

# Ning CHEN

April 17, 2016

## PERSONAL DATA

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PLACE AND DATE OF BIRTH: Zhejiang, China | 26 September 1988  
CORRESPONDENCE ADDRESS: European School of Management and Technology,  
Schlossplatz 1 D-10178 Berlin , Germany  
EMAIL: [ning.chen@esmt.org](mailto:ning.chen@esmt.org)

## EDUCATION

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OCTOBER 2012 –Current PhD student, Berlin Doctoral Program in Economics and Management Science (BDPEMS), Berlin, Germany  
Advisors: Prof. Francine Espinoza Petersen, Prof. Dorothea Kübler

AUGUST 2014 – OCTOBER 2014 Visiting student, HEC Paris, France

OCTOBER 2011 – SEPTEMBER 2012 MSc with distinction in Behavioral and Economic Science, Psychology Department, University of Warwick, Coventry, UK

SEPTEMBER 2007 – JULY 2011 BSc in Psychology, Beijing Sport University, Beijing, China

## PAST EMPLOYMENT

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OCTOBER 2012 – SEPTEMBER 2015 Early Stage Researcher, CONsumer Competence Research Training (CONCORT), Marie Curie Actions – Research Fellowship Program, ESMT European School of Management and Technology, Berlin, Germany

## RESEARCH INTERESTS

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- Consumer Psychology and Behavior
- Judgment and Decision Making

## WORK IN PROGRESS

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- Do different motives underlying gift-giving behavior influence self-indulgence differently? (with Francine Espinoza Petersen, Tina Lowrey).
- When Luxury Benefits from CSR: An Examination of Loyalty to Luxury Hotels (with Francine Espinoza Petersen).

## ACADEMIC PRESENTATIONS

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1. Gift-Giver's Self-Indulgence is Differentially Impacted by Different Gift-Giving Motivations. Society For Consumer Psychology, Phoenix, 2015
2. Do different motives underlying gift-giving behavior influence self-indulgence differently? Association For Consumer Research North American Conference, Baltimore, 2014
3. Do different motives underlying gift-giving behavior influence self-indulgence differently? CON-CORT meeting, Utrecht, 2014
4. Do different motives underlying gift-giving behavior influence self-indulgence differently? TU-WZB colloquium, Berlin, 2013

## TEACHING EXPERIENCE

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- TA, Marketing Research (Master's in Management), European School of Management and Technology, March 2016

## ACADEMIC SERVICE

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- Reviewer, North American ACR 2016

## HONORS AND AWARDS

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1. ESMT Research Fellowship, October 2015 – September 2016
2. Marie Curie Actions – Research Fellowship, October 2012 - September 2015
3. MSc with distinction in Behavioral and Economic Science (Psychology Department), University of Warwick, Coventry, UK, October 2011 - September 2012
4. Third class scholarship, Beijing Sport University, Beijing, China, 2008

## GRADUATE COURSEWORK

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1. Advanced Microeconomics I
2. Advanced Microeconomics II
3. Econometrics Methods
4. Advanced Econometrics
5. Management Science I
6. Management Science II
7. Behavioral Economics
8. Organizational Behaviour
9. Issues in Psychological Science
10. Method and Analysis in Behavioral Science
11. Behavioral Microeconomics
12. Experimental Economics
13. Psychological Models of Choice
14. Behavioral Science: Implications and Applications
15. Principles of Cognition
16. Cognition and Emotion in Decision Making
17. Manipulation of Memory

## LANGUAGES

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- Chinese (native)
- English (fluent)

## REFERENCES

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Associate Professor of Marketing  
ESMT European School of Management and Technology  
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