-social-progress?zs=nDcSe&zl=OiMO4>

MANUSCRIPTS UNDER REVIEW (*shared first authorship)

- **Yang, Shuhan***, Grillo, Tito L.H.*, & Argo, Jennifer J. Stress Increases Consumers' Design Preferences for Minimalist Aesthetics. Under 2nd round review at *Journal of Consumer Research*.
- Grillo, Tito L.H., **Yang, Shuhan**, & Argo, Jennifer J. Categorical Self-Identification in Politics

Increases Polarization but also Partisan Engagement. Under review at *Journal of Experimental Social Psychology*.

WORK IN PROGRESS (SELECTED)

- **Yang, Shuhan**, Grillo, Tito L.H. & Argo, Jennifer J. The Silver Lining of Categorical Thinking in Consumers' Preference for Options Related to Mental Health. Data collection stage.
- **Yang, Shuhan** & Shen, Liang. Technology Confidence for Marginalized Groups. Data collection stage.
- **Yang, Shuhan** & Wang, Jiaqian. Consumers' Responses to Products by Marginalized Designers. Data collection stage.

CONFERENCE PRESENTATIONS (*presenter)

- **“The Silver Lining of Categorical Thinking in Consumers' Preference for Options Related to Mental Health”** with Grillo, Tito L.H. and Argo, Jennifer J.
*Society for Consumer Psychology, Las Vegas, Nevada; February 2025
- **“The Tool to Move Upward: How Perceived Social Mobility Affects Consumers' Engagement with Emerging Technologies”** with Shen, Liang (Lia)
*Society for Consumer Psychology Boutique Conference, Alexandria, Virginia; June 2025
- **“Categorical Self-Identification in Politics”** with Grillo, Tito L.H. and Argo, Jennifer J.
*Business Research Conference, University of Alberta; November 2024
- **“Two Essays on Consumers' Responses to Stigmatized Groups”** with Grillo, Tito L.H. and Argo, Jennifer J.
*Prairie Consumer Behaviour Symposium, Saskatoon, Saskatchewan; May 2024
- **“Life Stress Shapes Aesthetic Preferences: The Case of Minimalist Design”** with Grillo, Tito L.H. and Argo, Jennifer J.
*Society for Consumer Psychology, Nashville, Tennessee; March 2024
*Association for Consumer Research, Seattle, Washington; October 2023
- **“Fairness Revisionism”** with Grillo, Tito L.H. and Ward, Adrian F.
*Business Research Conference, University of Alberta; November 2023
- **“Socioeconomic Status and Aesthetic Preferences”**
*Business Research Conference, University of Alberta; November 2022

TEACHING EXPERIENCE

Seminar Instructor, Alberta School of Business, University of Alberta

“Introduction to Marketing” (undergrad) 2024 Fall

Selected comments from students

- *Shuhan was an excellent seminar leader. I always felt comfortable asking her questions and she would also be super willing to go the extra mile to ensure that we would get the for sure answer. I really appreciated her dedication.*
- *Very cool class climate. One of the best classes I've taken this semester.*

Teaching Assistant, Alberta School of Business, University of Alberta

“Marketing Analytics” (undergrad) instructed by Grillo, Tito L.H. 2023/2024/2025 Winter

“Advanced Marketing Analytics” (undergrad) instructed by Grillo, Tito L.H. 2024 Spring

“Introduction to Marketing” (undergrad) instructed by Argo, Jennifer J. 2023 Fall

GRANTS, AWARDS AND SCHOLARSHIPS

Graduate

- AMA-Sheth Foundation Doctoral Consortium Fellow, 2025
- Eric Geddes/Alberta Innovates Fellowship in Health Organization Studies, 2025
- Graduate Student Travel Award, 2024-2025
- ALTIF Graduate Award in Entrepreneurship and Innovation, Alberta Life Technologies Investor Forum, 2024-2025
- Doctoral Student Award for Professional Excellence, Alberta School of Business, 2024
- Business Ph.D. Program Scholarship and Fellowships, Alberta School of Business, 2021-2026
- Academic Excellence Award (graduate), Peking University, 2020
- Graduate Scholarship, Peking University, 2018-2021

Undergraduate

- Future Leader Scholarship, China Merchants Securities Co. Ltd., 2018 (top 1%)
- Academic Excellence Award (undergraduate), Peking University, 2016, 2017
- Kwang-Hua Scholarship, Kwang-Hua Education Foundation, 2015
- Peking University Freshman Scholarship, 2014

OTHER ACTIVITIES AND EXPERIENCES

- Volunteer as a conversation partner at the Institute for Stuttering Treatment and Research (ISTAR) and the Communication Improvement Program, University of Alberta, 2025
- VP Communications & Operations, Business Doctoral Association, University of Alberta, 2023-2024
- Staff member of undergraduate recruitment & admissions team, Peking University, 2019-2021
- Market analyst of the top award-winning team (we proposed an online art gallery & art trading platform) in the “*Creation for the Future*” Business Plan Competition, Peking University, 2018