





10. Yang (Jenny) Guo\*, Cait Nco dgtvqp. "P leqrg"Xgttqej k'Eqrgo cp"\*4242+"öUj ctkpi "q"Vj tk&g."P qv"  
Survive: Financial Constraints and Access-Dcugf 'Eqpuwo r vkqp.ö'r quvgt"ceeegr vgf "d{ "j" g"Uqekgv{ "qh"  
Consumer Psychology Conference in Huntington Beach, CA.

11. Yang (Jenny) Guo\*, Cait Lambertqp. "P leqrg"Xgttqej k'Eqrgo cp"\*423; + "öVj g"Uj co g"qh"  
Uj ctkpi <HpcpekcnEqputckpw"cpf "Nls wkf 'Eqpuwo r vkqp.ö'r quvgt "r tgugpvvf "cv"j g'O ctngvki "  
Academic Research Colloquium, Georgetown University, Washington D.C.

12. Yang (Jenny) Guo\*, Cait Lamberton, Nicole Xgttqej k'Eqrgo cp"\*423; + "öVj g"Uj co g"qh"  
Uj ctkpi <HpcpekcnEqputckpw"cpf "Nls wkf 'Eqpuwo r vkqp.ö'r quvgt "r tgugpvvf "cv"j g'Cuuqekvkqp"ht"  
Consumer Research Conference, Atlanta, Georgia.

\*Indicates presenter

## **OTHER PRESENTATIONS**

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Binghamton University, State University of New York (SUNY)  
School of Management, Interdisciplinary Talk (March 2023)  
Data Salon, Interdisciplinary Talk (October 2023)  
School of Management, Brownbag Talk (December 2023)

## **TEACHING EXPERIENCE**

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### **Instructor, Binghamton University, SUNY**

Consumer Behavior (MBA and undergraduate), Fall 2022, Fall 2023  
Social Media Marketing (MBA and undergraduate), Spring 2023, Spring 2024

### **Instructor, University of Pittsburgh**

Consumer Behavior, Spring 2022, Spring 2021, Spring 2020

### **Teaching Assistant, University of Pittsburgh**

Introduction to Marketing, Fall 2019  
Applied Behavioral Economics (MBA course), Spring 2018

### **Research Assistant, West Virginia University**

Department of Management, College of Business and Economics, 2016 ó 2017

## **PROFESSIONAL SERVICE AND AFFILIATIONS**

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Committee Member, SOM, Binghamton University, SUNY  
Undergraduate Committee (2022 ó 2023)  
Diversity, Inclusion, and Belonging Committee (2023 ó 2024)  
Search Committee - O ctngvki "J ktkpi ø4246

### Journal Reviewer

Psychology & Marketing (2022)  
Journal of Consumer Marketing (2023 ó present)  
o Editorial Board Member (2024 ó present)

### Conference Reviewer

Society for Consumer Psychology (2021)  
American Marketing Association Winter (2024), Summer (2023, 2024)  
Association for Consumer Research (2024)

### Members of Professional Organizations

Association for Consumer Research  
Society for Consumer Psychology  
Society for Judgment and Decision Making  
American Marketing Association

**PRE-DOCTORAL PUBLICATIONS**

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30 LcemHwngt"cpf "I cpi "I wq."õE qo r ctkuqp"dgwy ggp"Ej kpc"cpf "yj g"Wpkqgf "Ucvgu"kp"Uqret"Gpgti {"  
F gxgnqr o gpõ"Studies in Engineering and Technology 4.1 (2017): 131-139.

40 LcemHwngt"cpf "I cpi "I wq."õ[ gct"4237"Dgpej o ctmCpcn{uku"qp"Tgcrk kpi "Rgthqto cpeg"cpf "  
Go kuukpu"qh"E qo dwuqap"Dqkgtuõ"Studies in Engineering and Technology 4.1 (2017): 121-130.

50 LcemHwngt"cpf "I cpi "I wq."õWf f cvg"cpf "Cpcn{uku"qh"Ewttgpv"Dqkgt"Qr gtcvku"pu"Wugf "hqt"yj g"  
I gpgtcvku"qh"Ugco "J gcv"cpf "Grgvtekv{õ"Energy and Environment Research 7.1 (2017): p23.

60 LcemHwngt"cpf "I cpi "I wq"õVj g"Rtgugpv"Ucwwu"qh"Rqret"Rqy gt "I gpgtcvku"kp"yj g"Wpkqgf "Ucvguõ"  
The Journal of Energy and Development 42.1/2 (2016): 1-20.