

# Celeste Yi

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## EDUCATION

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<b>University of Michigan, Ross School of Business</b> Doctor of Philosophy in Marketing	Expected 2027 Ann Arbor, Michigan
<b>Seoul National University, Business School</b> Master of Science in Business (Marketing)	Mar. 2018 – Aug. 2020 Seoul, South Korea
<b>Sogang University, Business School</b> Bachelor of Business Administration	Mar. 2014 – Feb. 2018 Seoul, South Korea
<b>Pennsylvania State University (University Park)</b> Exchange Program (Business Administration)	Aug. 2015 – Dec. 2015 State College, Pennsylvania

## RESEARCH INTERESTS

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Information Processing; Environmental Communication; Gift-giving; Consumer Psychology

## WORKING PAPER

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**Yi, Celeste** and Aradhna Krishna, “Negativity Bias for Visuals in Environmental Communication: Preservation versus Restoration Appeals” Submitted to *Journal of Marketing Research*

## RESEARCH IN PROGRESS

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**Yi, Celeste** and Aradhna Krishna, “It’s Not Just About Me: Givers Underestimate Recipients’ Preferences for Extended Self-Gifts”

Krishna, Aradhna and **Celeste Yi**, “Concrete Claims Are More Effective than General Claims: Reducing Packaging-Induced Healthiness Misperceptions”

**Yi, Celeste** and Scott Rick, “Tightwads and Spendthrifts as Gift Givers: Understanding Recipient Inferences About Sacrifice and Affection”

## CONFERENCE PRESENTATIONS

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<i>It’s Not Just About Me: Givers Underestimate Recipients’ Preferences for Extended Self-Gifts</i> . Association for Consumer Research.	2026
Haring Symposium, Indiana University (Presenter).	2026
<i>Preserving and Restoring the Environment: How the Lack of Motivation to Think about a Bad Tomorrow Necessitates a Visual</i> . Association for Consumer Research.	2025
<i>Celebration for Self versus Others: The Role of Temporal Focus</i> . Association for Consumer Research.	2024

Ross Centennial Research Conference, University of Michigan (Discussant).	2024
Haring Symposium, Indiana University (Discussant).	2024

## TEACHING EXPERIENCE

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### Instructor

Marketing Management (Undergraduate)	2026
Marketing Management (Undergraduate)	2023

### Teaching Assistant and Grader

Marketing Management with Kevin Lee	2025
Executive MBA with Puneet Manchanda	2025
Pricing Analytics and Strategy with Aradhna Krishna	2021 - 2025
Marketing Management with Varad Deolankar	2022
Marketing Management with Steve Shaw	2021
Marketing Management with Kyoungmi Lee	2018
Consumer Psychology Seminar with Kyoungmi Lee	2018

## HONORS & SCHOLARSHIPS

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Ross Doctoral Research Grant	November 2024
Milton G. and Josephine Kendrick Marketing Award	November 2024
Reece Scholarship	November 2024
Milton G. and Josephine Kendrick Marketing Award	March 2024
Merit-based Scholarship, Seoul National University	Fall 2019
Merit-based Scholarship, Seoul National University	Spring 2019
Business School Teaching Assistant Scholarship, Seoul National University	Fall 2018
Business School Teaching Assistant Scholarship, Seoul National University	Spring 2018
Honors Scholarship, Sogang University	Fall 2017
Dean's list, Sogang University	Spring 2017
Honors Scholarship, Sogang University	Spring 2017
GLEE Scholarship (Government Fund)*, Sogang University	Fall 2016
Business Specialization Scholarship (Government Fund)**, Sogang University	Fall 2015
Dean's list, Sogang University	Fall 2015
Honors Scholarship, Sogang University	Fall 2015
Dean's list, Sogang University	Spring 2015
Honors Scholarship, Sogang University	Spring 2015
Beta Gamma Sigma***	June 2016 – Present

\* Scholarships for outstanding students on the core strategy values (GLEE: Globalization, Leadership, Excellence, and Ethics) of the Sogang University Business School

\*\* Scholarships for overseas exchange and visiting students

\*\*\* An international business honor society for AACSB-accredited schools with members including the top 10% undergraduate students, top 20% of graduate students and all doctoral candidates

## SERVICE

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Reviewer for Society for Consumer Psychology	2025-present
Volunteer work for the University of Michigan Behavioral Lab	Fall 2024
Reviewer for American Marketing Association	2023-present
PhD Forum Social Chair, University of Michigan	2023-2024
IRB workshop for PhD students, University of Michigan	2022

## PROFESSIONAL AFFILIATIONS

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American Marketing Association (AMA)  
Association for Consumer Research (ACR)  
Society for Consumer Psychology (SCP)

## SKILLS

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Data analysis	SPSS / R
Research tools	Qualtrics, Prolific, Connect
Visual Design	Canva, Adobe Photoshop (basic/intermediate)

## COURSEWORK

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### **Marketing and Psychology**

Behavioral Research in Marketing (Carolyn Yoon and Rick Bagozzi)  
Quantitative Research in Marketing (Fred Feinberg)  
Advanced Social Psychology (David Dunning)  
Consumer Judgment and Decision Making (Scott Rick)  
Special Topics in Marketing (Quantitative) (S. Sriram)  
PhD Seminar in Behavioral Research (Advertising/Branding) (Rajeev Batra)  
Special Topics in Marketing (Quantitative) (Puneet Manchanda)  
Psychology and Aging (Jacqui Smith)  
Applied Sensation and Perception (Aradhna Krishna)  
Quantitative Research in Marketing (Anocha Aribarg)  
Integrative Theory Formation (Stephanie Preston)

### **Statistics and Research Methods**

Advanced Statistical Methods I (Adriene Beltz)  
Advanced Statistical Methods II (Adriene Beltz)  
Research Methods in the Behavioral and Social Sciences (Rick Bagozzi)  
Psychometry Theory: Classical and Latent Trait Models (Matthew Diemer)  
Social Psychology Research Methods (Amie Gordon)

## REFERENCES

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**Aradhna Krishna**  
Professor of Marketing  
University of Michigan  
Ross School of Business  
[aradhna@umich.edu](mailto:aradhna@umich.edu)

**Scott Rick**  
Associate Professor of Marketing  
University of Michigan  
Ross School of Business  
[srick@umich.edu](mailto:srick@umich.edu)

**David Wooten**  
Professor of Marketing  
University of Michigan  
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[dbwooten@umich.edu](mailto:dbwooten@umich.edu)

## SELECTED ABSTRACTS

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### **Yi, Celeste and Aradhna Krishna, “Negativity Bias for Visuals in Environmental Communication: Focused on Preservation versus Restoration Appeals”**

Environmental efforts typically fall into preservation, which protects healthy environments from future harm, and restoration, which restores already degraded environments. Although environmental organizations use different communication strategies across these contexts, utilizing both text and visuals, the optimal strategies remain unclear. We focus on how to improve their persuasion appeals. Regulatory fit theory suggests that preservation appeals are prevention-focused, and restoration appeals are promotion-focused. We demonstrate that despite the textual messages in environmental campaigns for preservation and restoration adhering to regulatory fit, the visuals used should not do so. In eight studies, including three pre-registered, one field, and one incentive-compatible, we show that for visuals, negativity bias trumps regulatory fit: inclusion of a negative visual is more crucial for persuasion than inclusion of a positive visual in both contexts -- even in restoration appeals where positive imagery is more congruent with promotion-focus. Negative visuals increase negative emotions, which promote elaboration and, in turn, persuasion. Our suggested strategies in both contexts are not what is currently followed by environmental agencies, and therefore indicate much room for improvement in environmental campaigns.

### **Yi, Celeste and Aradhna Krishna, “It’s Not Just About Me: Givers Underestimate Recipients’ Preferences for Extended Self-Gifts”**

Existing research has documented many giver-recipient asymmetries, but most work assumes that the recipient is also the primary beneficiary of the gift. We examine situations in which gifts benefit a recipient’s close relationships, such as a child or a pet. Building on research on gift-giving and extended self, we propose that recipients value such gifts more than givers anticipate. Whereas recipients view gifts directed toward important dependents as signals that the giver understands what matters in their lives, givers rely on an implicit norm that gifts should directly benefit the named recipient. Across four studies, we find consistent evidence for this asymmetry. Recipients express stronger preferences for gifts directed toward their dependent extended selves than givers predict, and this is replicated for different types of occasions (Christmas, birthday). Further analyses reveal that recipients are motivated by perceptions of understanding and recognition, whereas givers are constrained by norms regarding who should directly benefit from a gift. This work contributes to research on gift giving, social signaling, and the extended self by identifying a previously unexplored source of giver-recipient disagreement. It also offers practical implications for retailers and gifting platforms seeking to improve gift recommendations and consumer satisfaction.