Stanford



Yu Ding

Associate Professor of Marketing at the Graduate School of Business

Bio

ACADEMIC APPOINTMENTS

- Associate Professor, Marketing

Teaching

COURSES

2025-26

- Behavioral Research in Marketing II: Consumer Behavior: MKTG 642 (Win)
- Marketing Theory and Practice: MKTG 540 (Win)

2024-25

- Behavioral Research in Marketing II: Consumer Behavior: MKTG 642 (Win)
- Marketing Theory and Practice: MKTG 540 (Win)

2023-24

- Marketing Management: MKTG 240 (Win)
- Research Fellows Practicum: GSBGEN 697 (Aut, Win, Spr, Sum)

STANFORD ADVISEES

Doctoral Dissertation Reader (AC)

Louise Lu

Publications

PUBLICATIONS

- **Optimizing Animation Speed: Convex Effects on Perceived Waiting Time and Digital Customer Experience** *JOURNAL OF CONSUMER RESEARCH*
  Ding, Y., Kyung, E. J.
  2025
- **Whispers in Your Mind: The Role of Voice Features in Customer Acquisition and Retention** *JOURNAL OF MARKETING*
  Xu, H., Ding, Y., Ding, Y., Zhang, Q., Zhang, C.
  2025
- **When the one true faith trumps all: Low religious diversity, religious intolerance, and science denial.** *PNAS nexus*
  Ding, Y., Johar, G. V., Morris, M. W.

2024; 3 (4): pgae144

- **Between brand attacks and broader narratives: How direct and indirect misinformation erode consumer trust.** *Current opinion in psychology*
  Di Domenico, G., Ding, Y.
  2023; 54: 101716

- **I Really Know You: How Influencers Can Increase Audience Engagement by Referencing Their Close Social Ties** *JOURNAL OF CONSUMER RESEARCH*
  Chung, J., Ding, Y., Kalra, A.
  2023