

# ANDONG CHENG

*Assistant Professor of Business Administration*

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## **EDUCATION**

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- 2017      Ph.D. in Marketing  
            The Pennsylvania State University  
            Minor: Statistics
- 2012      B.S.B.A. in Finance and Marketing with Honors  
            Washington University in St. Louis  
            Minor: Psychology

## **JOURNAL PUBLICATIONS**

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Ashley Stadler Blank, Katherine E. Loveland, Andong Cheng, Scott Beck, and Austin Rundus (2023) “Responding to COVID-19: The Impact of Corporate Social Responsibility on Consumer Behavior,” *International Journal of Consumer Studies*, forthcoming.

Cheng, Andong, and Gretchen Ross (2023) “Tiered Discounts as Multiple Reference Points for Spending”, *Journal of Consumer Psychology*, 33 (2), 424-431.

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.

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.

Cheng, Andong, Margaret Meloy, and Evan Polman (2021), “Picking Gifts for Picky People,” *Journal of Retailing*, 97 (2), 191-206.

Cheng, Andong and Ernest Baskin (2021), “Disproportionate Redemption Discounting: Mental Accounting of Discounted Credit” *Journal of Business Research*, 128 (5), 156-163.

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.

## **SELECTED RESEARCH IN PROGRESS**

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“The Conditional Promotion Paradox: How and When Consumers Reject Promoted Products Both as Part of the Promotion and at Regular Price” with Ashley Stadler Blank (revising for 3rd round review at *Journal of Marketing Research*)

“The Waste Aversion Scale” with Gretchen Ross and Haiyue (Felix) Xu (data collection in progress)

“When Buyers Solicit Sellers in Online Markets” with Gretchen Ross (data collection in progress)

## **RESEARCH INTERESTS**

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Judgment and Decision Making  
Self-Other Decision Making

Mental Accounting  
Scale Development

Information Processing  
Price Promotions

## **RESEARCH PRESENTATIONS**

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\*denotes presenter

Cheng, Andong\* and Gretchen Ross “Tiered Discounts as Multiple Reference Points for Spending”, presenting 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

Cheng Andong\* “New Markets for Serious Business Gaming in Teaching and Learning,” Indo-Gulf Marketing Association, International Research Conference, Virtual, January 2021

Stadler Blank, Ashley\*, Andong Cheng, Scott Beck and Austin Rundus “Corporate Social Responsibility Findings During COVID-19,” American Marketing Association Cincinnati, 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”, Competitive Paper, presented at Marketing and Public Policy Conference, Washington DC, June 2019

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

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

- Cheng, Andong\* and Ernest Baskin “Accounting for Gains from Discounted Credit”,  
Competitive Paper, presented at European Association for Consumer Research, Ghent,  
Belgium, June 2018
- Cheng, Andong\* and Ernest Baskin “Accounting for Gains from Discounted Credit”,  
Competitive Paper, presented at Behavioral Decision Research in Management,  
Cambridge, MA, June 2018
- Cheng, Andong\*, Hans Baumgartner, and Margaret Meloy, “The Picky Shopper Scale,”  
Competitive Paper, presented at Society of Consumer Psychology Conference meeting,  
Dallas, TX, February 2018
- Cheng, Andong\*, and Cynthia Cryder, “Double Mental Discounting: When a Single Price  
Promotion Feels Twice as Nice,” Competitive Paper, 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,”  
Special Session, presented at Society of Consumer Psychology Conference meeting, San  
Francisco, CA, February, 2017.
- Cheng, Andong\*, Hans Baumgartner, and Margaret Meloy, “The Picky Shopper,” presented at  
2016 Boston College Judgment and Decision Making Conference meeting, Chestnut Hill,  
MA, April, 2016.
- Cheng, Andong\* and Cynthia Cryder, “Double Discounting: When One Promotional Rebate  
Feels Twice as Nice,” presented at Association for Consumer Research meeting, 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  
meeting, 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 meeting,  
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

## **TEACHING EXPERIENCE**

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### ***Instructor***

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

### ***Teaching Assistant***

2011 Department of Marketing, Washington University in St. Louis  
Marketing Research

## **REVIEWER**

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Journal of Consumer Research  
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  
Association of Consumer Research Conference  
Society of Consumer Psychology Conference  
Marketing and Public Policy Conference

## **PROFESSIONAL AFFILIATIONS**

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American Marketing Association (AMA)  
Association for Consumer Research (ACR)  
Society for Consumer Psychology (SCP)  
Society of Judgement and Decision Making (SJDJ)

## **OTHER SERVICE**

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2022 Marketing Tenure Track Recruiting Committee

2021-present University of Delaware Faculty Senator

2020-2022 Society for Consumer Psychology Program Committee (2x)

2017-2018 Chair for University of Delaware Marketing Camp Symposium