

Vincent (Pei-Ming) Chen

Haas School of Business, UC Berkeley

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EDUCATION

University of California, Berkeley

Ph.D. in Behavioral Marketing

Anticipated 2026

M.S. in Business Administration

2022

National Taiwan University

B.S.E. in Electrical Engineering and B.S. in Mathematics

2020

RESEARCH INTERESTS

Substantive: Consumer Behavior, Consumer Cognition, Branding, Mental Accounting

Methodological: Natural Language Processing, Machine Learning, Behavioral Experiments

PUBLICATIONS AND MANUSCRIPTS UNDER REVIEW

Vincent Chen, Ming Hsu, and Zhihao Zhang. “How brand perception (really) changes over time: Decomposing real from nominal changes using time-aware natural language processing” - Working Paper (**Job Market Paper**)

Vincent Chen and Ellen Evers. “Windfall, similarity, and mental accounting” - Under Review at *Journal of Consumer Research*

Chen-Nan Liao, Ying-Ju Chen, and **Vincent Chen**. “Spread and control of medical rumors in a social network: A generalized diffusion model with a highly asymmetric network structure.” *Production and Operations Management* 32.11 (2023): 3683-3698.

SELECTED WORK IN PROGRESS

Vincent Chen, Ming Hsu, Jiashu Wang, Jingjing Ma. “When competitive advantage leads to disadvantage: The role of false memory”

Vincent Chen, Ming Hsu, Jiashu Wang, and Jingjing Ma. “Memory of absence vs. presence differentially affects value-based decision making”

Vincent Chen and Yingqi Li. “How do consumers act on financial advice? A new experimental paradigm based on text analysis”

Vincent Chen, Olesia Nikulina, and Hsin-Hsuan Meg Lee. “Congruence between the political ideology of influencers and sponsoring brands affects sponsorship effectiveness”

REFEREED CONFERENCE PRESENTATIONS

(I was the presenter in all of the presentations listed below.)

“How brand perception (really) changes over time: Decomposing real from nominal changes using time-aware natural language processing” - with Ming Hsu and Zhihao Zhang

- American Marketing Association CBSIG Conference, Vienna, 2024
- Theory+Practice in Marketing Conference, Austin, 2024
- Society for Consumer Psychology Annual Conference, Nashville, 2024
- Association for Consumer Research Conference, Seattle, 2023
- Association for Consumer Research Conference, Denver, 2022

- American Marketing Association Winter Academic Conference, Las Vegas, 2022
- Association for Consumer Research Conference, Virtual, 2021
- Theory+Practice in Marketing, Virtual, 2021

“Windfall, similarity, and mental accounting” - with Ellen Evers

- Society for Consumer Psychology Annual Conference, Las Vegas, 2025
- Society for Judgment and Decision Making Conference, New York, 2024
- Association for Consumer Research Conference, Paris, 2024

AWARDS, FELLOWSHIPS, AND GRANTS

Institute for Business Innovation Small Research Grant (\$5,000)	2025-2026
<ul style="list-style-type: none"> • How do consumers act on financial advice? A new experimental paradigm based on text analysis 	
Dr. and Mrs. James C.Y. Soong Fellowship (\$18,000)	2025-2026
Fisher Center for Business Analytics Grant (\$12,000)	2021-2022
<ul style="list-style-type: none"> • A cultural translator for marketers and managers: Quantifying the cultural meaning of market offerings across countries through text analytics 	
Graduate Fellowship, University of California, Berkeley	2020-2025

TEACHING EXPERIENCE

Instructor , Haas School of Business, UC Berkeley	2023
<ul style="list-style-type: none"> • Led weekly case discussion sessions of UGBA 106: Marketing, the core marketing course of the Haas Undergraduate Program (N=78). • Provided feedback on case presentations. • Teaching evaluation: <ul style="list-style-type: none"> – Overall Effectiveness: 6.47/7. Department average: 6.09. – Worth of Discussion: 6.42/7. Department average: 5.98. 	
Graduate Student Instructor , Haas School of Business, UC Berkeley	
Marketing (Undergraduate)	2022
Pricing (MBA)	2023
Guest Lecturer , Haas School of Business, UC Berkeley	
Decision Making (Celia Gaertig)	2025
Marketing (Ming Hsu)	2022

SERVICE, LEADERSHIP, AND PROFESSIONAL AFFILIATIONS

Refereeing Service

Ad-hoc Journal Reviewer: *Productions and Operations Management*

Conference Reviewer: Association for Consumer Research, Society for Consumer Psychology

Research Mentorship

Mentor at Berkeley Undergraduate Research Apprentice Program (URAP)

Professional Affiliations

Association for Consumer Research

Society for Consumer Psychology

American Marketing Association

Society for Judgment and Decision Making

REFERENCES

Ming Hsu (Committee Chair)

Associate Professor of Marketing

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Ellen Evers (Committee)

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Zhihao Zhang

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ABSTRACTS OF REPRESENTATIVE PAPERS

How brand perception (really) changes over time: Decomposing real from nominal changes using time-aware natural language processing (Job Market Paper) with Ming Hsu and Zhihao Zhang

Consumer perceptions of brands are rarely static. Consequently, successful branding demands timely and accurate tracking of the evolving dynamics of how consumers perceive brands. While measuring brand perception has long been a standard practice for marketers, a less recognized challenge of brand tracking is that the language describing attributes of brands—such as how Social a brand is—can itself change over time. In this paper, we propose the need to introduce a conceptual distinction between real and nominal measures of brand perception changes, as the latter can deviate substantially from the former due to changes in attribute meanings over time. Specifically, we develop a data-driven approach to dissociate real from nominal perception by accounting for changes in attribute meanings. We do so by leveraging time-aware natural language processing (NLP) models and brand tracking data covering 20 years between 2001 and 2020 to extract attribute meanings over time from contemporaneous longitudinal text corpora. We further present evidence supporting the validity of our decomposition using a combination of behavioral and NLP approaches. Taken together, this work expands the ability of researchers and practitioners to capture changes in brand perception over time and provides a theoretical foundation for understanding their managerial implications.

Windfall, similarity, and mental accounting with Ellen Evers

Although money is fungible, consumers often spend it differently depending on its source. One well-known example is the windfall effect, where consumers appear more willing to spend windfall (vs. hard-earned) money. Three competing theories have been proposed to explain this phenomenon. Two popular theories suggest consumers have a higher marginal propensity to consume (HMPC) when spending windfall money, either in general or specifically for hedonic products. A third theory, mental accounting (MA), suggests that people mentally categorize windfall and hard-earned money differently. However, past research has not specified exactly how these mental categories are formed, resulting in unfalsifiable explanations. We address this issue by proposing a similarity-based model of mental accounting, which predicts that consumers are more likely to spend money on products similar to the source of the money, whether the money is a windfall or not. Across four controlled experiments and one field study, we find consistent evidence supporting a similarity-based process. In contrast, we find no evidence that simply receiving a windfall increases spending, challenging the widely accepted HMPC explanation. We further show that prior evidence for HMPC can be explained by selective stimulus sampling: when a broader range of products is tested, the windfall effect disappears.