

Stanford



Yu Ding

Assistant Professor of Marketing at the Graduate School of Business

Bio

ACADEMIC APPOINTMENTS

- Assistant Professor, Marketing

Teaching

COURSES

2023-24

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

2022-23

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

Publications

PUBLICATIONS

- **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