

Shuhan Yang

Alberta School of Business, University of Alberta

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EDUCATION

University of Alberta, Edmonton, AB, Canada

Ph.D. student in Marketing, Alberta School of Business, 2021 - present

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 Literature, Department of Chinese Language & Literature, 2018

RESEARCH INTEREST

Attitudinal and Behavioral Adaptation to Aversive Life Experiences

- Theoretical: Coping; Adaptation
- Substantive: Aesthetic and Design; Technology; Diversity, Equity, and Inclusion

Adversities in life prompt the adaptation of beliefs and behaviors. The transformative power of aversive life experiences and the resilience to confront hardships form the cornerstone of my research interest. I am deeply committed to understanding how aversive experiences, such as stress and marginalization, shape and sway consumers' attitudes, preferences, and choices in the realm of aesthetics and technology.

MANUSCRIPTS UNDER REVIEW (*equal contribution)

***Yang, Shuhan**, *Grillo, Tito L.H., & Argo, Jennifer J. Life Stress Shapes Aesthetic Preferences: The Case of Minimalist Design. Preparing for resubmission to *Journal of Consumer Research*.

WORK IN PROGRESS

Yang, Shuhan; Castelo, Noah; & Grillo, Tito L.H. Untitled project on marginalized groups' attitudes toward science and technology. Five studies completed.

Yang, Shuhan and Grillo, Tito L.H. Untitled project on socioeconomic status shapes aesthetic preferences. Three studies completed.

CONFERENCE PRESENTATIONS (*presenter)

“Life Stress Shapes Aesthetic Preferences: The Case of Minimalist Design” with Grillo, Tito L.H. and Argo, Jennifer J.

*Association for Consumer Research, Seattle, Washington; October 2023

TEACHING EXPERIENCE

Teaching Assistant, Alberta School of Business, University of Alberta

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

“Marketing Analytics” (undergrad) instructed by Grillo, Tito L.H.; 2023 Winter, 2023 Spring

“Consumer Behavior” (undergrad) instructed by Castelo, Noah; 2022 Fall

GRANTS, AWARDS AND SCHOLARSHIPS

Business Ph.D. Program Scholarship and Fellowships, Alberta School of Business, 2021-2026

Academic Excellence Award (graduate), 2020

Graduate Scholarship, Peking University, 2018-2021

The Best Business Proposal Award (ranked 1st) of “Creation for the Future Business Plan Competition,” Peking University, 2018

Future Leader Scholarship, China Merchants Securities Co. Ltd., 2018 (top 1%)

Outstanding Graduates of Guanghua School of Management, Peking University, 2018

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

Staff member of undergraduate recruitment & admissions team, Peking University, 2019-2021

Market analyst of the award-winning team (we proposed an online art gallery & art trading platform), 2nd Creation for the Future Business Plan Competition, 2018

Intern strategy analyst, Yunfeng Investment Consultancy Ltd. (Beijing, China), 2017

Part-time assistant, The Boston Consulting Group Co. Ltd. (Shanghai, China), 2016