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EDUCATION

Rotterdam School of Management (RSM), Erasmus University, the Netherlands
Ph.D. in Marketing, 2020 (expected)

Columbia Business School, USA
Visiting Scholar, Spring 2019

The University of Chicago, USA
M.A. in Social Sciences, 2014

The Chinese University of Hong Kong (CUHK), Hong Kong, China
B.S.Sc in Psychology, *First Class Honors*, 2013

University of California, Berkeley, USA
Education Abroad Program, Fall 2011

RESEARCH INTERESTS

digital consumption, ethical decision-making, self-control

MANUSCRIPTS AND WORKING PAPERS

See Appendix for the abstracts

Gai, Phyliss J. and Anne-Kathrin Klesse, "Making Recommendations More Effective through Framing: Impacts of User- versus Item-based Framings on Recommendation Click-throughs", conditionally accepted at *Journal of Marketing*.

Gai, Phyliss J. and Stefano Puntoni, "Lies of Bilingual Consumers: Foreign Language Reduces Intuitive Preferences for (Dis)honesty", revising for resubmission at *Journal of Consumer Research*.

Gai, Phyliss J., Mirjam Tuk, and Steven Sweldens, "When Virtues are Lesser Vices: The Impact of Advance Ordering and Restrained Eating on Choice and Consumption", under review at *Journal of Consumer Psychology*.

Gai, Phyliss J. and Amit Bhattacharjee, "Saints or Sinners? How Self-control Affects Evaluation of Moral Character", in preparation for submission to *Journal of Experimental Psychology: General*.

SELECT WORK IN PROGRESS

“Consumer beliefs in algorithms learning capability and behavioral consequences”

“Seeking variety for better recommendations.”, with Anne-Karithin Klesse

“The impact of touch versus click on the sharing of misinformation”, with Gita V. Johar

CONFERENCE PRESENTATIONS

*presenter

Gai, Phyliss J.* and Stefano Puntoni. (June, 2019), “Lies of Bilingual Consumers: Foreign Language Reduces Intuitive Preferences for (Dis)Honesty,” paper presented at La Londe Conference, France.

Gai, Phyliss J.* and Anne-Kathrin Klesse, (May, 2019), “The Mere Framing Effect of Recommendations,” paper presented at Trans-Atlantic Doctoral Conference, London, England, UK.

Gai, Phyliss J.* and Stefano Puntoni, (October, 2018), “Major or Minor: When Foreign Language Increases versus Decreases Cheating,” paper presented at the Association for Consumer Research (ACR) Conference, Dallas, TX, United States.

Gai, Phyliss J.* and Anne-Kathrin Klesse, (October, 2018), “The Mere Framing Effect of Recommendations,” paper presented at ACR, Dallas, TX, United States.

Gai, Phyliss J.* and Anne-Kathrin Klesse, (June, 2018), “Understanding the Framing of Recommendations,” paper presented at European ACR Conference, Ghent, Belgium.

Gai, Phyliss J. and Stefano Puntoni*, (January, 2018), “Does Language Shape Dishonesty? Evidence from a Spot-the-Difference Task,” paper presented at the Society for Consumer Psychology (SCP) Boutique Conference, Sydney, Australia.

Gai, Phyliss J.* and Stefano Puntoni, (November, 2017), “Does Language Shape Dishonesty? Evidence from a Spot-the-Difference Task,” poster presented at the Society for Judgment and Decision Making Annual Conference (SJDM), Vancouver, Canada.

SELECT HONORS AND AWARDS

AMA Sheth Doctoral Consortium Fellow, 2019

ERIM competitive 5th-year PhD funding, Erasmus University, 2019-20

EMAC Doctoral Colloquium Fellow, 2018 &19

Tuition Award, the University of Chicago, 2013-14

Dean’s List for Academic Excellence, CUHK, 2011-13

TEACHING AND ADVISING

Master Thesis in Business Administration, Co-reader, RSM, 2015-20
Bachelor Thesis in Business Administration, Instructor, RSM, 2018
Marketing Strategy Research (Master elective), Teaching Assistant, RSM, 2014

PROFESSIONAL SERVICES

Trainee reviewer, Journal of Consumer Research, 2018-19
Paper reviewer, La Londe Conference, 2019
Competitive & working paper reviewer, European ACR, 2018
Competitive & working paper reviewer, SCP, 2018
ACR volunteer, Berlin, Germany, 2016

UNIVERSITY SERVICES

Behavioral lab administrator, Erasmus University, 2016-17
Research assistant for EEG research, Erasmus University, 2014

SELECT GRADUATE COURSEWORK

Marketing and Behavioral Research

Behavioral Economics (George Loewenstein, at NHH Bergen)
Behavioral Decision Theory (Peter Wakker, Erasmus School of Economics)
Topics in Judgment and Decision-making I&II (William Goldstein, UChicago Psychology)
Current Topics in Behavioral Science (Jane Risen & Anuj Shah, Chicago Booth)
Current Topics in Marketing Research (Stefano Puntoni et al., RSM)
Specialization in Consumer Behavior (Mirjam Tuk et al., RSM)

Statistics and Methods

Structural Equation Modeling (Rik Pieters, Tilburg University)
Statistical Methods of Research (Stephen Raudenbush, UChicago Sociology)
Applied Hierarchical Linear Model (Stephen Raudenbush, UChicago Sociology)
Experimental Design (Maarten Wubben, RSM)
Text Analysis in R (Jason Roos, RSM)

MISCELLANEOUS

Programming: R, Mplus, SPSS, E-prime
Languages: Mandarin, English, Cantonese
Volunteerism: Physics teacher in Qinghai, China; English teacher in Kumasi, Ghana

PROFESSIONAL AFFILIATIONS

Association for Consumer Research
Society for Consumer Psychology
Society for Judgment and Decision Making

REFERENCES

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Imperial College Business School
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APPENDIX - RESEARCH ABSTRACTS

1. **Gai, Phyliss J.** and Anne-Kathrin Klesse, “Making Recommendations More Effective through Frames: Impacts of User- versus Item-Based Framings on Recommendation Click-Throughs”, under 2nd round review at *Journal of Marketing*.

Abstract

Companies frequently offer product recommendations to customers, based on various algorithms. This research explores how companies should frame the methods they use to derive their recommendations, in an attempt to maximize click-through rates. Two common framings—user-based and item-based—might describe the same recommendation. User-based framing emphasizes the similarity between customers (e.g., “People who like this also like...”); item-based framing instead emphasizes similarities between products (e.g., “Similar to this item”). Six experiments, including two field experiments within a mobile app, show that framing the same recommendation as user-based (cf. item-based) can increase recommendation click-through rates. The findings suggest that user-based framing (cf. item-based framing) informs customers that the recommendation is based on not just product matching but also taste matching with other customers. Three theoretically derived and practically relevant boundary conditions related to the recommendation recipient, the products, and other users also offer practical guidance for managers, regarding how to leverage recommendation frames to increase recommendation click-throughs.

2. **Gai, Phyliss J.** and Stefano Puntoni, “Lies of Bilingual Consumers: Foreign Language Reduces Intuitive Preferences for (Dis)honesty”, revising for resubmission at *Journal of Consumer Research*.

Abstract

How does language affect consumer dishonesty? This paper focuses on the effect of using a second language versus a native language. Nine studies (eight experimental and one meta-analytical) challenge findings of recent psychological research that indicate second language use leads to lower rates of lying. Second language use does not lead uniformly to more honesty but rather attenuates people’s intuitive preferences for lying or telling the truth. Furthermore, stronger intuitive tendencies for (dis)honesty magnify the language effect, and increased feelings of uncertainty in second language contexts contribute to the effect of language on consumer dishonesty. This paper documents the effects of language in both consequential and imagined situations. The studies span different languages (Chinese, English, French, and Korean) and consumer contexts (insurance, flight delay, advertising, and lotteries). Overall, language plays a significant role in shaping consumer dishonesty, and these insights have important implications for theory, practice, and public policy.

3. **Gai, Phyliss J.**, Mirjam Tuk, and Steven Sweldens, “When Virtues are Lesser Vices: The Impact of Advance Ordering and Restrained Eating on Choice and Consumption”, under review at *Journal of Consumer Psychology*.

Abstract

Self-control within the food domain is typically studied by examining choices between unhealthy and healthy food, the ‘vice-virtue trade-off’. However, consumers frequently substitute a vice (e.g., potato chips) with a lesser vice (e.g., light chips). Yet, much less is known about the antecedents of choice and consumption in this domain. We identify two important differences between vice–virtue and vice–lesser vice choice contexts. First, we argue that vice–lesser vice choices are much less characterized by differences in short-term gratification versus long-term health outcomes. Second, we argue that differences in caloric density are uniquely salient in a vice–lesser vice choice context. We test the downstream consequences of this distinction in two experiments, and find that 1) diverting attention away from immediate gratification by advance ordering does not encourage consumers to substitute a vice with a lesser vice; 2) individual differences in concerns about calorie intake do encourage substitution in choice, but do not lead to more control over consumption once the choice has been made.

4. **Gai, Phyliss J.** and Amit Bhattacharjee, “Saints or Sinners? How Self-control Affects Evaluation of Moral Character” in preparation for submission to *Journal of Experimental Psychology: General*.

Abstract

Self-control refers to the ability to choose a long-term beneficial option over an immediate tempting yet long-term costly one. It often concerns no one else other than the decision-maker and should be morally irrelevant. However, the present research shows that self-control in entirely personal domains shapes the evaluation of moral character (studies 1 and study 2). Crucially, this effect is unique to self-control and cannot be attributed to the halo effect (study 2) or the value of choices (study 3). In addition, this effect is driven by the moral advantage of self-control success instead of the disadvantage of self-control failure (studies 4a and 4b). The positivity bias suggests that self-control outcomes are not subject to moral judgment but serve as proxies for moral inferences. While self-control success is likely a characteristic of morally good persons, self-control failure seems a problem that everyone has. This moral advantage of self-control success is replicated in a different culture (studies 5 and 6).