

STEVEN S. CHAN

Sy Syms School of Business
Yeshiva University
215 Lexington Ave, LX - 333
New York, NY 10016

Phone: (916) 549-7813
Fax: (917) 326-4891
steven.chan@yu.edu

ACADEMIC POSITIONS

Sy Syms School of Business, Yeshiva University

Assistant Professor of Marketing, August 2013 - Present

EDUCATION

Leonard N. Stern School of Business, New York University

Ph.D., Marketing, May 2013

Dissertation: Focalism in Temporal Comparisons

M. Phil, Marketing, May 2010

University of California, Berkeley

B.A., Psychology & Rhetoric, Highest Distinction honors, May 2001

Thesis (Social Psychology): Cultural Differences in Investment Decision Making

Thesis (Rhetoric): The Phenomenology of Aesthetics

PROFESSIONAL EXPERIENCE

IBM Business Consulting Services, Los Angeles, CA (2002-2005)

Senior Management Consultant, Corporate Strategy & Change Group

PricewaterhouseCoopers Consulting, Century City, CA (2001-2002)

Business Analyst, Strategic Change Services, Consumer & Packaged Goods Group

Public Resources Advisory Group, Santa Monica, CA (2001)

Financial Analyst, Public Finance & Debt Strategy

eHow.com, Inc., San Francisco, CA (1999-2001)

e-Commerce Analyst

HONORS AND AWARDS

Institute of Asian Consumer Insight Research Grant, 2012

Awarded \$10,000 competitive research grant for cross-cultural consumer research

Robert W. Shoemaker Fellowship, New York University, 2010

Awarded for excellence in research and academic performance

Letter of Commendation for PhD Teaching Excellence, 2010

Awarded based on outstanding teaching ratings

Doctoral Fellowship in Marketing, New York University, 2007 - 2012

U.S. Fulbright Scholar Award for China, 2005-2006

Research affiliation with the Psychology Department at Peking University, Beijing

Berkeley American Advertising Federation Case Competition Team, Regional Champion, 2001

Phi Beta Kappa Honor Society, 2000

Robert C. Byrd Honors Scholarship, 1997-2001

RESEARCH INTERESTS

Consumer Behavior and Decision Making

Time Perception and Framing in Consumer Judgments

Social Comparisons Biases in Decision Making

Cross-Cultural Consumer Behavior

Psychological Distance and Mental Construal

PUBLICATIONS

Chan, Steven, and Nelson Amaral (2015), "Not All Fakes Are Created Equal: Cultural Differences in Consuming Counterfeits," in *The Psychology of the Asian Consumer*, ed. Bernd Schmitt and Leonard Lee, New York: Routledge, 55-58.

Kruger, Justin, Steven Chan, and Neal Roese (2009), "(Not So) Positive Illusions," *Behavioral and Brain Sciences*, 32 (06), 526-27.

MANUSCRIPTS IN PREPARATION / CURRENT RESEARCH

Bahl, Shalini, George Milne, Spencer Ross, Steven Chan...and Robert Schindler, "Mindfulness: Transforming Consumer Well-Being at the Intersection of Marketing and Social Conditions" Revise and resubmit, *Journal of Public Policy & Marketing*.

Chan, Steven, and Justin Kruger, "That was Then, This is Now: Focalism in Temporal Comparisons," Manuscript in preparation targeted for *Journal of Consumer Research*.

Chan, Steven, John R. Chambers, and Justin Kruger, "Out of Sight, Out of Mind: On the Irrational Side of Egocentrism in Social Comparisons," Manuscript in preparation targeted for *Journal of Consumer Psychology*.

Chan, Steven, Rebecca W. Hamilton, Debora V. Thompson, and Justin Kruger, "Diagnosing Featuritis: On the Psychology of Feature Fatigue," Three studies completed with additional data collection in progress.

Chan, Steven, and Nelson Amaral, "Not All Fakes Are Created Equal: Cultural Differences in Consuming Counterfeits," Three studies completed with additional data collection in progress and \$10,000 competitive grant awarded by the *Institute of Asian Consumer Insight*.

Chan, Steven, Xiaowei Lu, and Kaiping Peng, "Time Warp Across Cultures: Temporal Focalism in English and Mandarin," Two studies in U.S. and Beijing completed with additional data collection in progress.

Chan, Steven, Hal Ersner-Hershfield, "Saving for the Self: Investing in the Future Across Cultures," Two studies in U.S. and Beijing completed with additional data collection in progress.

Chan, Steven, "Reflections on What I Own: Self and The Endowment Effect," Two studies completed with additional data collection in progress.

PRESENTATIONS & POSTERS

Chan, Steven, and Nelson Amaral (2015), "Not All Fakes Are Created Equal: Cultural Differences in Consuming Counterfeits," Paper presented at *Sy Syms Faculty Research Seminar Series*, New York, NY.

Chan, Steven, John R. Chambers, and Justin Kruger (2013), "Out of Sight, Out of Mind: How Self and Others Loom Larger in Social Comparisons and Competitions," Paper to be presented at *Society for Consumer Psychology*, San Antonio, TX.

Chan, Steven, and Nelson Amaral (2012), "Not All Fakes Are Created Equal: Cultural Differences in Consuming Counterfeits," Paper presented at *Society for Consumer Psychology's*

Advertising and Consumer Psychology (ACP) conference, Singapore.

Chan, Steven, and Justin Kruger (2012), "That was Then, This is Now: Focalism in Temporal Comparisons," Paper presented at *Society for Consumer Psychology*, Las Vegas, NV.

Chan, Steven, John R. Chambers, and Justin Kruger (2011), "Feeling the 'Force' of Self and Others: Egocentrism and the Salience of Self and Others in Social Comparisons," Poster presented at *Society for Judgment and Decision Making*, Seattle, Washington.

Chan, Steven, and Justin Kruger (2010), "That was Then, This is Now: Focalism in Temporal Comparisons," Paper presented at *Society for Judgment and Decision Making*, St. Louis, Missouri.

Chan, Steven, John R. Chambers, and Justin Kruger (2010), "Out of Sight, Out of Mind: On the Irrational Side of Egocentrism in Social Comparisons," Paper presented at *Association for Consumer Research*, Jacksonville, Florida.

Chan, Steven, John R. Chambers, and Justin Kruger (2009), "Out of Sight, Out of Mind: On the Irrational Side of Egocentrism in Social Comparisons," Poster presented at *Society for Judgment and Decision Making*, Boston, Massachusetts.

CHAired SYMPOSIA

Chan, Steven, and Sam Maglio (2012), "Back to the Future: New Directions in Temporal Framing for Consumer Judgments," *Society for Consumer Psychology*, Las Vegas, NV.

TEACHING INTERESTS

Principles of Marketing (Marketing Core)
Social Media/Digital Marketing
Consumer Behavior
International Marketing

TEACHING EXPERIENCE

Social Media Marketing, Sy Syms School of Business, Yeshiva University
Professor (Fall 2014 to present)

Developed innovative new course to introduce the use of social media strategy and technology in marketing.

Principles of Marketing, Sy Syms School of Business, Yeshiva University
Professor (Fall 2013 to present)

Taught the required core undergraduate marketing course. Also developed a fully online multimedia version of the course for undergraduates as well as high school students (for college credit).

Introduction to Marketing, Leonard N. Stern School of Business, New York University

Instructor (Summer 2010)

Taught the required core undergraduate marketing course and received letter of commendation for teaching excellence with an instructor evaluation of 6.2/7.0 and course evaluation of 6.0/7.0.

Graduate Teaching Fellow (Fall 2011)

Graded cases and exams for 150 students in the core undergraduate marketing course. Held office hours to tutor students and answer questions on course materials.

Cultural Psychology, Department of Psychology, UC Berkeley

Guest Lecturer (Summer 2011)

Invited to give a two-hour guest lecture, "Culture, Psychology, and Economics," to discuss the intersection of cultural psychology, marketing, and consumer behavior research. Prepared course lecture slides and also final exam questions.

PhD Academic Writing Seminar, Department of Psychology, Peking University, Beijing

Instructor (Summer 2011)

Hired by the Peking University psychology department to teach a weekly writing seminar to 15 PhD students focusing on consumer psychology and organizational behavior research. Assisted in reviewing and editing 20+ manuscripts, several which were published in peer-reviewed journals.

PROFESSIONAL AFFILIATIONS

American Marketing Association
American Psychological Association
Association for Consumer Research
Association for Psychological Science
Society for Consumer Psychology
Society for Judgment and Decision Making
Society for Personality and Social Psychology

SERVICE

Learning Management System Steering Committee; assisted with University-wide effort to create and rollout best practices for the use of Canvas, Yeshiva University

Faculty, Development of MS Marketing program; assisted in developing courses and creating a new master program, Sy Syms School of Business, Yeshiva University.

Organizer, Sy Syms Faculty Research Seminar Series; coordinated research talks from visiting professors, Sy Syms School of Business, Yeshiva University.

Organizer, Google AdWords Challenge; coordinated case competition for 30 students, Sy Syms School of Business, Yeshiva University.

Participant, development of new data analytics major (IDS), Sy Syms School of Business, Yeshiva University.

Participant, YU Global initiative for online education, Sy Syms School of Business, Yeshiva University .

Competitive and Working Paper Reviewer: *Association for Consumer Research Conference, Society for Consumer Psychology Conference.*

Marketing Research Lab Manager, Leonard N. Stern School of Business, New York University: Managed the undergraduate research participation program from 2007-2010 for the Marketing Department.

Co-organizer, Marketing in New York (MINY) Doctoral Speaker Series, New York University sessions from 2011-2012.