

## Sarah Wei

Warwick Business School  
University of Warwick  
Coventry, CV4 7AL  
United Kingdom

Phone: +44 0783 422 7975  
E-mail: [sarah.wei@wbs.ac.uk](mailto:sarah.wei@wbs.ac.uk)  
Website: <http://www.sarahwei.net>

### 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

### Papers under Review

- Wei, Sarah and Gerald Häubl, "Sampling Traps: How the Opportunity to Sample Experiences Reduces Hedonic Value," revise and resubmit at the *Journal of Consumer Research*
- Wei, Sarah and Gerald Häubl, "The Motivational Dynamics of Success and Failure," under review at *Psychological Science*
- Wei, Sarah and Christopher K. Hsee (equal authorship), "Situation Neglect Underlies Both Psychological Myopia and Psychological Hyperopia," under review at the *Organizational Behavior and Human Decision Process*
- Ping, Jin, Russ Greiner, Sarah Wei, and Gerald Häubl, "Using Survival Prediction Techniques to Learn Consumer-Specific Reservation Price Distributions," invited for resubmission to the *Journal of Machine Learning Research*

## Working Papers

- Dellaert, Benedict, Gerald Häubl, and Sarah Wei, “Choice vs. Search Mindsets and Consumers’ Assortment Size Preference,” manuscript in preparation for the *Journal of Consumer Research*
- Wei, Sarah and Gerald Häubl, “The Imminent-End Effect: How the Approaching End of an Experience Affects Enjoyment”, manuscript in preparation for the *Journal of Consumer Research*
- Fisher, Robert and Sarah Wei, “It Sometimes Hurts to Smile: Consumers’ Evaluations of Service Professionals,” manuscript in preparation for the *Journal of Marketing Research*

## Selected Research in Progress

- With Gerald Häubl and Nahid Ibrahim, “The Consumption of Violence: When Does Playing Violent Video Games Promote versus Suppress Aggressive Behavior?”
- With Gerald Häubl and Yu Ding, “I’d Rather Die Alone! Dynamic Search Behavior in Mate Selection”
- With Xianchi Dai, “Is Gain More Motivating than Loss in Competition?”

## Conference Presentations (\* Denotes presenter)

- 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
- Dai, Xianchi and Sarah Wei\* (2011). “Is Gain More Motivating than Loss in Competition?” *Society for Judgment and Decision Making (SJDM)*, St. Louis, MO (Poster)

## Teaching Interests

Consumer Behavior, Introduction to Marketing, Marketing Research, Retail Management

## Teaching Experience

- Instructor, *Consumer Behavior*, University of Alberta, Winter 2015  
Evaluation: 3.9/5
- Instructor, *Consumer Behavior*, University of Alberta, Fall 2014  
Evaluation: 4.5/5  
Faculty of Graduate Studies and Research (FGSR) Teaching Award
- Guest Lecturer, *Doctoral Seminar on Experiment Methods for Behavioral Science*, University of Alberta Spring 2015, 2016
- Teaching Assistant, *Retailing Management* Winter 2014

- (Instructor: Kyle Murray), University of Alberta
- Teaching Assistant, *Consumer Behavior* Fall 2013  
(Instructor: Gerald Häubl), University of Alberta
- Teaching Assistant, *Chinese Marketing* Spring 2011  
(Instructor: Geng Cui), Lingnan University

### Scholarships and Awards

- Faculty of Graduate Studies and Research (FGSR) Teaching Award, University of Alberta 2015
- Best Poster Award, Business Research Conference, Alberta School of Business 2014
- PhD Scholarship by 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

- Reviewer, Association for Consumer Research
- Reviewer, Society for Consumer Psychology
- Organizing Committee, 10<sup>th</sup> Triennial Invitational Choice Symposium, 2016
- Organizing Committee, Marketing Research Camp, University of Alberta, 2012-2016
- President, Graduate Student Association, Lingnan University, 2010-2011