

WEI, ZIWEI

W.P. Carey School of Business
Arizona State University
400 E. Lemon St. | Tempe, AZ 85287

Mobile: 1-623-204-9408
Email: zwei53@asu.edu

EDUCATION

Ph.D.	<i>Marketing</i> W. P. Carey School of Business, Arizona State University Advisors: Adriana Samper, Evan Weingarten	May 2026 (expected)
M.S.	<i>Marketing</i> Warrington College of Business, University of Florida Advisor: Chris Janiszewski	May 2021
M.S.	<i>Accounting, Minor in Information Systems and Operations Management</i> Warrington College of Business, University of Florida Candidate for CPA License	May 2019
B.S.	<i>Accounting</i> Northern Illinois University	May 2017
B.S.	<i>Accounting</i> Beijing Technology & Business University	May 2017

RESEARCH INTERESTS

Social Perception, Experiential Consumption, Memory, Inference Making.

PUBLICATIONS

Weingarten, Evan, and **Ziwei Wei**. "Nostalgia and Consumer Behavior." *Current Opinion in Psychology* (2023): 101555.

MANUSCRIPTS UNDER REVIEW

Wei, Ziwei, Evan Weingarten, and Adriana Samper, "Merit over Misfortune: The Overestimated Impact of Hardship Appeals in Consumer Decision-Making," revising for 2nd round at *Journal of Consumer Research*.

Weingarten, Evan, **Ziwei Wei**, Constantine Sedikides, Tim Wildschut, "Principles of Nostalgia: Meta-Analytic Tests," under review at *Journal of Experimental Social Psychology*

Luo, Yadong, Tiedong Wang, **Ziwei Wei**, Yuan Xue, and Hongxin Zhao, "From Geopolitics to the Shopping Cart: Political Psychology of Consumer Responses," under review at *Journal of International Business Studies*.

SELECTED WORK IN PROGRESS

Wei, Ziwei, Jiye You, Adriana Samper, and Monika Lisjak "Solo Consumption"

Wei, Ziwei and Xiang Wang "Material versus Experiential History as Private Asset"

DISSERTATION

"Merit over Misfortune: The Overestimated Impact of Hardship Appeals in Consumer Decision-Making"

Dissertation Defended March 31, 2025

Dissertation Committee: Adriana Samper (Chair), Evan Weingarten, Monika Lisjak, Andrea C. Morales

The disclosure of personal hardship is often perceived to elicit consumer support in merit-based contexts like competitions, campaigns, and crowdfunding. However, these disclosures spark debate over whether hardship disclosures overshadow meritocratic principles, under which outcomes should be based on performance or quality. This research investigates the perceived versus actual impact of hardship disclosures (e.g., illness) on consumer preferences in merit-based decisions. It identifies a self-other asymmetry in preferences and expectations such that although people favor individuals with higher performance indicators regardless of hardship disclosure, they believe others will favor lower-performing individuals who disclose hardship. This asymmetry arises because, relative to their inferences about others' preferences, individuals see themselves as less influenced by emotion in their decision-making. Consistent with this explanation, the asymmetry disappears when individuals consider the preferences of competent others, who are also perceived as less likely to rely on emotion. Correspondingly, people are also more likely to advise individuals to disclose hardship to a less competent (vs. more competent) audience. These findings suggest the nuanced role of hardship disclosure in shaping the general perception of merit deviation.

CONFERENCE PRESENTATIONS (*presenter)

Wei, Ziwei*, Xiang Wang (2026), "The Private Self in Consumption: Why Experiential Purchase History Commands a Higher Price," Paper Presentation, American Marketing Association, Winter Conference, February 13-15

Weingarten, Evan*, **Ziwei Wei**, Constantine Sedikides, Tim Wildschut (2025), "Principles of Nostalgia: Meta-Analytic Tests," Paper Presentation, Association for Consumer Research, Annual Conference, October 9-11

Wei, Ziwei*, Evan Weingarten, and Adriana Samper (2025), "Merit over Misfortune: The Overestimated Impact of Hardship Appeals in Consumer Decision-making," Paper Presentation, University of Houston Marketing Ph.D. Symposium, April 11-12

Wei, Ziwei*, Jiye You, Adriana Samper, and Monika Lisjak (2025), "Identity-Relevant Purchases in Anticipation of Ordinary Versus Extraordinary Experience," Poster, ASU | UA Research Symposium, April 4

Wei, Ziwei*, Evan Weingarten, and Adriana Samper (2025), "Merit over Misfortune: The Overestimated Impact of Hardship Appeals in Consumer Decision-making," Paper Presentation, American Marketing Association, Winter Conference, February 14-16

Wei, Ziwei*, Evan Weingarten, and Adriana Samper (2023), "America's Got Sob Story or Talent? The Influence of Hardship in Merit-based Decisions," Paper Presentation, Association for Consumer Research, Annual Conference, October 26-28

Wei, Ziwei*, Evan Weingarten, and Adriana Samper (2023), "America's Got Sob Story or Talent? The Influence of Hardship in Merit-based Decisions," Poster, UA | ASU Research Symposium, March 17

HONORS AND AWARDS

Kenneth B. Coney Teaching Excellence Award	2025
University of Houston Annual Doctoral Symposium Presenter	2025
Robert B. Cialdini Distinguished Research Award	2024
Michael D. & Rita M. Hutt Scholarship	2024
Alfred H Schmidt Scholarship	2023

TEACHING EXPERIENCE

Instructor, ASU

- Consumer Behavior, ASU (1 Undergraduate section) Summer 2024
Evaluation: 6.3/7
- Consumer Behavior, ASU (1 Undergraduate section) Summer 2023
Evaluation: 5.8/7

Graduate Teaching Assistant, ASU

- Consumer Behavior (1 Undergraduate section), Dr. Adriana Samper Fall 2025
- Marketing Management (3 MBA sections), Dr. Andrea Morales Fall 2024
- Marketing Management (3 MBA sections), Dr. Andrea Morales Fall 2023
- Marketing Management (3 MBA sections), Dr. Andrea Morales Fall 2022
- Consumer Behavior (2 Undergraduate sections), Dr. Naomi Mandel Fall 2021

Graduate Teaching Assistant, UF

- Product Development & Management (1 MBA section), Dr. Yang Yang Spring 2021

RELEVANT COURSEWORK

Consumer Behavior and Psychology

- Consumer Behavior, Monika Lisjak (ASU)
- Emotions, Michelle Shiota (ASU)
- Social Psychology with Business Applications, Naomi Mandel (ASU)
- Consumer Behavior, Adriana Samper (ASU)
- Cognitive Process, Gene Brewer (ASU)
- Perspectives on Consumer Behavior, Chris Janiszewski (UF)
- Social and Consumer Psychology, Aner Sela (UF)
- Consumer Information Processing, Lyle Brenner (UF)

Research and Quantitative Methods

- Statistical Mediation Analysis, David Mackinnon (ASU)
- Advanced Marketing Research, Naomi Mandel (ASU)
- Research Design for Social and Behavioral Sciences, Caitlin Otten (ASU)
- Multivariate Statistical Methods, Steven Shugan (UF)
- Marketing Decision Model, Steven Shugan (UF)
- Experimental Design and Analysis, Alan Cooke (UF)

Marketing Professional Training and Development

- Best Practices in Pedagogy, Kate Eaton (ASU)
- Relationship Building for Research Impact, Martin Mende and Maura Scott (ASU)
- Marketing Strategy, Michael Wiles (ASU)

ADDITIONAL SKILLS

Languages: Mandarin (native), English (fluent).

Computer Skills: SPSS, MarkStrat, Photoshop, LIWC, Data Miner, Web Builder

PROFESSIONAL AFFILIATIONS AND EXPERIENCE

American Marketing Association

- Winter AMA Conference Special Session Chair (2025)

Association for Consumer Research

Society for Consumer Psychology

The Society for Judgment and Decision Making

REFERENCES

Adriana Samper (Chair)

Associate Professor

Arizona State University

Email: asamper@asu.edu

Tel: +1 (480) 965-2939

Monika Lisjak

Associate Professor

Arizona State University

Email: monika.lisjak@asu.edu

Tel: +1 (480) 965-4176

Evan Weingarten

Assistant Professor

University of Southern California

Email: eweingar@usc.edu

Tel: +1 (301) 437-1190

Xiang Wang

Assistant Professor

Lingnan University

Email: xiang.wang@Ln.edu.hk

Tel: (852) 2616-8236

Tiedong Wang
Professor
University of International Business &
Economics
Email: kndl@uibe.edu.cn
Tel: +86 (139) 1083-1701