

Sarah Wei

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Employment

Assistant Professor Marketing Group, Warwick Business School, University of Warwick,
2018 - present

Education

Ph.D. Marketing, University of Alberta, 2012 - 2018

M.Phil. Marketing, Lingnan University, 2010 - 2012

B.A. Behavioral Science and Economics (First Class Honor), Lingnan University,
2007 - 2010

Research Interests

Consumer Behavior, Judgment and Decision Making, Consumption Experience, Search and Choice, Motivational Dynamics

Publications

- Wei, Sarah., & Hsee, Christopher. K. (2023). Future–present relationship insensitivity: A new perspective on psychological myopia and psychological hyperopia. *Journal of Behavioral Decision Making*, e2358. <https://doi.org/10.1002/bdm.2358>
- Ahmadi, Iman, Johannes Habel, Miaolei Jia, and Sarah Wei (2022) “Consumer Stockpiling Under the Impact of a Global Disaster: The Evolution of Affective and Cognitive Motives”, *Journal of Business Research*, 142, 56-71
- Ahmadi, Iman, Johannes Habel, Miaolei Jia, Nick Lee, and Sarah Wei (2021) “Consumer Stockpiling Across Cultures During the COVID-19 Pandemic.” *Journal of International Marketing*, 30(2), 28-37.
- Jin, Ping., Humza Haider, Russ Greiner, Sarah Wei, and Gerald Häubl (2021) "Using survival prediction techniques to learn consumer-specific reservation price distributions", *PLOS ONE*

Working Papers

- Ulf Schaefer, Sarah Wei, Miaolei Jia, Iman Ahmadi, and Johannes Habel, “Turning a blind eye to unethical consumption: How Consumers Own Purchase Behavior Shapes Their Moral Evaluation of Others”, under review
- Wei, Sarah and Gerald Häubl, “The Motivational Dynamics of Success and Failure,” under review
- Zhu, Shuqi, Sarah Wei, John Rudd, and Yansong Hu, “Devices, Fast, and Slow: How Electronic Devices Influence Consumer Decision Making,”
- Zhu, Shuqi and Sarah Wei, John Rudd, and Yansong Hu, “Smartphone for Process and PC for Outcome? How Activity Orientation Influences Consumer Device Selection”
- Wei, Sarah and Gerald Häubl, “Exploration Traps: How the Opportunity to Sample Experiences Reduces Hedonic Value”
- Dellaert, Benedict, Gerald Häubl, and Sarah Wei, “Should A Seller Present More or Fewer Alternatives to Consumers? It Depends on Whether They Choose or Search”
- Wei, Sarah and Gerald Häubl, “The Imminent-End Effect: How the Approaching End of an Experience Affects Enjoyment”

Selected Work in Progress

- with Nahid Ibrahim and Neel Ocean, “Yes, You Will Go, but No, I Will Not: Unravelling the Paradox of Mediocre Recommendations”
- with Nahid Ibrahim, Lijun Zhang, and Rajen Anderson, “The Paradox of Credit-Taking in AI Co-Creation”
- with Jin Kim and Shaobo Li, “Inequality in Online Dating”
- with Liu, Tiantong, Daniel Read, and Isabel Ding, “Exploration of Choosing vs. Rejecting”
- with Xianchi Dai, “Is Gain More Motivating than Loss in Competition?”

Conference Presentations (* Denotes presenter)

- Zhu, Shuqi*, Sarah Wei, John Rudd, and Yansong Hu (2023). “Smartphone for Process and PC for Outcome? How Activity Orientation Influences Consumer Device Selection,” Association for Consumer Research (ACR), Seattle
- Ahmadi, Iman, Johannes Habel, Miaolei Jia, Nick Lee*, and Sarah Wei (2022). “Consumer Stockpiling Across Cultures During the COVID-19 Pandemic,” *American Marketing Association (AMA) Winter Academic Conference*, Nashville, TN
- Wei, Sarah and Gerald Häubl* (2022). “The Imminent-End Effect: How the Approaching End of an Experience Affects Enjoyment,” *Boutique Conferences of Consumption Experiences, Society for Consumer Psychology (SCP)*, Gainesville, FL

- Zhu, Shuqi*, Sarah Wei, John Rudd, and Yansong Hu (2021). “Device, Fast and Slow: How Electronic Devices Influence Consumer Decisions,” *Association for Consumer Research (ACR)*, online
- Wei, Sarah* and Christopher K. Hsee (2018). “Situation Neglect Underlies Both Psychological Myopia and Psychological Hyperopia,” *Association for Consumer Research (ACR)*, Dallas, TX
- Wei, Sarah* and Gerald Häubl (2018). “Switching Traps: How the Opportunity to Switch Among Activities Reduces Enjoyment of Consumption Experience,” *Behavioral Decision Research in Management (BDRM) Conference*, Boston, MA
- Wei, Sarah and Gerald Häubl* (2018). “The Motivational Dynamics of Success and Failure,” *Behavioral Decision Research in Management (BDRM) Conference*, Boston, MA
- Wei, Sarah* and Christopher K. Hsee (2018). “Situation Neglect Underlies Both Psychological Myopia and Psychological Hyperopia,” *Society for Consumer Psychology (SCP)*, Dallas, TX
- Dellaert, Benedict, Gerald Häubl*, and Sarah Wei (2017). “Choice vs. Search Mindsets and Consumers’ Assortment Size Preference,” *Society for Judgment and Decision Making (SJDM)*, Vancouver, BC
- Dellaert, Benedict, Gerald Häubl, and Sarah Wei* (2017). “Choice vs. Search Mindsets and Consumers’ Assortment Size Preference,” *Association for Consumer Research (ACR)*, San Diego, CA (Session Co-chair with Tao Tao)
- Wei, Sarah* and Gerald Häubl (2017). “The Imminent-End Effect: How the Approaching End of an Experience Affects Enjoyment,” *Association for Consumer Research (ACR)*, San Diego, CA (Session Co-chair with Masha Ksendzova)
- Wei, Sarah* and Christopher K. Hsee (2016). “Simultaneous Myopia and Hyperopia,” *Behavioral Decision Research in Management (BDRM) Conference*, Toronto
- Wei, Sarah and Gerald Häubl* (2016). “Sampling Traps: How the Opportunity to Sample Experiential Products Reduces Hedonic Value,” *European Marketing Academy (EMAC)*, Oslo
- Wei, Sarah* and Gerald Häubl (2015). “Sampling Traps: How the Opportunity to Sample Experiential Products Reduces Hedonic Value,” *Society for Judgment and Decision Making (SJDM)*, Chicago, IL
- Wei, Sarah* and Gerald Häubl (2015). “The Dynamics of Success: How Experiencing Success versus Failure Influences Subsequent Motivation,” *Association for Consumer Research (ACR)*, New Orleans, LA (Session Co-chair with Keri Kettle)
- Wei, Sarah* and Gerald Häubl (2015). “Sampling Traps: How the Opportunity to Sample Experiential Products Reduces Hedonic Value,” *Association for Consumer Research (ACR)*, New Orleans, LA (Session Co-chair with Anna Paley)
- Wei, Sarah* and Gerald Häubl (2015). “Sampling Traps: How the Opportunity to Sample Experiential Products Reduces Hedonic Value,” *Asia-Pacific Conference of the Association for Consumer Research (ACR-AP)*, Hong Kong, China

- Wei, Sarah* and Geng Cui (2011). “Perceptions of Service Failure: A Test and Extensions of Affective Forecasting Theory,” *INFORMS Marketing Science Conference*, Houston, TX

Teaching Experience

- Module Leader/Lecturer, *Consumer Behavior* (Undergraduate Elective Module), University of Warwick 2023-present
- Module Leader/Lecturer, *Principles of Marketing* (Undergraduate Core Module), University of Warwick 2018-present
- Lecturer, *Classic and Contemporary Topics in Marketing Research* (Ph.D. Module), University of Warwick 2022- present
- Lecturer, *Marketing Strategy* (Undergraduate & Distance Learning MBA), University of Warwick Fall 2018
- Instructor, *Consumer Behavior*, University of Alberta 2014-2015
- Guest Lecturer, *Doctoral Seminar on Experiment Methods for Behavioral Science*, University of Alberta 2015- 2016

Student Supervision

- Ph.D. Supervision
 - Shuqi Zhu (2019 to 2023, Co-supervisors: John Rudd, Yansong Hu)
 - Tiantong Liu (2019 to present, Co-supervisor: Daniel Read, Isabel Ding)
- Panel Expert for Ph.D. students
 - Mailin Struck (Supervisors: Miaolei Jia, Hugh Wilson)
 - Ta Vejpattarasiri (Supervisors: Nattavudh Powdthavee, Nick Chater)
 - Bingjie Li (Supervisors: Miaolei Jia, Nick Lee)
 - Angdi Gong (Supervisors: Miaolei Jia, John Rudd)
 - Wenfu Zhang (Supervisors: Johannes Habel, John Rudd)
 - Jingyi Zhang (Supervisor: Yansong Hu)
- MSc and MBA Dissertation Supervision since 2018
- Undergraduate Student Dissertation Supervision

Scholarships and Awards

- Warwick Business School (WBS) Outstanding Contribution to the Undergraduate Programmes 2021
- Warwick Business School (WBS) Outstanding Contribution to Teaching Award 2020

- Warwick Business School (WBS) Outstanding Contribution to Teaching Award 2019
- Faculty of Graduate Studies and Research (FGSR) Teaching Award, University of Alberta 2015
- Best Poster Award, Business Research Conference, Alberta School of Business 2014
- Ph.D. Scholarship by the University of Alberta 2012-2016
- Domtar Fellowship 2014
- School of Retailing Scholarship (University of Alberta) 2012-2015
- Ziegler Fellowship 2012-2013
- Full Graduate Studentship (Lingnan University) 2010-2012
- Shandong Student Scholarship (sponsored by Leung Chun-Ying) 2007-2010
- Madam Luk Kam Mui Memorial Scholarship 2010
- Wing Lung Bank Scholarship 2009
- President's List (Lingnan University) 2009, 2010
- Dean's List (Lingnan University) 2008

Service

- Ad hoc reviewer for the *Management Science*
- Ad hoc reviewer for the *Organizational Behavior and Human Decision Processes*
- Ad hoc reviewer for the *Journal of International Marketing*
- Ad hoc reviewer for the *Psychology and Marketing*
- Ad hoc reviewer for the *Journal of Public Policy and Marketing*
- Ad hoc reviewer for the *Behavioural Public Policy*
- Ad hoc reviewer for Complexity
- Reviewer, Mitacs Accelerate Research Fund
- Reviewer, Association for Consumer Research
- Reviewer, Society for Consumer Psychology
- Organizing Committee, 10th Triennial Invitational Choice Symposium, 2016