

Charis X. Li

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<https://scholar.google.com/citations?user=Ho57RXoAAAAJ&hl=en>

ACADEMIC POSITIONS

Norwegian School of Economics (NHH) Bergen, Norway	
Associate Professor of Marketing	Sep. 2026 – Present
Grenoble Ecole de Management (GEM) Grenoble, France	
Academic Director – DBA USA, GEM & HEG-Geneve, GEM-KU Poland	Jan. 2025 – Aug. 2026
Assistant Professor of Marketing	Oct. 2020 – Aug. 2026
Xiamen University (XMU), School of Management Xiamen, China	
Assistant Professor of Marketing	Oct. 2019 – Sep. 2020

EDUCATION

University of Florida	2019
Ph.D. in Business Administration – Marketing	
University of Wisconsin-Madison	2014
M.Sc. in Human Ecology - Consumer Behavior and Family Economics	
Wuhan University	2012
B.Sc. in Management - Marketing	

JOURNAL PUBLICATIONS

- Louissi, Soad, Michelle Mielly, and **Charis X. Li** (2026), “Facilitator Prods or Enforcer Jolts? How Organizational Actions Change Student Disability Disclosure Decisions,” **Management Learning**, forthcoming.
<https://doi.org/10.1177/1350507626145357>
- ◇ **Summary:** Examines how institutional actions shape whether students disclose disabilities in a business-school setting. Using three years of surveys, interviews, and participant observation, it distinguishes soft inclusion efforts (“Facilitator Prods”) from more immediate compliance-based interventions (“Enforcer Jolts”), showing that the latter made disclosure costs and benefits more concrete and increased disclosure. The paper shows how organizations can unintentionally reproduce exclusion even through well-intentioned inclusion initiatives.
- Feng, Xiaohang, **Charis X. Li**, and Shunyuan Zhang (2025), “Visual Uniqueness in Peer-to-Peer Marketplaces: Machine Learning Model Development, Validation, and Application,” **Journal of Consumer Research**, 52(4), 800-825. <https://doi.org/10.1093/jcr/ucaf021>
- ◇ **Summary:** Develops an interpretable machine-learning model, informed by cognitive psychology, to quantify visual uniqueness in nearly half a million Airbnb images. The model is validated against human judgment through three studies, including eye-tracking, and then applied to marketplace demand data from more than 14,000 Airbnb properties. The paper demonstrates how theory-driven computational measures can be developed, validated, and linked to consequential marketplace outcomes.

Li, Charis X., Xiao-xiao Liu, Jun Ye, et al. (2024), “Ethical pursuit or personal nirvana? Unpacking the practice of Danshari in China,” *Journal of Business Ethics*, 191, 675-695. <https://doi.org/10.1007/s10551-024-05663-6>

- ◇ **Summary:** Studies Danshari, an East Asian practice of detachment from possessions, to explain how a primarily self-oriented practice can generate other-oriented ethical outcomes. Using online narratives and interviews, the paper shows that questioning one’s relationship with possessions strengthens self-concept clarity, which can subsequently produce ethical consumption behaviour. It also challenges the assumption that Western, ideology-driven models of ethical consumption readily generalize across cultural contexts.

Li, Charis X., and Hélène Michel (2023), ““Dear Classroom, Long Time No See...”: Activating Nostalgia to Reconcile Students’ Emotional Complexities Through Anthropomorphized Letter Writing,” *Academy of Management Learning & Education*, 22(3), 383-406. <https://doi.org/10.5465/amle.2022.0176>

- ◇ **Summary:** Investigates how anthropomorphized letter writing can help students process the emotional complexity created by pandemic-era remote education. Analysis of 49 letters shows that nostalgic narratives helped students articulate emotions, reflect on relationships with their learning environment, and reconcile conflicting feelings. The study contributes to understanding how narrative interventions can reshape emotional experience and adjustment.

Saccardo, Silvia, **Charis X. Li**, Anya Samek, and Ayelet Gneezy (2021), “Nudging Generosity in Consumer Elective Pricing,” *Organizational Behavior and Human Decision Processes*, 163, 91-104. <https://doi.org/10.1016/j.obhdp.2020.01.009>

- ◇ **Summary:** Shows that generosity under consumer elective pricing (“pay-what-you-want” scheme) depends partly on how the transaction is framed. Across three field experiments, language that made the social nature of the exchange salient increased payments and donations in both charitable and commercial settings; follow-up studies examined the underlying perceptions and a boundary condition. The paper demonstrates that subtle communication cues can shift actual costly behaviour, not only attitudes.

Savary, Jennifer, **Charis X. Li**, and George E. Newman (2020), “Exalted Purchases or Tainted Donations? Self-signaling and the Evaluation of Charitable Incentives,” *Journal of Consumer Psychology*, 30(4), 671-679. **(AJG 4* level; FT50 listed)** <https://doi.org/10.1002/jcpy.1157>

- ◇ **Summary:** Examines why bundling a charitable contribution with a product can increase or decrease giving depending on how the exchange is framed. Across five experiments, people were more willing to donate when the bundle was framed as a charitable purchase rather than as a donation accompanied by a gift, because receiving a gift could undermine the positive self-signal associated with generosity. The research identifies self-signalling as an important mechanism shaping charitable behaviour.

PEER-REVIEWED BOOK CHAPTERS

Li, Charis X. and Richard J. Lutz (2019), “Object History Value in the Sharing Economy,” in the *Handbook of the Sharing Economy*, Eds. Russell Belk, Giana Eckhardt, and Fleura Bardhi, Edward Elgar Publishing.

- ◇ **Summary:** The chapter develops the concept of **object history value**: the idea that an object acquires meaning and value through its accumulated experiences, uses, and associations. It applies this idea to sharing-economy settings, asking when owners are willing to let others use valued possessions, how others’ use changes owners’ own valuations, and how owners manage access to possessions whose histories matter to them. In doing so, it examines a fundamental tension in sharing markets between retaining control over valued private resources and opening those resources to use by others.

UNDER REVIEW AND WORKING PAPERS

- Bashirzadeh, Yashar, **Charis X. Li**, and Alixandra Barasch, “Balancing Acquisition and Engagement with Referee-Engagement-Dependent (RED) Rewards: Evidence from a Randomized Longitudinal Field Experiment,” under revise and submission at *Journal of Marketing*. (AJG 4* level; UTD24 listed; FT50 listed)
- Yuan, Xina, Ping Wang, Yu Li, and **Charis X. Li**, “Fragile Conversions in Livestream Commerce: How Host Speech Drives Instant Order Cancellation,” in preparation for submission to *Journal of Marketing*. (AJG 4* level; UTD24 listed; FT50 listed)
- With Szu-Chi Huang, Angela Y. Lee, et al. “Motivating Collective Action: An Open-Submission, Globally-Crowdsourced, Large-Scale Field Experiment,” in preparation for submission to *Journal of Consumer Research*. (AJG 4* level; UTD24 listed; FT50 listed)
- Bendon, Wendy, **Charis X. Li**, “The Middle Managers of Influence: Critical Roles of Key Members in Social Media Influencer (SMI) Community Communication Dynamics,” working paper.
- Cao, Yang, **Charis X. Li**, and Jun Ye, “History Sells: How Positive Usage History Shapes Consumers' Preferences for Used Products,” working paper.

GRANTS AND AWARDS

National Grants:

As Principal Investigator – Young Scientists Fund, National Natural Science Foundation of China (NSFC) 2020-2023

Project Title: “Beyond Sentiment: The Valuation Mechanism and Market Implications of Product Sentimental Value” (CNY 240,000; Principal Investigator; Awarded but declined due to moving)

As External Participant – Major Project, National Natural Science Foundation of China (NSFC) 2021-2024

Project Title: “Women’s Social Connections: Social Trade-Offs and Consumption Representations Under the Influence of Physiological Cycle” (CNY 480,000; Participating International Co-Investigator)

Institutional Grants:

President’s Research Grant, Xiamen University (CNY 100,000; Principal Investigator) 12/2019

Dean’s Research Grant, University of Florida Warrington College of Business (\$2,000) 06/2019

Graduate Student Council Travel Grant, University of Florida (\$500) 04/2018

University Office of Research Travel Grant, University of Florida (\$400) 2015-2016

Zilman Travel Award, University of Wisconsin-Madison (\$800) 09/2013

Steenbock Scholarship for Summer Research, University of Wisconsin-Madison (\$3,000) 05/2013

McNulty Research Award, University of Wisconsin-Madison (\$1,200) 10/2012

Awards:

R. Edward Freeman Journal of Business Ethics Philosophy in Practice Best Paper Award – Runner-up 02/2025

AACSB Innovations that Inspire (as part of the Sustainability Transition 101 creation team) 02/2024

Butterworth Graduate Fellow, University of Florida Warrington College of Business (\$15,000 yearly added stipend on top of graduate assistant salary) 2014-2019

AMA-Sheth Foundation Doctoral Consortium Fellow 06/2018

University of Houston Doctoral Symposium Fellow, University of Houston 04/2018

INVITED RESEARCH TALKS AND SEMINARS

- 2026:** “Visual uniqueness in peer-to-peer marketplaces: Machine learning model development, validation, and application,” at NHH Norwegian School of Economics
- 2025:** “Visual uniqueness in peer-to-peer marketplaces: Machine learning model development, validation, and application,” at Aalborg University Computer Science Department
- 2024:** “Visual uniqueness in peer-to-peer marketplaces: Machine learning model development, validation, and application,” at University of Florida
- 2023:** “Visual uniqueness: An empirical analysis in the context of Airbnb”, at Zhejiang University, Nanjing University, and Xiamen University
- 2022:** ““Dear Classroom, Long Time No See”, at Grenoble Ecole de Management MOTI Seminar Series
- 2021:** “How to Build a Research Program,” at Xiamen University
“Field Experimentation in Behavioral Research,” at French Marketing Association (AFM) Doctoral Bootcamp
- 2020:** “The Foundations of Object History Value,” at Grenoble École de Management.
- 2019:** “The Foundations of Object History Value,” at Peking University, Nanjing University, and Xiamen University.
“Object History Value in the Sharing Economy,” at University of Alberta.
- 2018:** “Object History Value in the Sharing Economy,” at London School of Economics, KU Leuven, University College Dublin, Duke University Center for Advanced Hindsight, Shenzhen University, Xiamen University, and University of Warwick.
“How Object History Shapes Consumer Behaviors,” at University of Houston, and University of Florida.
- 2016:** “Exalted Purchases or Tainted Donation? The Effects of Product Incentives on Charitable Giving,” at University of Florida
- 2015:** “How Relationship Shapes the Effectiveness of Incentive for Effort,” at University of Florida

CHAired CONFERENCE SESSIONS

- “I Wanna Be Good,” 2022 European Marketing Academy Annual Conference.
- “Money Matters: New Insights on the Cognition and Management of Money,” 2018 Association for Consumer Research Annual Conference.
- “Mental Accounting 2.0: New Accounts and New Consequences,” 2018 Society for Consumer Psychology Annual Conference.

REFEREED CONFERENCE PRESENTATIONS

- Bendon, Wendy, Charis X. Li (2025), “The Middle Managers of Influence: Critical Roles of Key Members in Social Media Influencer (SMI) Community Communication Dynamics”, La Londe Conference.
- Feng, Xiaohang, Charis X. Li, and Shunyuan Zhang (2024), “The Uniqueness Premium”, Society for Consumer Psychology Annual Conference.
- Feng, Xiaohang, Charis X. Li, and Shunyuan Zhang (2023), “The Uniqueness Premium”, La Londe Conference.
- Cao, Yang, Charis X. Li, and Jun Ye (2022), “History Sells: How Positive Usage History Shapes Consumers' Preferences for Used Products”, European Marketing Academy Annual Conference.
- Li, Charis X., Xiaoxiao Liu, and Jun Ye, et al. (2022), “Letting go to be me: Carving a unique path of ethical consumerism through Danshari”, European Marketing Academy Annual Conference.
- Saccardo, Silvia, Charis X. Li, Anya Samek, and Ayelet Gneezy (2020), “Nudging Generosity in Consumer Elective Pricing,” Society for Consumer Psychology Annual Conference.
- Li, Charis X. and Chris Janiszewski (2019), “Object History Value Shapes Owner Decisions in the Sharing Economy,” Association for Consumer Research Annual Conference.

- Li, Charis X. and Chris Janiszewski (2019), “Object History Value Shapes Owner Decisions in the Sharing Economy,” Society for Consumer Psychology Annual Conference.
- Li, Charis X. and Yanping Tu (2018), “The I-Money Effect – How Ownership Tagging of Money Induces Consumer Involvement,” Society for Consumer Psychology Annual Conference.
- Li, Charis X., Yanping Tu, and Ayelet Fishbach (2016), “The Role of Group Identity in Incentivizing Charitable Behavior,” Association for Consumer Research Annual Conference.
- Li, Charis X., Chris Janiszewski, and Alan D. J. Cooke (2014), “How Relationship Shapes the Effectiveness of Incentive for Effort,” The Science of Philanthropy Initiative Annual Conference.

ACADEMIC LEADERSHIP AND INSTITUTIONAL SERVICE

Academic Director for DBA Programs, GEM	2025-2026
Sustainability Committee, GEM	2022-2026
Faculty Search Committee, XMU	2020
Behavioral Lab Induction Committee, XMU	2019-2020

DOCTORAL TRAINING AND ACADEMIC DEVELOPMENT

PhD Recruitment Committee, GEM Consumer Behavior Team	2023, 2025
PhD Qualifying Paper Internal Reviewer, GEM	2022-2026
PhD Teaching Panellist, UF	2017

RESEARCH COMMUNITY AND CONFERENCE SERVICE

Speaker Series Organizer, UNESCO Chair for Economic Peace at GEM	2021-2024
Speaker Series Organizer, XMU	2019-2020
Speaker Series Student Coordinator, UF	2015-2019
Webinar Coordinator, Science of Philanthropy Initiative, University of Chicago	2013-2014

COURSES TAUGHT

PhD Level: (at GEM)

Advanced Seminar in Marketing, 2023-2025

- 2024 and 2025 on mix-method research
- 2023 on consumer prosocial behaviour and field experimentation

Perspectives on Consumer Behavior, 2021

- 18-hour course to all enrolled PhD students on philosophies of consumer behaviour research traditions

DBA Level: (at GEM)

Quantitative Research Design, 2026

Literature Review, 2026

DBA Research Roadmap, 2025

Applied DBA Research Webinars, 2025-2026

- On implementing research proposal, preparing for dissertation proposal, preparing for proposal defence, etc.

Master's/Executive Levels: (at GEM)

Sustainability and justice related:

Consumer Gamification and Nudging, 2023-26

Sustainable Transition 101, 2023-26

Sustainable Luxury and Design, 2022-26

Sustainable Marketing for Businesses, Consumers, and Society, 2021-2024

Research related:

Advanced Research Methods, 2023-26

Understanding Consumer Insights, 2023-26

Marketing related:

E-Commerce, 2021-2026

Digital Geostrategy, 2023-2025

Innovation Marketing (module supervision), 2024

Undergraduate Level:

Principles of Marketing (at XMU), 2020

Consumer Behavior (at UF), 2016, 2019

STUDENT SUPERVISION

PhD Dissertations: 2 co-supervised (2021, 2025 cohorts)

DBA Dissertations: 3 supervised (2020-2025 cohorts)

Research Master's Thesis: 1 co-supervised (2020 cohort; student subsequently entered the PhD programme at the University of Miami)

Advanced Master's/Executive Education Theses: 14 supervised

Grande Ecole Master's Theses: 17 supervised

PROFESSIONAL AFFILIATIONS

American Marketing Association (AMA)

European Marketing Academy (EMAC)

Association for Consumer Research (ACR)

Society for Consumer Psychology (SCP)

Society for Judgment and Decision Making (SJDM)