

马京晶详细履历和 CV

北京大学国家发展研究院
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工作经历

2022 年 9 月 - 现在, 北京大学全球女性领导力研究中心主任
2021 年 7 月 - 现在, 北京大学, 国家发展研究院, 副教授 (长聘),
2022 年 9 月 - 2024 年 9 月, 北京大学, 国家发展研究院, BiMBA 商学院副院长
2015 年 9 月 - 2021 年 7 月, 北京大学, 国家发展研究院, 助理教授
2008 年 3 月 - 2009 年 11 月, 美国波士顿 In4mation Insights, 高级分析师

教育背景

2010 年 9 月 - 2015 年 6 月, Northwestern University, 市场营销, 博士
2010 年 9 月 - 2012 年 6 月, Northwestern University, 市场营销, 硕士
2006 年 9 月 - 2008 年 3 月, UCLA, 管理学, 硕士
2003 年 9 月 - 2006 年 7 月, 北京大学, 经济学, 硕士
1999 年 9 月 - 2003 年 7 月, 北京大学, 经济学, 学士
1999 年 9 月 - 2003 年 7 月, 北京大学, 世界历史, 学士

研究兴趣

消费者行为与决策, 公益行为与决策, 消费者信心与幸福

代表性论文发表 (* 通讯作者)

- 1) Ein-Gar, Danit, Jingjing Ma, Liat Levontin, and Tehila Kogut (forthcoming), “Helping a Boy or a Girl? The Effect of Recipient’s Gender and Donor’s Culture on Donation Decisions,” *Journal of Behavioral Decision Making*.
- 2) Ma, Jingjing, Yuanjie Zhao, and Sky Liang* (2025), “Too Painful to Donate: Why Don’t People Donate to Critical Illness Causes?,” *Journal of Marketing*.
- 3) Mo, Zichuan, Jingjing Ma*, and Ryan Hamilton, and Yuanjie Zhao (2025), “When Compensatory Consumption Backfires: The Asymmetry Effect of Self-Threat on Consumption Preference and Satisfaction,” *Journal of Business Research*.
- 4) 赵远婕, 马京晶*, 莫子川 (2024), “互联网“捐赠箱”效应: 增加“捐赠箱”对个体互联网捐赠意愿的影响,” *心理学报*, Vol. 56, No. 7, 1-21。
- 5) Ma, Jingjing*, Yu Lin*, and Danit Ein-Gar (2023), “Charitable Maximizers: The Impact of the Maximizing Mindset on Donations to Human Recipients,” *International Journal of Research in Marketing*, 40 (2), June 2023, 417-434.

- 6) Ma, Jingjing, Yuanjie Zhao, and Zichuan Mo* (2023), "Dynamic Luxury Advertising: Using Lifestyle versus Functional Advertisements in Different Purchase Stages," *Journal of Advertising*, 52 (1), 39-56.
- 7) Yang, Haiyang and Jingjing Ma* (2022), "Post-COVID-19 Distress and Unhealthy Consumption Behavior," *Journal of Mental Health*, 32 (6), 1080-1085.
- 8) Yang, Haiyang, Jingjing Ma, and Amitava Chattopadhyay (2021), "How Xiaomi Became an Internet-of-Things Powerhouse," *Harvard Business Review*.
Harvard Business Review (Russian Edition): "Как Xiaomi стала IoT-гигантом"
Harvard Business Review (Korean Edition): "샤오미가 사물인터넷 시장을 석권한 방법"
Harvard Business Review (Chinese Edition): "小米成為物聯網巨擘的關鍵策略"
- 9) Yang, Haiyang and Jingjing Ma* (2021), "Factors Associated With Chinese Adults' Vaccine Acceptance," *JAMA Health Forum*, 2(7), e211466.
- 10) Yang, Haiyang and Jingjing Ma* (2021), "Relationship Between Wealth and Emotional Well-being Before, During, versus After a Nationwide Disease Outbreak: A Large-scale Investigation of Disparities in Psychological Vulnerability Across COVID-19 Pandemic Phases in China," *BMJ Open*, 11(6), e044262.
- 11) Yang, Haiyang and Jingjing Ma* (2021), "How the COVID-19 Pandemic Impacts Tobacco Addiction: Changes in Smoking Behavior and Associations with Well-being," *Addictive Behaviors*, 119, 106917.
- 12) Ma, Jingjing, Zichuan Mo*, and David Gal (2021), "The Route to Improve the Effectiveness of Negative PSAs," *Journal of Business Research*, 123, 669-682.
- 13) Yang, Haiyang and Jingjing Ma* (2020), "How an Epidemic Outbreak Impacts Happiness: Factors that Worsen (vs. Protect) Emotional Well-being during the Coronavirus Pandemic," *Psychiatry Research*, 289, 113045.
- 14) 马京晶, 莫子川, 石晓伟 (2020), "负面社会推理对消费者购买行为的影响," *南开管理评论*, 23(2), 155-166.
- 15) Goldsmith, Kelly*, Caroline Roux, and Jingjing Ma (2018), "When Seeking the Best Brings Out the Worst in Consumers: Understanding the Relationship between a Maximizing Mindset and Immoral Behavior," *Journal of Consumer Psychology*, 28(2), 293-309.
- 16) Brough, Aaron R.*, James E. B. Wilkie, Jingjing Ma, Mathew S. Issac, and David Gal (2016), "Is Eco-Friendly Unmanly? The Green-Feminine Stereotype and Its Effect on Sustainable Consumption," *Journal of Consumer Research*, 43(4), 567-582.
- 17) Ma, Jingjing* and David Gal (2016), "When Sex and Romance Conflict: The Impact of Sexual Imagery in Advertising on Preference for Romantically Linked Products and Services," *Journal of Marketing Research*, 53 (4), 479-496.

- 18) Ma, Jingjing* and Neal J. Roese (2014), “The Maximizing Mind-Set,” *Journal of Consumer Research*, 41 (1), 71-92.
- 19) Ma, Jingjing* and Neal J. Roese (2014), “The Danger of Touting a Product as ‘the Best’,” *Harvard Business Review*, 92 (10), 28.
- 20) Ma, Jingjing* and Neal J. Roese (2013), “The Countability Effect: Comparative versus Experiential Reactions to Reward Distributions,” *Journal of Consumer Research*, 39 (6), 1219-1233.
- 21) Ma, Jingjing* and Neal J. Roese (2013), “The Surprising Power of (a Lack of) Numbers,” *The European Financial Review (Lead Story)*, 40-42.

其他论文发表

- 22) Wang, Jiashu, Jingjing Ma*, Ming Hsu, and Haiyang Yang (2024), “When CSR Backfires: When and Why Certain CSR Behaviors Could Boost Brand Image but Hurt Product Evaluation”, *Advances in Consumer Research*, v.52.
- 23) Ma, Jingjing, Zichuan Mo*, Haiyang Yang (2023), “The Knowledgeable Maximizer”, *Advances in Consumer Research*, v.51.
- 24) Ma, Jingjing, Zichuan Mo*, Yuanjie Zhao (2021), “When Lifestyle Advertising Hurts Luxury Brands”, *Advances in Consumer Research*, v.49.
- 25) Ma, Jingjing*, Yu Lin, and Danit Ein-Gar (2019), “Charitable Maximizers: the Impact of the Maximizing Mindset on Charitable Behavior”, *Advances in Consumer Research*, v.47, 760-761.
- 26) Fei, Jin, Jingjing Ma*, and David Dubois (2019) , “When Intention to Share Increases Variety-Seeking: the Role of Self-Enhancement”, *Advances in Consumer Research*, v.47, 666-668.
- 27) Ma, Jingjing*, Kent Grayson, and David Gal (2017), “Increasing PSA Effectiveness: Two Routes from Self-Threat to Message Acceptance,” *Advances in Consumer Research*, v.45, 764-765.
- 28) Ma, Jingjing* and David Gal (2016), “He’s Just Not That Into Anyone: The Impact of Sex Fantasy on Attraction,” *Advances in Consumer Research*, v.44, 545-545.
- 29) Ma, Jingjing*, Ryan Hamilton, and Alexander Chernev (2015), “The Impact of Usage Frequency on Lifestyle Branding,” *Advances in Consumer Research*, v.43, 142-146.
- 30) Ma, Jingjing*, Ying Wang, and Neal J. Roese (2014), “The Impact of the Maximizing Mindset on Decision Time,” *Advances in Consumer Research*, v.42, 590-591.
- 31) Ma, Jingjing* and Neal J. Roese (2013), “The Maximizing Mindset,” *Advances in Consumer Research*, v.41, 181-185.
- 32) Ma, Jingjing* and Neal J. Roese (2012), “The Countability Effect: Comparative versus Experiential Reactions to Reward Distributions,” *Advances in Consumer Research*, v.40, 106-111.

- 33) Ma, Jingjing*, Ryan Hamilton, and Alexander Chernev (2012), "The Unexpressed Self: The Impact of Restricting Freedom of Self-Expression on Brand Preferences," *Advances in Consumer Research*, v.40, 95-100.
- 34) Ma, Jingjing* and Shi Zhang (2009), "Choosing Between American and Chinese Brands," *Advances in Consumer Research*, v.36, 896-897.
- 35) Ma, Jingjing* and Shi Zhang (2008), "On the Compatibility of Orientation, Task, and Preference: The Role of Brand Information," *Advances in Consumer Research*, v.35, 895-896.
- 36) Ma, Jingjing*, Lee Zhang, and Xinxin Ma (2007), "Affect without Cognition," *Advances in Consumer Research*, v.34, 389-391.
- 37) 马京晶*、张实、张黎 (2009), "品牌信息对消费者目标取向、决策任务和产品类型偏好三者间匹配性的影响作用," 营销科学学报, 5 (1), 13-26.
- 38) 马京晶*、马欣昕、张黎 (2008), "选择与放弃中对产品实用性和享乐性的不同偏好—以电脑光盘和音乐 CD 为例," 营销科学学报, 4 (1), 107-119.
- 39) 张黎、马京晶* (2006), "消费经验、文化意含与 Fishbein 模型," 营销科学学报, 2 (3), 30-43.

智库报告

- 1) "促进高净值人群捐赠要解决的突出问题", 国务院发展研究中心《调查研究报告》2025 年 5 月 26 日第 24 号 (总 7295 号)。
- 2) "我国慈善捐赠存在的突出问题与改进建议", 国务院发展研究中心《调查研究报告》2024 年 9 月 9 日第 48 号 (总 7241 号)。
- 3) "研究高净值人群捐赠对修订《中国慈善法》的建议", 2024 年报送国家高端智库办。
- 4) "中国一季度消费者信心现状、问题及对策建议", 2024 年 5 月报送教育部。
- 5) "提升实时动态监测能力、高效配置医疗救治资源", 课题组负责人, 2023 年 1 月报送国家高端智库办、中办和国办。
- 6) "以民生为导向培育新消费增长点", 国家高端智库办课题, 主持人, 2020.04-2020.12, 国务院研究室委托。
- 7) "走出去高质量发展专题研究", 国家高端智库办课题, 主持人, 2019.04-2019.12, 交办部委: 商务部。
- 8) "中国消费升级趋势下的产品高品质标准国际化", 国家高端智库办课题, 主持人, 2018.04-2018.12, 国务院研究室委托。

指数报告

- 9) "中国消费者信心指数 (季度报告)", 2018-至今, 首个大小数据相结合的中国消费者信心指数, 通过全国范围有代表性的大样本调查和大数据舆情分析, 了解消费者对总体经济发展和多个重要消费领域的满意程度和未来预期, 进而反映和预测中国宏观经济指标和消

费情况，实现跨地区、跨人口、跨时间的对比，辅助各级政府、企业等经济主体决策。报告下载：<https://wlrc.pku.edu.cn/cci>

- 10) “中国公众捐赠调研报告（年度报告）”，2023-至今，首次通过全国范围内有代表性的大样本抽样调研，系统了解谁在捐、为何捐、如何捐等问题，从而全面系统分析中国公众参与公益捐赠的形式、心理动机、行为特征和影响因素等，并将研究成果与公众共享，以推动更广泛、更高质量的公益慈善研究和参与。报告下载：<https://wlrc.pku.edu.cn/pl/donation>

案例及书籍出版

- 1) 杜晓梦、马京晶（2022），《大数据真相：数字经济时代你需要知道的事儿》，人民邮电出版社。
- 2) Yang, Haiyang, Jingjing Ma, Neal Roese, and Amitava Chattopadhyay (2021), “Market Disruption Strategies: The Transformation of Xiaomi,” INSEAD Case No. 6608; INSEAD Teaching Note No. 6608. <https://publishing.insead.edu/case/xiaomi>
- 3) Yang, Haiyang, Jingjing Ma, Neal Roese, and Amitava Chattopadhyay (2021), “Market Disruption Strategies: The Transformation of Xiaomi,” Harvard Case No. IN1717; Harvard Teaching Note No. IN1717. <https://hbsp.harvard.edu/product/IN1717-PDF-ENG> (**Best Seller**).
- 4) Yang, Haiyang, Jingjing Ma, Neal Roese, and Amitava Chattopadhyay (2021), “市场颠覆战略：小米的转型之路” INSEAD Case No. 6608 (中文版). <https://publishing.insead.edu/case/market-disruption-strategies-transformation-xiaomi-chinese>

研究项目

比尔及梅琳达·盖茨基金会资助项目, 主持人, 2024.10 -2027.09, INV-075713, Establish a Global Philanthropy Leadership Program（全球公益领导力项目）。

腾讯基金会资助项目，主持人, 2023.03 -2025.09, 中国公众捐赠研究项目。

比尔及梅琳达·盖茨基金会资助项目, 主持人, 2020.09 -2025.12, INV-004139, Understand Chinese Online Donor Behaviors and Enable Innovative Interventions（中国在线捐赠行为及创新性措施的探索项目）。

南都公益基金会资助项目，主持人，2022.01-2022.12，QT21006-3-9，“中国在线捐赠行为及创新改进策略研究”。

比尔及梅琳达·盖茨基金会资助项目, 主持人, 2017.11 -2019.10, OPP1183979, Understanding Chinese Online Charitable Donation（中国在线捐赠行为研究）。

国家自然科学基金面上项目(NSFC)，名称：最优化与满意型员工的适应性绩效及其 PERMA 机制研究，批准号：71772007，直接费用：49 万，项目组主要成员，2018 年 1 月至 2021 年 12 月。

国家自然科学基金面上项目(NSFC), 名称: 消费者网上购物行为与眼动分析, 批准号: 71672001, 直接费用: 50 万 RMB, 项目负责人, 2017 年 1 月至 2020 年 12 月。

应邀学术演讲

中山大学, 2025 年 5 月

澳门大学, 2025 年 4 月

Indiana University, 2024 年 4 月

厦门大学, 2023 年 12 月

Washington University, 2023 年 4 月

北京大学经济学院, 2020 年 6 月

中国营销科学学术年会, 中国成都, 2019 年 10 月

南开大学, 2019 年 7 月

暨南大学, 2018 年 1 月

广东工业大学, 2017 年 12 月

中山大学, 2017 年 12 月

双清论坛, 国家自然科学基金, 2017 年 9 月

北京大学, 心理学系, 2017 年 9 月

香港中文大学, 2017 年 5 月

厦门大学, 2017 年 4 月

武汉大学, 2017 年 4 月

上海交通大学, 2016 年 6 月

人民大学, 2016 年 5 月

南京大学, 2015 年 12 月

University of California Riverside, Anderson Graduate School of Management, Nov. 2014

University of Central Florida, College of Business Administration, Oct. 2014

北京大学, 国家发展研究院, 2014 年 10 月

香港大学, 2014 年 10 月

南洋理工大学, 2014 年 10 月

University of British Columbia, Sauder School of Business, Oct. 2014

University of Florida, Warrington College of Business Administration, Sep. 2014

复旦大学, 2014 年 8 月

学术访问

UC Berkeley Haas School of Business, 2025 年 8 月。

INSEAD, 2023 年 7-8 月。

John Hopkins University, 2020 年 1-5 月。

University of British Columbia, 2019 年 7-8 月。

University of Louisville, 2018 年 2 月。

MIT Sloan School of Management, 2017 年 8 月。

University of Chicago Booth School of Business, 2017 年 7 月。

UC Berkeley Haas School of Business, 2017 年 2 月。

Kellogg School of Management, 2016 年 8 月。

MIT Sloan School of Management, 2016 年 7 月。

University of California, Riverside, 2016 年 3 月。

UC Berkeley Haas School of Business, 2016 年 2 月。

学术会议 (演讲者标粗)

- 1) **Ma, Jingjing**, Yuanjie Zhao, and Sky Liang*, “Too Painful to Donate: Why Don’t People Donate to Critical Illness Causes?”, *European Marketing Academy Annual Conference*, Madrid, May, 2025.
- 2) Wang, Jiashu, Jingjing Ma*, Ming Hsu, and **Haiyang Yang**, “The CSR Paradox: When and Why CSR Efforts Enhance Brand Image but Undermine Product Evaluation”, *European Marketing Academy Annual Conference*, Madrid, May, 2025.

- 3) Wang, Jiashu, Jingjing Ma*, Ming Hsu, and **Haiyang Yang**, “When CSR Backfires: When and Why Certain CSR Behaviors Could Boost Brand Image but Hurt Product Evaluation”, *Society for Consumer Psychology*, Las Vegas, Feb. 2025.
- 4) **Wang, Jiashu**, Jingjing Ma*, Haiyang Yang, and Ming Hsu, “When CSR Backfires: When and Why Certain CSR Behaviors Could Boost Brand Image but Hurt Product Evaluation”, *Association for Consumer Research Conference*, Paris, Oct. 2024.
- 5) Ma, Jingjing, **Yuanjie Zhao**, and Sky Liang*, “Too Painful to Donate: Why Don’t People Donate to Critical Illness Causes?,” *Marketing Science Conference*, Sidney, June. 2024.
- 6) Ma, Jingjing, **Zichuan Mo**, and Haiyang Yang, “The Knowledgeable Maximizer”, presented at *Association for Consumer Research Conference*, Seattle, Oct. 2023.
- 7) **Zhao, Yuanjie**, Jingjing Ma, Ein-Gar Danit, and Neal J. Roese, “Two Roads Lead to Rome: The Relative Effectiveness of Efficacy versus Empathy in Inducing Donation”, presented at *the 25th National Academic Conference of Psychology*, Oct. 2023.
- 8) Ma, Jingjing, **Yu Lin**, and Danit Ein-Gar, “Charitable Maximizers”, presented at *Association for Consumer Research European Conference*, Amsterdam, 2023.
- 9) **Ein-Gar, Danit**, Jingjing Ma, Levontin L, and Kogut T, “Helping Him or Her? The surprising effect of Gender as a Justification Cue in Charitable-Giving Choice Decisions”, *Academy of Marketing*, Birmingham, UK, 2023.
- 10) Ma, Jingjing, **Yu Lin**, and Danit Ein-Gar, “Charitable Maximizers”, presented at *European Marketing Academy Annual Conference*, 2023.
- 11) **Ein-Gar, Danit**, Jingjing Ma, Levontin L, and Kogut T, “Donation Choices, The Case of Gender and Culture”, *Society for Consumer Psychology*, Puerto Rico, 2023.
- 12) 马京晶、**林宇**、Danit Ein-Gar, “慷慨的最优化决策者：最优化思维模式对捐赠行为的影响机制研究”，全国心理学学术会议，中国，新乡，2022年11月。
- 13) **Ein-Gar, Danit**, Jingjing Ma, Levontin L, and Kogut T, “Justification Cues in Donation Choices – The Case of Culture and Gender”, *Society for Consumer Psychology Annual Winter Virtual Conference*, 2022.
- 14) Ma, Jingjing, **Yu Lin**, and Danit Ein-Gar, “Charitable Maximizers: the Impact of the Maximizing Mindset on Charitable Behavior”, presented at *Society for Personality and Social Psychology Annual Convention*, Feb. 2021.
- 15) Ma, Jingjing, Zichuan Mo, and **Yuanjie Zhao**, “When Lifestyle Advertising Hurts Luxury Brands”, presented at *Association for Consumer Research Conference*, Oct. 2021.

- 16) Zhu, Ying, Jingjing Ma, **Jiajia Liu**, and Jingjing Wang, “The Experiential Brain of Smartphone Users: How Smartphone Use Reshape Thinking Style”, presented at *Association for Consumer Research Conference*, Oct. 2020.
- 17) 靳菲、马京晶、David Dubois, “When Intention to Share Increase Variety-Seeking”, 中国营销科学学会年会, 中国, 成都, 2019 年 10 月。
- 18) Ma, Jingjing, **Yu Lin**, and Danit Ein-Gar, “Charitable Maximizer”, presented at *Association for Consumer Research Conference*, Atlanta, Oct. 2019.
- 19) Zhu, Ying, Jingjing Ma, and **Jingjing Wang**, “A Meta-Analysis of the Antecedents and Consequences of Smartphone Addiction”, presented at *Association for Consumer Research Conference*, Atlanta, Oct. 2019.
- 20) Ma, Jingjing, **Mo Zichuan**, and David Gal, “Increasing PSA Effectiveness: Two Routes from Self-Threat to Message Acceptance,” presented at *La Londe Conference on Consumer Behavior and Communications*, La Londe, France, June. 2019.
- 21) **Mo, Zichuan**, Jingjing Ma, and Ryan Hamilton, “When Compensatory Consumption Backfires: The Pain and Pleasure of Experiential Consumption”, presented at *Doctoral Consortium of the International Forum of Marketing Science and Applications*, Guangzhou, China, June 2019.
- 22) **Jin, Fei**, Jingjing Ma, and David Dubois, “When Intention to Share Increase Variety-Seeking: The Role of Self-Enhancement”, presented at *Society for Consumer Psychology Conference*, Savannah, GA, Mar. 2019.
- 23) **Mo, Zichuan** and Jingjing Ma, “When Compensatory Consumption Backfires: The Pain and Pleasure of Experiential Purchases,” presented at *Society for Consumer Psychology Conference*, Dallas, TX, Feb. 2018.
- 24) **Chen, Qihui** and Jingjing Ma, “When a Minor Problem Causes a Major Trouble for Experiential Purchases,” presented at *Society for Consumer Psychology Conference*, Dallas, TX, Feb. 2018.
- 25) **Ma, Jingjing**, Kent Grayson, and David Gal, “Increasing PSA Effectiveness: Two Routes from Self-Threat to Message Acceptance,” presented at *Association for Consumer Research Conference*, San Diego, CA, Oct. 2017.
- 26) **Ma, Jingjing**, “The Impact of the Maximizing Mindset on Variety Seeking Behaviors,” presented at *Association for Consumer Research Conference*, San Diego, CA, Oct. 2017.
- 27) **Ma, Zhenfeng** and Jingjing Ma, “The Effect of Maximizing on Consumer Response to Features and Price,” presented at *Association for Consumer Research Conference*, San Diego, CA, Oct. 2017.
- 28) **Mo, Zichuan** and Jingjing Ma, “When Compensatory Consumption Backfires: The Pain and Pleasure of Experiential Purchases,” presented at *Association for Consumer Research Conference*, San Diego, CA, Oct. 2017.

- 29) **Chen, Qihui** and Jingjing Ma, “When a Minor Problem Causes a Major Trouble for Experiential Purchases,” presented at *Association for Consumer Research Conference*, San Diego, CA, Oct. 2017.
- 30) **Chen, Jia** and Jingjing Ma, “The Effect of Nostalgia Advertising on Brand Loyalty,” presented at *Association for Consumer Research Conference*, San Diego, CA, Oct. 2017.
- 31) **Mo, Zichuan** and Jingjing Ma, “Why Are Luxury Ads So Abstract?” presented at *Society for Consumer Psychology Conference*, San Francisco, CA, Feb. 2017.
- 32) **Ma, Jingjing** and David Gal, “He’s Just Not That Into Anyone: The Impact of Sex Fantasy on Attraction,” presented at *Association for Consumer Research Conference*, Berlin, Germany, Oct. 2016.
- 33) **Mo, Zichuan** and Jingjing Ma, “Why Are Luxury Ads So Abstract?”, the *Annual Conference of JMS China Marketing Science & Doctoral Consortium*, Beijing, China, Oct. 2016.
- 34) Goldsmith, Kelly, Caroline Roux, and **Jingjing Ma**, “When Choosing the Best Brings out the Worst: Maximizing Increases Cheating Due to Greater Perceptions of Scarcity,” presented at *Association for Consumer Research Conference*, Berlin, Germany, Oct. 2016.
- 35) **Brough, Aaron**, Jim Wilkie, Jingjing Ma, Mathew Issac, and David Gal, “It’s Not Manly Being Green: The Role of Gender Identity Maintenance in Men’s Avoidance of Environmentally-Friendly Behavior,” presented at *Society for Consumer Psychology Conference*, St. Pete Beach, FL, Feb. 2016.
- 36) **Brough, Aaron**, Jim Wilkie, Jingjing Ma, Mathew Issac, and David Gal, “It’s Not Manly Being Green: The Role of Gender Identity Maintenance in Men’s Avoidance of Environmentally-Friendly Behavior,” presented at *Winter Society for Judgment and Decision Making Conference*, UT, Jan. 2016.
- 37) **Roux, Caroline**, Jingjing Ma, and Goldsmith, Kelly, “When Choosing the Best Brings out the Worst: Maximizing Increases Cheating Due to Greater Perceptions of Scarcity”, Presented at *Society for Judgment and Decision Making Conference*, Chicago, IL, Nov. 2015.
- 38) **Ma, Jingjing**, Ryan Hamilton, and Alexander Chernev, “The Impact of Usage Frequency on Lifestyle Branding”, Presented in Symposia Session—“Fashion Signals and Symbols: Beyond Conspicuous Consumption”—at *Association for Consumer Research Conference*, New Orleans, LA, Oct. 2015.
- 39) **Ma, Jingjing**, Ying Wang, and Neal J. Roese, “The Impact of the Maximizing Mindset on Decision Time”, Presented at *Trans-Atlantic Doctoral Conference*, London Business School, May. 2015 (**Invited Presentation**).
- 40) **Ma, Jingjing**, Ying Wang, and Neal J. Roese, “The Impact of the Maximizing Mindset on Decision Time”, Presented in Competitive Paper Session—“Mind-sets and Control in Motivation”—at *Association for Consumer Research Conference*, Baltimore, MD, Oct. 2014 (**Session Chair**).

- 41) **Ma, Jingjing**, Ryan Hamilton, and Alexander Chernov, “The Unexpressed-Self: The Impact of Restricting Self-Expression on Brand Preferences”, Presented in Symposia Session—“And Now for Something Completely Different: The Meaning of Life”—at *Society for Consumer Psychology Conference*, 2014 SCP Proceeding (p.91-92), Miami, FL, Mar. 2014.
- 42) **Ma, Jingjing** and Kent Grayson, “Failure to Compensate: Why Cross-Domain Affirmations Do Not Always Alleviate Identity Threats”, Presented in Symposia Session—“Identity Threats and Consumption: Causes, Cures, and Costs”—at *Society for Consumer Psychology Conference*, 2014 SCP Proceeding (p.124-125), Miami, FL, Mar. 2014.
- 43) **Ma, Jingjing** and Neal J. Roese, “The Maximizing Mindset”, Presented in Special Session—“Comparative Thinking and Consumer Well-Being”—at *Association for Consumer Research Conference*, Chicago, IL, Oct. 2013 (**co-chaired** with Yangjie Gu).
- 44) **Ma, Jingjing** and Neal J. Roese, “The Countability Effect”, Presented at *The Haring Symposium*, Indiana University, Mar. 2013 (**Invited Presentation**).
- 45) **Ma, Jingjing** and Neal J. Roese, “The Maximizing Mindset”, Presented at *Society for Consumer Psychology Conference*, 2013 SCP Proceeding (p.250-251), San Antonio, Texas, Feb. 2013.
- 46) **Ma, Jingjing** and Neal J. Roese, “The Countability Effect”, Presented at *Society for Judgment and Decision Making Conference*, Minneapolis, MN, Nov. 2012.
- 47) **Ma, Jingjing**, Ryan Hamilton, and Alexander Chernov, “The Unexpressed Self: The Impact of Restricting Self-Expression on Brand Preferences”, Presented at *Society for Judgment and Decision Making Conference*, Minneapolis, MN, Nov. 2012.
- 48) **Ma, Jingjing** and Neal J. Roese, “The Countability Effect”, Presented in Special Session—“In Pursuit of Happiness”—at *Association for Consumer Research Conference*, Vancouver, BC, Canada, Oct. 2012 (**co-chaired** with Haiyang Yang and Neal J. Roese).
- 49) **Ma, Jingjing**, Ryan Hamilton, and Alexander Chernov, “The Unexpressed Self: The Impact of Restricting Self-Expression on Brand Preferences”, Presented in Special Session—“Brands as A Means of Self-Expression”—at *Association for Consumer Research Conference*, Vancouver, BC, Canada, Oct. 2012 (**Session Chair**).
- 50) **Ma, Jingjing** and Neal J. Roese, “The Effect of Countability on Satisfaction”, Presented at *Society for Judgment and Decision Making Conference*, Seattle, WA, Nov. 2011 (**Best Student Poster Award**).
- 51) **Ma, Jingjing** and **Shi Zhang**, “Choosing Between American and Chinese Brands”, Presented at *Association for Consumer Research Conference*, San Francisco, CA, Oct. 2008.
- 52) **Ma, Jingjing** and **Shi Zhang**, “On the Compatibility of Orientation, Task and Preference: The Role of Brand Information”, Presented at *Association for Consumer Research Conference*, Memphis, TN, Oct. 2007.

- 53) 范亭亭、张黎、张实、马京晶, “产品类别风险 (PCR) 对品牌延伸的影响”, 在中国营销科学学会年会上宣读, 全文被收入 2007JMS 中国营销科学学术年会论文集[C] (p.516-530), 复旦大学管理学院, 中国, 上海, 2007.
- 54) 马京晶、张黎、马欣昕, “情感主导的品牌购买意愿”, 在中国营销科学学会年会上宣读并被列入候选优秀论文, 全文被收入 2006JMS 中国营销科学学术年会论文集[C] (光盘 A-第四组), 武汉大学经济与管理学院, 中国, 武汉, 2006.
- 55) Ma, Jingjing, Xinxin Ma, and Lee Zhang, “Affect without Cognition”, Presented at *Association for Consumer Research Conference*, Orlando, FL, Sep. 2006.
- 56) 张黎、马京晶, “消费者对产品的消费经验、产品的文化意含与 Fishbein 模型”, 在中国营销科学学会年会上宣读, 全文被收入 2005JMS 中国营销科学学术年会论文集[C] (p.188-201), 北京大学光华管理学院, 中国, 北京, 2005.
- 57) 严焱、马京晶, “企业战略和城市变迁——湖北省十堰市原有汽车工业的定位与该市今后发展对策研究”, 在中国经济学年会上宣读, 中国, 天津, 2004.

教学

Seminar in Consumer Behavior: Judgment and Decision Making

博士生课程 (英文授课)

管理学基础 (Management)

本科生课程 (英文授课)

Consumer Behavior

MBA 课程 (英文授课)

Marketing Research

MBA 课程(英文授课)

Business Methodology

MBA 课程(英文授课)

战略模拟与思维模式

EMBA 课程 (中文授课)

大数据时代的用户行为研究

EDP 课程(中文授课)

高级研究方法与设计

DPS 课程 (中文授课)

客户行为与心理洞察

CMO 课程（中文授课）

导师工作

博士后导师:

王嘉澍, 2022-2025, 去向: 人民大学 (助理教授)

博士导师:

刘曦苑, 2025, 去向: 国家管网

张琬玥, 2024, 去向: 北京大学

刘佳佳, 2022, 去向: 香港大学

莫子川, 2020, 去向: 中山大学 (助理教授)

靳菲, 2019, 去向: 四川大学 (助理教授) (*联合导师)

硕士导师:

杨舒涵, 2021, 去向: University of Alberta (市场营销博士项目)

林宇, 2020, 去向: 香港中文大学 (市场营销博士项目)

张晗雨, 2020, 去向: Emory University (市场营销博士项目)

成亮, 2020; 石晓伟, 2017; 梁芳园, 2017。

学术服务

英文期刊审稿人: Journal of Consumer Psychology, Journal of Consumer Research, Journal of Marketing Research, Marketing Letters, International Journal of Research in Marketing, Journal of Association for Consumer Research, Journal of Business Research

中文期刊审稿人: 南开管理评论, 管理世界, 心理学报

会议审稿人: Association for Consumer Research Conference, Society for Consumer Psychology Conference, La Londe Conference on Consumer Behavior and Communications

主持并搭建了在线问卷调研平台——微信公众号“营销研究室”，为全国高校师生进行学术研究的共享平台。目前“营销研究室”已经有两万多名来自全国约 300 多所高校的学生关注者，发布两千多个调研项目，为全球上百所高校学者的学术研究提供了支持。

奖励

Winner, Future of Work Global Research Prize, Center for Leadership in the Future of Work, 2024

北京银行教学奖, 2023
木兰学者, 北京大学国家发展研究院, 2021-现在
中国工商银行奖教金经济学优秀学者奖, 2021
第八届高等学校科学研究优秀成果奖(青年成果奖), 中国, 2020
中国营销学术年会最佳论文奖, 中国, 2019
北京大学优秀班主任, 2018-2019
木兰青年学者, 北京大学国家发展研究院, 2018-2021
北京银行教学奖, 2017
The Audience Choice Award for research with Aaron Brough, Jim Wilkie, Mathew Issac, and David Gal, The Qualtrics Insight Summit, 2016
Fellow, AMA-Sheth Foundation Doctoral Consortium, 2014
Fellow, Haring Symposium, Indiana University, 2013
TGS Travel Grant, Northwestern University, 2011, 2012
Best Student Poster Award, SJDM, Seattle, WA, 2011
Fellowship, Kellogg School of Management, Northwestern University, 2010-2015
Anderson Fellowship, UCLA Anderson School of Management, 2006, 2007
GMAT 高分奖, 北京, 中国, 2006
挑战杯论文奖, 北京大学, 中国, 2005
光华研究生奖学金, 北京大学, 中国, 2004
杨乃英奖学金, 北京大学, 中国, 2002
光华本科生奖学金, 北京大学, 中国, 2001
新生奖学金, 北京大学, 中国, 2000

部分媒体报道

Forbes: [Does Unconscious Bias Affect Our Sustainable Lifestyle Choices?](#)

World Economic Forum: [COVID-19 drove 74% drop in emotional well-being in China: Study](#)

The Wall Street Journal: [Happiness? When It Comes to Rewards, Don't Count On It](#)

The Atlantic: [The Agony of Perfectionism](#)

The Washington Post: [Your Manliness Could Be Hurting the Planet](#)

New York: [Men Are Destroying the Earth Because They Think Environmentalism Is Too Girly](#)

The Guardian: [A vexing question: why do men recycle less than women?](#)

Make Change: [Can We Finally Close the Green Gender Gap?](#)

NPR: [Manliness and Green Living](#)

CBS: [Men may avoid being green because they find it “unmanly”](#)

Euornews: [Is sustainability a women’s issue?](#)

Scientific American: [Men Resist Green Behavior as Unmanly](#)

Journalist's Resource: Is “going green” unmanly? Gender stereotypes and perceptions of environmentally friendly behaviors

Yahoo! News: Recycling's Not Just for Women, Bro

ABC (Australia): Paint Nude Women on Solar Panels: How to Get Men to Care about the Environment

Quartz: Studies Show People Think Caring About the Environment Is "Feminine"

Scientific American: Cash Rewards Might Make Us Unhappy

Science Daily: Are You A High Achiever?

Science Daily: Rewards Programs: When Do Consumers Compare Experience Over Value?

Science Daily: Going Green Is for Girls, but Branding Can Make Men Eco-friendly

Broadly: Machismo Is Ruining the Planet, Study Says

Business Standard: Men Willing to Go Green If Products Are 'Masculine'

Hybrid Cars News: Are EVs Not Manly Enough?

Mic: Men Are Ruining the Planet Because They Think Green Products Are "Feminine"

Newser: Men Think Going Green Will Make Them Wimps

Notre Dame News: Going Green Is for Girls — But Branding Can Make Men Eco-friendly

Outside Magazine: What Brands Can Learn from Patagonia's Gender-Neutral Marketing

Portland Press Herald: Commentary: Research Shows Recycling's Not Very Manly

Psych Central: It's Not Easy Being Green -- At Least for Men

Psychology Today: Why It's Still “Unmanly” to Be Eco-Friendly

Siasat Daily: Men Willing to Purchase Eco-Friendly Things If Products Are 'Masculine'

Slate: Eco-Friendly Branding Must Be Super Manly to Attract Manly Men, Study Says

Sustainable Brands: How Framing Sustainability as Strength Can Help Win Male Audiences

teleSUR English: Survey Shows Men Find Environmentalism 'UnManly'

Treehugger: Men Avoid 'Green Behaviors' to Preserve Their Macho Image

Yahoo! Finance: The Agony of Perfectionism

Medical News Today: Are you a high achiever? Even the best products might leave you dissatisfied

Woman Today India: Aiming high can leave you unhappy

TruthDive: Always aiming too high in life can leave you dissatisfied even with best products

EurekAlert!: Are you a high achiever? Even the best products might leave you dissatisfied

Science Codex: Are you a high achiever? Even the best products might leave you dissatisfied

Science Codex: Rewards programs: When do consumers compare experience over value?

Psychology Today: Numbers Can Influence Satisfaction with Purchases

Business Insider: People Just Compare Their Cash Bonuses, And Usually End Up Unhappy

Quartz: How to Get a Bigger Bonus: Don't Ask for It in Cash

Examiner: Are You A High Achiever?

Examiner: Psychology of More for Your Money

Kellogg Insight: Excessive Expectations

Kellogg Insight: Would You Like Your Bonus in Cash or Cake?

Business Standard: Always Aiming Too High in Life Can Leave You Dissatisfied Even with Best Products

Phys.org: Are You A High Achiever? Even the Best Products Might Leave You Dissatisfied.

Phys.org: Rewards Programs: When do Consumers Compare Experience over Value?

EurekAlert!: Rewards Programs: When do Consumers Compare Experience over Value?

Atelier: Customer Reward Programmes: Are Non-Monetary Gifts More Effective than Cash

McKnight's: High Achievers May be More Prone to Product Dissatisfaction, study finds

Sina: China Economics Annual Conference

Johns Hopkins University: Onset of COVID-19 pandemic led to 74% drop in overall emotional well-being

光明日报: 推进慈善捐赠行稳致远

每日经济新闻: 中国消费者信心在 2023 年下半年回升, 持续回升需要收入保障

MBAchina: 马京晶: 环境友好是女性专属吗?

搜狐网：[国发院一百分点“中国投资者情绪和消费者信心”指数发布会举行](#)

中国报道网：[国发院一百分点“中国投资者情绪和消费者信心”指数发布会举行](#)

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中国金融新闻网：[北大国发院发布“中国投资者情绪和消费者信心”指数](#)

人民日报海外网：[中国投资者情绪和消费者信心指数发布](#)

东方财富网：[中国投资者情绪和消费者信心指数发布](#)

经济网：[“中国投资者情绪和消费者信心”指数在北京大学发布](#)

新浪财经：[北大马京晶:消费者信心指数可预测宏观经济指标](#)

搜狐网：[在线公益捐赠有何特点？国发院报告：男性、有配偶、年龄大单次捐款更多](#)

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经济观察报：[中国消费者信心指数发布：未来1-5年，消费者对环境改善预期最积极](#)

凤凰网：[中国消费者信心指数发布：未来1-5年，消费者对环境改善预期最积极](#)

新浪科技：[北大国发院-百分点数据智能与国家发展实验室举办线上论坛](#)

澎湃新闻：[数据如何应用于政府治理？加强连通性与精细化，需要统一标准](#)

中国网：[民众对于战胜疫情非常有信心 北大国发院-百分点联合发布疫情数据报告](#)

搜狐网：[民众对于战胜疫情非常有信心 北大国发院-百分点联合发布疫情数据报告](#)

凤凰网：[民众对于战胜疫情非常有信心 北大国发院-百分点联合发布疫情数据报告](#)

腾讯网：[疫情研究报告|全民抗“疫”下大家都想啥了？](#)