

Ye (Nicole) Yang

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Research

My research interests are across 1) Peer-to-peer collaboration and sharing economy; 2) Everyday domestic consumption, practices and materiality; 3) Transformative consumption communities.

Publication and Conference Proceedings (Peer Reviewed)

Yang, Y. and Paladino, A., 2015. The case of wine consumption: understanding Chinese gift-giving behavior. *Marketing Letters*, 26 (3), pp.335-361.

Yang, Y., Ozanne, J., and Paladino, A., 2016. "People Like Us: Negotiating Social Boundaries in House Swapping", in *NA-Advances in Consumer Research*. Vol. 44. eds. Page Moreau and Stefano Puntoni, Duluth, MN: Association for Consumer Research, Pages: 37-41.

Yang, Y., Ozanne, J., and Paladino, A., 2017. "The Material Negotiation of Home Sharing", in ANZMAC 2017- Marketing for Impact Conference Proceedings. eds. Linda Robinson, Linda Brennan, Mike Reid. Australian and New Zealand Marketing Academy, Pages: 191.

Planned Research Output 2018-2019 (Manuscript in Progress)

I am preparing two manuscripts from my thesis (under examination) to be submitted in 2018 and 2019, targeting two A-level journals: *Journal of Consumer Research* (Journal Ranking: A*; impact factor: 3.8) and *Journal of Travel Research* (Journal Ranking: A*; Impact factor: 4.564).

Publication 1: Yang, Y., Ozanne, J., Paladino, A., Home Sharing Among Strangers: Understanding Moral Regimes of Sharing in the marketplace, *Journal of Consumer Research*, Forthcoming (estimated submission date: December 2018).

Publication 2: Yang, Y., Paladino, A., Ozanne, J., Negotiating Authenticity and Comfort in Co-consuming Everyday Practices, *Journal of Travel Research*, Forthcoming (estimated submission date: August 2019)

Upcoming Conference Presentations and Proceedings

Yang, Y., Paladino, A., "Managing Cultural Distinctiveness within home swapping", Global Alliance of Marketing & Management Associations, Global Marketing Conference, Tokyo.

Session: Cross Cultural Consumers and Globalization 9.30-11am, July 27, 2018.

Program Appearances and Activities

Competitive Paper "The Material Negotiation of Home Sharing", Presented at Australian and New Zealand Marketing Academy Conference, 2017, Melbourne, December 2-6, 2017.

Special Session "Fifty Shades of Sharing - Exploring the Darker Shades of Sharing", Association for Consumer Research Conference 2016, Berlin, October 27-30, 2016.

Competitive Paper "Analyzing the Role of Country-of-Origin in Chinese Gift Giving of Wine," presented at 5th European Marketing Academy Regional Conference, 2014, "Marketing Theory Challenges in Emerging Markets", University of Katowice, September 24-26, 2014.

Education

2014 – **The University of Melbourne**

Present - Doctor of Philosophy (Marketing): *Thesis*: Moral Regimes of Consumer Sharing in Home Swapping (*under examination*)
- Supervisors: Prof. Angela Paladino and Prof. Julie Ozanne

2012 - 2013 **The University of Melbourne**

- Master of Commerce (Marketing)

- *Thesis*: The case of wine consumption: Understanding Chinese gift-giving behavior, Supervisor: Prof. Angela Paladino
 - Awarded Masters Publication Prize, Faculty of Business & Economics
- 2011 - 2012 **The University of Melbourne**
- Master of International Business
 - Melbourne Global Grant 2012 (Overseas Study Grant)
- 2009 - 2011 **The University of Melbourne**
- Bachelor of Commerce
 - Double Major in Marketing and Finance

Academic and Teaching Positions

2018 Semester 1	<p>Subject Coordinator and Lecturer for <i>Marketing Strategy (Postgraduate Capstone)</i> Melbourne Business School (Graduate School), The University of Melbourne https://handbook.unimelb.edu.au/2018/subjects/mktg90005</p> <ul style="list-style-type: none"> - <u>Teaching Duties</u> include (three-hour weekly seminars) comprising of one-hour lecture and two- hour interactive components (Harvard Case Method) - Weekly student consultation and feedback; Marking and assessment activities; - <u>Coordinating duties</u> include curriculum design, learning activities planning, learning materials, departmental service - Cohort: Final-year master students with 1-5 years of working experience; Class size: 57
2017 Semester 1 and 2	<p>Teaching Fellow at The Department of Management and Marketing, The University of Melbourne</p> <p>Subject coordinator and lecturer for <i>Marketing Strategy (Postgraduate Capstone)</i></p> <ul style="list-style-type: none"> - Same as above; Class size: 35
2016 Semester 2	<p>Tutor for <i>Principles of Marketing (Undergraduate Foundational Core)</i> Faculty of Business and Economics, The University of Melbourne https://handbook.unimelb.edu.au/2017/subjects/mktg10001</p> <ul style="list-style-type: none"> - Prepared and delivered one-hour weekly tutorials (Class size: 20); Marking and student consultation - Student cohort: First-year undergraduate students from diverse degrees and disciplines (bachelor of commerce, bachelor of engineering, bachelor of science, bachelor of environment)
2014 Summer	<p>Tutor for <i>Principles of Marketing (Undergraduate Foundational Core)</i></p> <ul style="list-style-type: none"> - Same as above
2015 Summer Semester	<p>Guest Lecture on “Sharing Economy” for <i>Principles of Marketing and Marketing Management (postgraduate)</i> Faculty of Business and Economics, The University of Melbourne</p> <ul style="list-style-type: none"> - Delivered a three-hour seminar on the current research on the sharing economy - Facilitated students’ discussion and Design Thinking Workshop
2014	<p>Research Assistant Mondelez International & Australian Research Council (ARC) Industry Report: Drivers of gift-giving behaviour Authors: M. Judge; A. Paladino; N. Yang For more details please see http://foodvaluechain.unimelb.edu.au/</p>
2018	<p>Research Assistant The William Center for Learning Advancement, The University of Melbourne Using lecture transcripts to support diverse student cohorts in the Business Faculty Survey data Coding and Analysis For more details about other projects please see https://fbe.unimelb.edu.au/wcla/research/funded-projects</p>

Language: Fluent in English and Mandarin for teaching and research

In-service Learning and Continuing Education

- Completed *Melbourne Teaching Certificate* at Melbourne Centre for the Study of Higher Education at the University of Melbourne, 2017. <http://melbourne-cshe.unimelb.edu.au/programs/for-academic-staff/melbourne-teaching-certificate>
- Completed *Future Academics Support and Training Program* (FAST) at Williams Centre for Learning Advancement, The University of Melbourne, 2017. <http://fbe.unimelb.edu.au/wcla/services/fast-program>
- Completed *Tutoring in Higher Education Program* and *Peer Tutoring Program (2016)* at Williams Centre for Learning Advancement, The University of Melbourne. <http://fbe.unimelb.edu.au/wcla/services/tutor-training>

References

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Professor Julie Ozanne
The University of Melbourne
E: julie.ozanne@unimelb.edu.au

Associate Professor Sachiko Yamao
Keio Business School, Keio University
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