

Jessie Rui Du

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Current Position

Assistant Professor of Marketing
Bryan School of Business and Economics, UNC Greensboro, NC, 2024 – present

Academic Degree

Ph.D. in Marketing
Zicklin School of Business, Baruch College, City University of New York
M.S. Ed. in Intercultural Communication
University of Pennsylvania, PA
B.A. in English Literature
Xi'an International Studies University, China

Research Interests

Consumer Behavior, Prosocial Behavior, Multilingualism, GenAI/GPT

Manuscripts under Review

Du, Rui, Stephen J. Gould, Sankar Sen, Marlene Henderson, and Bingxuan Guo (2025),
“English as a Lingua Franca: Using English to Promote Prosocial Intentions among
Bilingual Consumers”
Du, Rui and Stephen J. Gould (2025), “Testing Prosocial Attitudes of English vs. Mandarin
with Humans and GPT”
Du, Rui (2025), “Testing the Dual Process of Prosocial Behavior through Humans and GPT”

Publications

Armstrong, J. Scott, Rui Du, Kesten C. Green, and Andreas Graefe (2016), “Predictive
Validity of Evidence-based Persuasion Principles: An Application of the Index
Method,” *European Journal of Marketing*, 50(1/2), 276-293.
Green, Kesten C., J. Scott Armstrong, Rui Du, and Andreas Graefe (2016), “Persuasion
Principles Index: Ready for Pretesting Advertisement,” *European Journal of
Marketing*, 50(1/2), 317-326.
Du, Rui, Stephen J. Gould, and Pianpian Yang (2024), “You Wear Face Mask, I Keep Social
Distance: Compliance with COVID-19 Preventive Behaviors in the US and China,”
Journal of International Consumer Marketing, Jan 30, 1-13.
Best Session Paper Award, China Marketing International Conference, 2020

Selected Working Papers

- The Language of Narcissism: How Admiration and Rivalry Drive Extreme Product Reviews
- Unlocking Consumer Kindness: How Abstract Requests Shape Helping Behavior
- Doing Things with Words: Using Speech Acts to Increase Consumer Helping Behavior
- Bilingualism Fosters Self-Verification and Identity Fusion

Teaching

UNC Greensboro, Bryan School of Business and Economics

Marketing Principles, fall 2024, spring 2025

International Marketing, fall 2024, spring 2025

Marymount Manhattan College, Business Division

Consumer Behavior, spring 2023, spring 2024

Advertising, fall 2022-spring 2024

Social Media Marketing, spring 2023

Marketing Research, fall 2022, 2023

Marketing, fall 2023

Social Entrepreneurship, fall 2022, spring 2024 (new class developed)

Baruch College, Zicklin School of Business

Digital Marketing, spring 2022

Marketing Research, spring 2022

Marketing Foundations, fall 2020-2021

Business Fundamentals, fall 2019-2021

Teaching Assistant:

Marketing Foundations, spring 2020

Consumer Behavior, spring 2020

Marketing Management (MBA), fall 2019

Teaching Awards

Award for Teachers in Classroom (5+ Years), University of Pennsylvania, 2024

H. Fenwick Huss Teaching Award, Baruch College, 2021

Teaching Innovation Showcase, Baruch College, 2021

Bernard L. Schwartz Communication Institute for Teaching Award, Baruch College, 2020

Center for Teaching and Learning Award, Baruch College, 2020

Teaching and Learning Center Award, Graduate Center, CUNY, 2019

Conference Presentations and Invited Talks

Testing the Dual Process of Prosocial Behavior through Humans and GPT

AI Conference, NC A&T (2025)

The Language of Prosocial Behavior: English as a Lingua Franca

AMS WMC (2025), UT Austin (2024), Trope Lab NYU (2024, 2021, 2020), NY Tech (2024) the Tenure Project (Wharton) (2023), ACR Seattle (2023), ACR Denver (2022), SPSP Virtual (2022), Iona University (2022), Baruch (2022, 2021, 2020), DIO Virtual Workshop (2021), CMIC Virtual (2020)

Doing Things with Words: Using Speech Acts to Increase Consumer Helping Behavior

AMS WMC (2025), Trope Lab NYU (2024, 2023, 2022, 2021), Stern Marketing Lab NYU (2023), DIO Virtual Workshop (2023), SPSP Virtual (2023)

Unlocking Consumer Kindness: How Abstract Requests Shape Helping Behavior

Trope Lab NYU (2025, 2022)

Social Interactions between Humans and AI

ACR Virtual (2020), Trope Lab NYU (2020), Psychology of Tech D.C. (2019), ACR Atlanta (2019)

Predictive Validity of Evidence-based Persuasion Principles

AMA Boston (2018), CMIC Shanghai (2018), ICA Seattle (2014), ISF Rotterdam (2014), ISF Prague (2011)

Scheduling on the Hour and Consequences on Productivity and Self-Control

SCP Los Angeles (2020), CMIC Guangzhou (2019)

The Dark Side of Competition: Winning or Losing Predicts Unethical Behavior

CMIC Guangzhou (2019), Iona University (2018), AMA San Francisco (2017), ACR San Diego (2017)

Face Mask Wearing During the COVID-19 Pandemic in China and the United States

SPSP Virtual (2021), CMIC Virtual (2020)

Xenophobic Claims Lead Asians to Prefer Identity Products During the COVID-19

ACR Virtual (2021)

Online Social Status Predicts Subjective Well-being

ACR Dallas (2018), SCP Washington D.C. (2017)

The Evolving Consumer Psychology: A Service-dominant Logic Perspective

AMA San Francisco (2017)

Grants, Awards, and Honors

Baruch College

AMA-Sheth Foundation Doctoral Consortium, 2022

Beta Gamma Sigma Honor Society, 2023

Conference Presentation Award, 2023

Graduate Student Representative, Library Resource Focus Group, 2021

Volunteer, Association of Consumer Research conference (ACR), 2021

Registration Award, Society of Consumer Psychology Conference (SCP), 2017

University of Pennsylvania

Penn Alumni Ambassador

The Tenure Project Conference Honorarium, the Wharton School, 2023

Graduate Student Representative, 2009 – 2011

Conference Presentation Award, 2010

Graduate Assistantship, 2009-2010 (\$15,000)

Marymount Manhattan College

Faculty Development Award, 2022, 2023, 2024

Ad-hoc Reviewer

Journal of Consumer Research (trainee reviewer, adviser: Darren Dahl)

Association of Consumer Research Conference (ACR)

Society of Consumer Psychology Conference (SCP)

Society for Personality and Social Psychology Conference (SPSP)

American Marketing Association Conference (AMA)

Academy of Marketing Science Conference (AMS)

University Service

Research Brown Bag Coordinator, UNC Greensboro, 2024

Marketing Fall Majors Fair, Faculty Representative, UNC Greensboro, 2024

Search Committee, Marymount Manhattan College, 2024

Student Advisement ($N = 41$ students), Marymount Manhattan College, 2022 - 2024

Course Coordinator, Business Fundamentals, Baruch College, 2020

Professional Affiliations

Association of Consumer Research (ACR)

Society for Consumer Psychology (SCP)

Society for Personality and Social Psychology (SPSP)