

# ANDONG CHENG

*Assistant Professor of Business Administration*

221 Alfred Lerner Hall, Lerner College of Business and Economics  
University of Delaware, Newark, DE 19716

Phone: 617-605-9543  
Email: andong@udel.edu

## EDUCATION

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- 2017            Ph.D. in Marketing; The Pennsylvania State University
- 2012            B.S.B.A. with Honors in Management; Washington University in St. Louis

## JOURNAL PUBLICATIONS

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Cheng, Andong, and Ashley Stadler Blank (2025), “The Conditional-Promotion Paradox: When and Why Conditional Promotions Decrease Total Sales of the Promoted Product,” *Journal of Marketing Research*, 62(3), 526-542. <https://doi.org/10.1177/00222437241309324>

Stadler Blank, Ashley, Katherine E. Loveland, Andong Cheng, Scott Beck, and Austin Rundus (2024) “Responding to COVID-19: The impact of corporate social responsibility on consumer behavior,” *International Journal of Consumer Studies*, 48(1), e12982. <https://onlinelibrary.wiley.com/doi/pdf/10.1111/ijcs.12982>

Cheng, Andong, and Gretchen Ross (2023) “Tiered Discounts as Multiple Reference Points for Spending”, *Journal of Consumer Psychology*, 33(2), 424-431. <https://myscp.onlinelibrary.wiley.com/doi/pdf/10.1002/jcpy.1339>

Timothy Webb, Jing Ma, and Andong Cheng (2023) “Variable Pricing in Restaurant Revenue Management: A Priority Mixed Bundle Strategy,” *Cornell Hospitality Quarterly*, 64(1), 22-33. <https://journals.sagepub.com/doi/pdf/10.1177/19389655221102387>

Cheng, Andong, Hans Baumgartner and Margaret Meloy (2021), “Identifying Picky Shoppers: Who They Are and How to Spot Them,” *Journal of Consumer Psychology*, 31(4), 706-725. <https://myscp.onlinelibrary.wiley.com/doi/pdf/10.1002/jcpy.1223>

Cheng, Andong, Margaret Meloy, and Evan Polman (2021), “Picking Gifts for Picky People,” *Journal of Retailing*, 97(2), 191-206. <https://www.sciencedirect.com/science/article/abs/pii/S0022435920300427>

Cheng, Andong and Ernest Baskin (2021), “Disproportionate Redemption Discounting: Mental Accounting of Discounted Credit,” *Journal of Business Research*, 128(5), 156-163. <https://www.sciencedirect.com/science/article/abs/pii/S0148296321000874>

Cheng, Andong and Cynthia Cryder (2018), “Double Mental Discounting: When a Single Price Promotion Feels Twice as Nice,” *Journal of Marketing Research*, 55(2), 226-238. <https://journals.sagepub.com/doi/abs/10.1509/jmr.15.0559>

## **SELECTED RESEARCH IN PROGRESS**

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“Exploring Product Waste Aversion Throughout the Consumer Journey” with Haiyue (Felix) Xu and Gretchen Ross (*under first round review at JCR*)

“Quality Versus Taste During Choice Reductions” with Ernest Baskin

“In Search Of Markets: When Buyers find Sellers” with Gretchen Ross

“The Value of Curation” with Gabe Gonzales and Gretchen Ross

“Pickiness and Brand Extensions” with Meg Meloy

## **RESEARCH INTERESTS**

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Judgment and Decision Making

Mental Accounting

Information Processing

Self-Other Decision Making

Scale Development

Price Promotions

## **RESEARCH PRESENTATIONS**

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\*denotes presenter

Cheng, Andong\*, Felix Haiyue Xu, and Gretchen Ross, “Waste Aversion as an Individual Difference,” presented at Marketing and Public Policy, Washington DC, June 2024.

Cheng, Andong\* and Gretchen Ross, “Tiered Discounts as Multiple Reference Points for Spending,” presented at Society of Consumer Psychology, Puerto Rico, PR, March 2023.

Cheng, Andong\* and Gretchen Ross, “Tiered Discounts as Multiple Numeric Anchors,” presented at Association for Consumer Research, Denver, CO, October 2022.

Stadler Blank, Ashley\*, Andong Cheng, Scott Beck and Austin Rundus, “Corporate Social Responsibility Findings During COVID-19,” presented at American Marketing Association, Cincinnati, OH, October 2020.

Cheng, Andong\* and Ashley Stadler Blank, “Downsides of Conditional Promotions,” presented at Society of Consumer Psychology, Huntington Beach, CA, March 2020.

Cheng, Andong\* and Ashley Stadler Blank, “Avoiding a Discount to Pay Full Price: Contingent Promotions Backfire When Redemption Is Unlikely,” presented at Association for Consumer Research, Atlanta, GA, October 2019.

Cheng, Andong\* and Ernest Baskin, “Accounting for Gains from Discounted Credit,” presented at Marketing and Public Policy Conference, Washington DC, June 2019.

Cheng, Andong and Ernest Baskin\*, “Accounting for Gains from Discounted Credit,” presented at Association for Consumer Research, Dallas, TX, October 2018.

Cheng, Andong\*, Hans Baumgartner, and Margaret Meloy, “Identifying the Picky Consumer,” presented at European Association for Consumer Research, Ghent, Belgium, June 2018.

Cheng, Andong\* and Ernest Baskin, “Accounting for Gains from Discounted Credit,” presented at European Association for Consumer Research, Ghent, Belgium, June 2018.

- Cheng, Andong\* and Ernest Baskin, “Accounting for Gains from Discounted Credit”, presented at Behavioral Decision Research in Management, Cambridge, MA, June 2018.
- Cheng, Andong\*, Hans Baumgartner, and Margaret Meloy, “The Picky Shopper Scale,” presented at Society of Consumer Psychology Conference, Dallas, TX, February 2018.
- Cheng, Andong\*, and Cynthia Cryder, “Double Mental Discounting: When a Single Price Promotion Feels Twice as Nice,” presented at Society of Consumer Psychology Conference meeting, Dallas, TX, February 2018.
- Cheng, Andong and Cynthia Cryder\*, “Double Discounting: When A Single Price Promotion Feels Twice as Nice,” presented at the Summer Decision Making Symposium, Philadelphia, PA, May 2017.
- Cheng, Andong and Cynthia Cryder\*, “Double Discounting: When A Single Price Promotion Feels Twice as Nice,” presented at the joint Wash U-Mizzou marketing conference, Columbia, MO, April 2017.
- Cheng, Andong\*, Margaret Meloy, and Evan Polman, “Givers’ Perspective on Gift Giving,” presented at Society of Consumer Psychology Conference, San Francisco, CA, February, 2017.
- Cheng, Andong\* and Cynthia Cryder, “Double Discounting: When One Promotional Rebate Feels Twice as Nice,” presented at Association for Consumer Research, New Orleans, LA, October 2015.
- Cheng, Andong, Margaret Meloy, and Evan Polman\*, “Picking Gifts for Picky People: Strategies and Outcomes,” presented at the Society for Personality and Social Psychology, Long Beach, CA, February, 2015.
- Cheng, Andong\*, Margaret Meloy, and Evan Polman, “Choosing Gifts for Picky People: Where is the Fun in That?” presented at the Association for Consumer Research, Baltimore, MD, October, 2014.

**MEDIA MENTIONS**

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The New York Times, Psych Central, Business Insider, Metro Us, Science Daily, Newswise, UDaily Delaware, The Source@WUSTL, Sina, Sohu

**TEACHING EXPERIENCE**

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Teaching workload at UD: 4 courses per year, typically 2-2.

Average (Mean) Teaching Evaluations at UD: 4.6/5

2024-Present	Department of Business Administration, University of Delaware, Consumer Behavior
2019-Present	Department of Business Administration, University of Delaware, Marketing Strategy for the Firm (Honors)
2018-Present	Department of Business Administration, University of Delaware, Marketing Strategy for the Firm
2015-2017	Department of Marketing, The Pennsylvania State University Consumer Behavior (taught 3 sections during the PhD)

**REVIEWER**

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Journal of Consumer Research, Journal of Retailing, Journal of the Association for Consumer Research, Journal of Business Research, Journal of Economic Psychology, Journal of Behavioral Decision Making, Marketing Letters, International Journal of Hospitality Management, Journal of Consumer Behavior, Association of Consumer Research Conference, Society of Consumer Psychology Conference, Marketing and Public Policy Conference

**RESEARCH AWARDS**

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2025	Delaware Environmental Institute (\$20,000)
2025	Lerner Research Grant (\$5000)
2015	Haring Symposium Fellow
2015	Jerome E. Scott Memorial Award
2014	Frank P. and Mary Jean Smeal Endowment Fund Scholarship
2013, 2016	Smeal Small Research Award

**OTHER SERVICE**

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2025-2027	Delaware Environmental Institute Fellow
2022, 2024 (chair)	Marketing Tenure Track Recruiting Committee
2021-present	University of Delaware Faculty Senator
2020-2022	Society for Consumer Psychology Program Committee (2x)
2017, 2024	Chair of the University of Delaware Marketing Camp Symposium