

YUEN WEI LUN

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RESEARCH INTERESTS

Consumer Behavior; Judgment and Decision Making; Sustainable Consumption; Technology and Consumer Well-Being

METHODS

Laboratory and field experiments; randomized controlled trials; scale development and psychometrics; cross-national panel data; mixed-effects modelling

EDUCATION

National University of Singapore, NUS Business School

Expected 2026

Ph.D. in Management (Marketing)

Dissertation: *Psychological Drivers of Sustainable Consumption* | Advisor: Leonard Lee

National University of Singapore | Master of Social Sciences (Psychology)

2021

Nanyang Technological University | Bachelor of Arts with Highest Distinction (Psychology)

2018

JOB MARKET PAPER

Yuen, W. L., & Lee, L. Subtractive Response to Control Threats.

Accounts of compensatory control propose that diminished perceived control motivates efforts to affirm structure and order. This research identifies an additional, subtractive response to control threat, in which people restore a sense of manageability by de-emphasizing peripheral complexity and focus on essentials. We propose that this response operates through a motivation for simplicity (MFS), a motivational state that shifts evaluative attention and weight toward essential attributes and away from peripheral features. Four validation studies (N = 964) develop a 12-item MFS scale, establish its distinction from personal need for structure and need for cognition, and show that its activation increases discrimination between strong and weak arguments. Five main preregistered studies (total N = 2,415), conducted with student and adult samples in Asia and the United States, test the proposed relationships across product choice (Study 1), technology acceptance in a nationally representative sample (Study 2), incentive-compatible choices involving real financial losses (studies 3A and 3B), intention to reduce possessions (Study 4), and resistance to add-ons (Study 5). Cross-societal panel data (N = 36 societies) provide complementary descriptive evidence of the control–simplification association. Taken together, the findings identify a subtractive response to diminished control, whereby control threats reorient evaluation by elevating the essential.

PEER-REVIEWED JOURNAL PUBLICATIONS

Quek, T., Jia, L., Ismail, I., Lim, L., **Yuen, W. L.**, Lim, C. H., & Chia, P. Y. (2026). The motivated chatterbox: Examining the motives of goal sharing. *Motivation and Emotion*. <https://doi.org/10.1007/s11031-026-10210-z>

Wang, C. W., Lo, C. J., **Yuen, W. L.**, Cook, A. R., Lee, L., & Shou, Y. (2026). Associations between mental health services and individuals' worry about harm from mental health issues: An international perspective. *Journal of Mental Health*, 35(1), 14-24. <https://doi.org/10.1080/09638237.2025.2528209>

Yuen, W. L., Lee, L., Leong, W. Y., Carmon, Z., Chen, C., Ng, K. X., & Chong, W. W. (2025). Perceived accessibility of public transport predicts intention to give up car ownership but objective accessibility does not. *Journal of Transport Geography*, 129, 104418. <https://doi.org/10.1016/j.jtrangeo.2025.104418>

Jia, L., **Yuen, W. L.**, Ong, Q., & Theseira, W. E. (2023). Pitfalls of self-reported measures of self-control: Surprising insights from extreme debtors. *Journal of Personality*, 91(2), 369-382.
<https://doi.org/10.1111/jopy.12733>

SELECTED WORK IN PROGRESS

Lee, L., & **Yuen, W. L.** (2026). *Minds, Machines, and Medicine: AI Technologies across Health Domains*. *Current Opinion in Psychology*. Accepted with minor revision.

Salvo, A., **Yuen, W. L.**, Lee, L., & Leong, W. Y. (2026). *Personal Carbon Scoring with Incentives Reduces Carbon Output in Urban Mobility*. Under review at *Nature Sustainability*.

Yuen, W. L., Lee, L., & Thomas, M. (2026). *Sensory and Social Benefits of Luxury Consumption*. Four studies completed; additional data collection in progress.

BOOKS AND BOOK CHAPTERS

Tambyah, S. K., Tan, S. J., & **Yuen, W. L.** (2023). *Happiness and wellbeing in Singapore: Beyond economic prosperity*. Routledge. <https://doi.org/10.4324/9781003399650>

Tambyah, S. K., & **Yuen, W. L.** (2024). Singapore: A happier state of mind? In H. Selin & G. Davey (Eds.), *Happiness across cultures: Views of happiness and quality of life in non-Western cultures* (2nd ed., pp. 67-81). Springer Nature.

AWARDS AND HONORS

President's Graduate Fellowship	2021-2026
NTU-Sheth A-PRIME Consortium Fellowship	2026
AMA-Sheth Foundation Doctoral Consortium Fellow	2025
ISMS Doctoral Consortium Fellow	2024
Highly Commended Paper, Global Undergraduate Awards	2018
Dean's List	2016 & 2018
President Research Scholar (Distinction)	2016 & 2018

SELECTED CONFERENCE PRESENTATIONS

Salvo, A., **Yuen, W. L.***, Lee, L., & Leong, W. Y. (2025). Incentivized personal carbon scores lower the carbon intensity of urban mobility and spill over to pro-science climate attitudes. International Behavioural Public Policy Workshop, Singapore.

Yuen, W. L.*, & Tambyah, S. (2025). Impact of social-focused and person-focused values on subjective wellbeing. 9th World Congress on Positive Psychology, Brisbane, Australia. [Poster]

Yuen, W. L.*, Lee, L., Leong, W. Y., Carmon, Z., Chen, C., Chong, W. W., & Ng, K. X. (2024). Perceived accessibility of public transport predicts car ownership intentions whereas objective accessibility does not. Association for Consumer Research Conference, Paris, France.

Yuen, W. L.*, & Lee, L. (2023). From perceived control to simplicity: The need for simplicity as a compensatory mechanism. Association for Consumer Research Conference, Seattle, WA.

* Presenter

TEACHING

Teaching interests: Consumer Behaviour; Marketing Principles; Consumer Insights; Marketing Research Methods; Sustainability Marketing; Judgment and Decision Making.

Tutorial Instructor, Principles of Marketing, NUS 2026

Independently conducted five tutorial sections serving 179 enrolled students; designed tutorial materials; graded all assignments; and handled student feedback and questions.

Teaching evaluation: 4.4/5 overall ($N = 112$; 63% response rate).

Guest Lecturer, Principles of Marketing (BBA), NUS 2022

Teaching evaluation: 4.7/5 overall ($N = 49$; 86% response rate).

Teaching Assistant, NUS 2023-2025

Understanding and Influencing Consumers (MBA)

Leonard Lee, 2025

Service Management (MBA)

Jochen Wirtz, 2024

Consumer Insights (MAI)

Leonard Lee, 2023

SELECTED POSTGRADUATE COURSEWORK

Marketing and Consumer Behavior

Sustainability Marketing

Katherine White, UBC

Behavioral Marketing

Manoj Thomas, Cornell

Psychological Theories in Consumer Research

Xiuping Li, NUS

Behavioral Response to Price

Russell Winer, NYU

Economic Models and Experiments in Marketing

Noah Lim, NUS

Personality Psychology

Ryan Hong, NUS

Emotion Psychology

Eddie Tong, NUS

Methods and Quantitative Training

Experimental Methods for Behavioral Research

Leonard Lee, NUS

Empirical Marketing I

David Schweidel, Emory

Empirical Marketing II

Tat Chan, WUSTL

Analytical Methods in Marketing

Jiwoong Shin, Yale

Econometric Models in Marketing

Junhong Chu, NUS

Analysis of Psychological Data Using GLM

Mike Cheung, NUS

Multivariate Statistics in Psychology

Mike Cheung, NUS

Structural Equation Modeling

Mike Cheung, NUS

Psychometrics and Psychological Testing

Ryan Hong, NUS

REFERENCES

Leonard Lee (*Ph.D. Advisor*)

Lloyd's Register Foundation

Professor

Department of Marketing, NUS

leonard.lee@nus.edu.sg

Manoj Thomas (*Collaborator*)

Demir Sabanci Professor

Marketing and Management

Communications, Cornell

mkt27@cornell.edu

Alberto Salvo (*Collaborator*)

Associate Professor

Department of Economics, NUS

albertosalvo@nus.edu.sg