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EDUCATION

Virginia Tech, Pamplin College of Business	2023 Expected
Ph.D. Candidate in Marketing (Minor: Statistics)	Coursework GPA: 4.0/4.0
The Hong Kong Polytechnic University, School of Hotel and Tourism Management	2013
BSc in Hotel Management with <i>First Class Honors</i> Graduated with <i>the Highest GPA</i> in Major	GPA for Award: 3.93/4.0
Boston University, School of Hospitality Administration	2012
International Student Exchange Program Coursework in Hospitality Administration	GPA: 4.0/4.0

INDUSTRY EXPERIENCES

Horwath HTL, Global Leader in Hotel, Tourism & Leisure Consulting <i>Consultant</i>	2014 - 2016
Langham Hospitality Group, Global Headquarter Office <i>Revenue Management Executive</i>	2013
Four Seasons Hotel Hong Kong <i>Trainee</i>	2012
Hilton Beijing Capital Airport <i>Trainee</i>	2011

RESEARCH INTERESTS

Sustainability, Consumer & Societal Well-being

DISSERTATION

Committee: Rajesh Bagchi (chair), Dipankar Chakravarti, Frank May, and Mario Pandelaere

Fostering a More Sustainable World through Reduce, Reuse, and Recycle: The Role of Perceived Value in Circular Economy

The last few decades have seen an explosion in population growth and along with this growth we have also witnessed an increase in demand for products. Although our resources are limited, consumers' needs know no bounds. It is therefore not surprising that we are also increasingly demanding more from our environment. It is therefore imperative that we make better use of our resources and reassess how we construe a product's lifecycle. Instead of a linear perspective, which typically follows a product's lifecycle from mining raw materials to manufacturing, but then stops when products are trashed, we need to use a circular perspective, where we focus on the entire lifecycle of products, from not just manufacturing to usage, but also from usage to creation of new products through recycling. The focus of this dissertation is on understanding two important processes in the circular economy: that of usage and recycling. We focus on the role that consumers' product valuations play in these processes. In essay 1, we show that consumers value products made from recycled materials more than comparable regular products. We also document

why this happens and demonstrate how this affects usage. In essay 2, we investigate the relationship between reuse and recycling. The circular economy is based on what is now referred to as the 3R approach: reduce, reuse, and recycle. However, we show that consumers are less likely to recycle products that they have been used extensively (vs. rarely). This then leads to a conundrum: if we encourage consumers to reuse products extensively, it appears that they are less likely to recycle them. It is therefore imperative that we understand this relationship better and find interventions to mitigate this negative relationship.

MANUSCRIPTS UNDER REVIEW

Lai, Edward Yuhang, Julio Sevilla, Mathew S. Isaac, and Rajesh Bagchi, “The Easy Addendum Effect: When More Work Seems Less Effortful,” Under 3rd Round Review at the *Journal of Applied Psychology*.

MANUSCRIPTS IN PREPARATION

Lai, Edward Yuhang and Rajesh Bagchi, “The Value of Having Been Used Before: Heightened Consumer Value Perceptions of Products Made from Recycled Materials,” *Dissertation Essay 1*, working paper, in preparation for submission to the *Journal of Consumer Research*.

Lai, Edward Yuhang and Mario Pandelaere, “Motivated Happiness within a Brand Hierarchy,” working paper, in preparation for submission to the *Journal of Consumer Research*.

Lai, Edward Yuhang, Mario Pandelaere, and Daniel Villanova, “Getting Less from More: How More Options Lead to Inevitable Dissatisfaction in an Unreliable World?,” working paper, in preparation for submission to the *Journal of Consumer Research*.

SELECTED RESEARCH IN PROGRESS

“Usage and Recycling” (with Rajesh Bagchi, *Dissertation Essay 2*, data collection in progress)

“Perceptions of Recycled Products” (with Rajesh Bagchi, Elise Ince, and Julia van de Sandt, data collection in progress)

“The Linearity Bias” (with Mario Pandelaere, data collection in progress)

“The Role of Price in Attribute Inference” (with Rajesh Bagchi, Sanjeev Tripathi, and Amogh Kumbargeri, data collection in progress)

“Concession Patterns and Negotiation Mindset” (with Dipankar Chakravarti, data collection in progress)

HONORS & AWARDS

AMA-Sheth Foundation Doctoral Consortium Fellow (UT-Austin)	2022
Pamplin Doctoral Summer Research Grant (\$7,500)	2020 & 2022
Virginia Tech Graduate School Travel Fund	2018
School Flag Bearer at the 19 th Congregation (HK PolyU)	2013
Dean’s List, SHTM Academic Achievement Award	2011, 2012, & 2013
International Student Ambassador Scheme Scholarship (HK PolyU)	2013
Best Paper Award, APacCHRIE Youth Conference 2013, Macau	2013
Merit Award for Innovation, Global Student Challenge (GSC) PolyU Pre-Challenge	2013
Member, Eta Sigma Delta International Hospitality and Tourism Management Honor Society	2012
Delegate, Young Hoteliers Summit, Ecole hôtelière de Lausanne, Switzerland	Mar 2012
Star Student, Special E-portfolio of Preferred Graduates (HK PolyU)	2011 & 2013

CONFERENCE PROCEEDINGS & PRESENTATIONS

Lai, Edward Yuhang, Mario Pandelaere, & Daniel Villanova (2021), “Overinflated Expectations from Maximizing with Unreliable Information,” poster presented at the Association for Consumer Research Annual Conference, Virtual.

Lai, Edward Yuhang, Julio Sevilla, Mathew S. Isaac, and Rajesh Bagchi (2020), “Doing More for Less, The Easy Addendum Effect in Goal Pursuit,” paper presented at the Association for Consumer Research Annual Conference, Virtual.

Lai, Edward Yuhang and Eloise Coupey (2019), “I Think I Can... Self-efficacy and Information Disclosure,” paper presented at the Association for Consumer Research Annual Conference, Atlanta, GA.

Lai, Edward Yuhang and Mario Pandelaere (2019), “Motivated Happiness in Luxury Consumption,” paper presented at the Association for Consumer Research Annual Conference, Atlanta, GA.

Lai, Edward Yuhang and Cindy Yoonjoung Heo (2018), “Prestige is the Truth: Luxury Branding Drives for Fairness Perception of Non-physical Attribute Based Dynamic Pricing,” poster presented at the Association for Consumer Research Annual Conference, Dallas, TX.

Lai, Edward Yuhang and Cindy Yoonjoung Heo (2013), “An Examination of Relationship between Price Perception and Fairness Perceptions of Hotel Revenue Management,” paper presented at the APacCHRIE Youth Conference, Macau. (*Best Paper Award*)

Heo, Cindy Yoonjoung and **Edward Yuhang Lai** (2013), “Chinese Consumers’ Fairness Perceptions of Rate Fences in the Hotel Industry,” paper presented at the China Tourism and China Hotel Branding Forum, Hong Kong.

TEACHING EXPERIENCES

TEACHING INTERESTS

Marketing Analytics, Consumer Behavior, Sustainability, Consultancy Projects, Experimental Research Services Marketing, Revenue Management, Real Estate Development, Hotel & Tourism Planning

INSTRUCTOR

Analytics for Marketing Spring 2020, Fall 2020, Fall 2021
Most recent teaching evaluations: 5.17/6.00 (5-item average)

Consumer Behavior Summer 2021
Most recent teaching evaluations: 5.78/6.00 (5-item average)

TEACHING ASSISTANT

Marketing Analytics (MS in Business Analytics) – Dr. Yan Xu Spring 2022
Analytics for Marketing (Undergraduate, two sections) – Dr. Yan Xu Spring 2022
Judgment and Decision Marketing (Marketing Ph.D. Seminar) – Dr. Rajesh Bagchi Spring 2021
Experimental Business Research (Business Ph.D. Behavioral Track Methodology Core) – Dr. Mario Pandelaere Fall 2019

GUEST LECTURE

Qualtrics Workshop for the Marketing Undergraduate Research Program
Fall 2018/Spring 2019/Fall 2019/Spring 2022

ACTIVITIES & SERVICES

Field

<i>Trainee Reviewer</i> , Journal of Consumer Research	2020
<i>Reviewer</i> , EMAC Annual Conference	2022
<i>Reviewer</i> , Association for Consumer Research Conference	2019 – 2022
<i>Reviewer</i> , Society for Consumer Psychology Conference	2020 & 2022
<i>Volunteer</i> , ACR Conference (Atlanta)	2019

Virginia Tech

<i>Presentation Assessor</i> , Pamplin College of Business Assurance of Learning Assessment	2019, 2020, & 2022
<i>Behavioral Lab Manager</i> , Department of Marketing	2019 – 2020
<i>Organizer</i> , the Ph.D. Journal Club, Department of Marketing	2019 – 2020
<i>Department Delegate</i> , Graduate Students Assembly	2018 – 2019

The Hong Kong Polytechnic University

<i>Judging Panel Member</i> , Tomorrow's Guestroom 2013 Competition, SHTM, PolyU	2013
<i>Invited Speaker</i> , AHTEC@HOFEX 2013 (Asian Hospitality Technology Education Conference)	2013
<i>Asia Pacific Project Leader</i> , Global Hospitality Accounting System Users Guide (by HFIP)	2012 – 2013
<i>Chapter President</i> , Hospitality Financial and Technology Professionals HK PolyU Chapter	2010 – 2011
<i>General Secretary</i> , Election Committee, Union Council, HKPU Students' Union	2010 – 2011
<i>Volunteer</i> , PolyU Education Info Days and Common Orientation Program	2011

PHD COURSEWORK

Marketing

Research in Consumer Behavior	Frank May
Judgement and Decision Making Research in Marketing	Meng Zhu (John Hopkins)
Advanced Topics in Marketing	Paul Herr
Topics in Quantitative Marketing	Jian Ni (John Hopkins)
Digital Marketing and Social Media	P. K. Kannan (U of Maryland)
Marketing Strategy	Dipankar Chakravarti

Research Methodology

Business Research Methods	Dan Beal
Research Methods (Psychology)	Neil Hauenstein
Applied Measurement in Business Research	Dan Beal
Qualitative and Survey Methods for Business Research	Dipankar Chakravarti
Experimental Research: Approach, Design, and Data Analysis	Mario Pandelaere

Statistics

Probability Distribution Theory	Leanna House
Methods of Regression	Anne Driscoll
Structural Equation Modelling	J. Tina Savla
Advanced Multivariate Statistics	Adam Yonce (U.S. SEC)

PROGRAMMING LANGUAGE AND SOFTWARE

R, JavaScript, Python, SPSS, Mplus, JMP, NVivo

REFERENCES

Rajesh Bagchi

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R. B. Pamplin Professor of Marketing
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Julio Sevilla

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SELECTED RESEARCH ABSTRACTS

Lai, Edward Yuhang, Julio Sevilla, Mathew S. Isaac, and Rajesh Bagchi, “The Easy Addendum Effect: When More Work Seems Less Effortful,” Under 3rd Round Review at the *Journal of Applied Psychology*.

Employees often perform work that may seem difficult to them. Given that perceptions of effort can affect employee satisfaction and productivity, it is important to understand the factors that influence employees’ judgments of work difficulty. In this research, we introduce an easily actionable and effective technique to reduce perceptions of overall work difficulty: we suggest concluding a sequence of difficult tasks with a few easy tasks. While appending extra tasks to a constant task sequence should increase the objective amount of effort necessary to complete all the work, we find that employees perceive work that is otherwise identical to be less effortful. We coin this phenomenon the “easy addendum effect” and demonstrate that for it to emerge, workers must be able to categorize the difficult and easy tasks separately so that they can be averaged at the category level to form an aggregate assessment of work difficulty. We further show downstream workplace consequences of the easy addendum effect. Through lowered perceived work difficulty, the easy addendum effect leads to greater work satisfaction, persistence, and more work performed overall.

Lai, Edward Yuhang and Mario Pandelaere, “Motivated Happiness within a Brand Hierarchy,” working paper, in preparation for submission to the *Journal of Consumer Research*.

In contrary to last-place aversion, we find a motivational path to happiness for consumers who purchase the bottom-tier product within a brand hierarchy. We demonstrate that consumers at the top and the bottom within a brand hierarchy construe their view of brands differently and thus pursue different motivations for happiness. Consumers at the top perceive the brand hierarchy as more heterogenous than their bottom counterparts. As such, the more differences top-tier consumers can see, the happier they are. On the opposite, the perceived differences do not affect the happiness level of bottom-tier consumers. Perceived representativeness of consumers’ own product tier to the entire brand hierarchy mediates the effect.

Lai, Edward Yuhang, Mario Pandelaere, and Daniel Villanova, “Getting Less from More: How More Options Lead to Inevitable Dissatisfaction in an Unreliable World?,” working paper, in preparation for submission to the *Journal of Consumer Research*.

Consumers like to make selections from a larger assortment of products as they believe they will be able to select the best option from a larger (vs. a smaller) set. However, when information provided to consumers is unreliable (vs. reliable), a larger (vs. smaller) assortment size lowers satisfaction with one’s choice because heightened expectations about the outcomes also lead to greater expectancy disconfirmation. Five studies (N=3,037) using jokes, investment portfolios, and horse racing games demonstrate the negative effects of a large assortment size on satisfaction and provide evidence for the underlying mechanism.