

TIANYUJUN (LUCY) LU

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EDUCATION

University of British Columbia

Ph.D., Marketing and Behavioural Science, 2027 (expected)

Boston College

B.S., Marketing and Accounting, 2019

JOURNAL PUBLICATIONS AND PAPERS UNDER REVIEW

Aquino Karl, Stefan Thau, Maja Graso, Cory Clark, Constantin Lagios, Simon Lloyd D. Restubog, and **Tianyuju Lu** (2026), "The Reputational Consequences of Victim Signaling," *Personality and Individual Differences*. doi.org/10.1016/j.paid.2025.113515

Lu, Tianyuju, Karl Aquino, Adam A. Kay, and JoAndrea Hoegg, "How Identity Signaling Can Backfire in Leadership Selection," *Invited for revision, preparing for 2nd round review at Organizational Behaviour and Human Decision Processes*. (dissertation essay 2)

Lu, Tianyuju, Yann Cornil, and Darren W. Dahl, "Body-Positive Messaging Backfires for Indulgent Food Brands," *Under 1st round review at Journal of Consumer Research*. (dissertation essay 1)

Huang Hsuan-Che (Brad), Huan You, **Tianyuju Lu**, Maja Graso, Luke Zhu, and Karl Aquino, "Selective Diversity: Fulfilling Gender Quotas While Neglecting Racial Diversity in Higher- vs. Mid-Level Leadership Positions," *Under 1st round review at Organization Science*.

RESEARCH IN PROGRESS

Lu, Tianyuju, Jen Park, and Noah Castelo, "Age Bias in Consumer Reactions to Inclusive AI-Generated Contents," *4 studies completed, Data collection in progress*.

Lu, Tianyuju, Yann Cornil, and Aradhna Krishna, "Brand Status and Cultural Appropriation," *Data collection in progress*.

McFerran Brent, Karl Aquino, and **Tianyuju Lu**, "Partial Body Ownership: Scale Development and Cross-Cultural Evidence," *Data collection in progress*.

CONFERENCE PRESENTATIONS

Lu, Tianyuju, Yann Cornil, and Darren W. Dahl, "Body Positivity Messaging Backfires for Indulgent Food Brands."

- Association for Consumer Research, Chicago, MI; September 2026
- UBC-UWashington Conference, Seattle, WA; April 2026

TEACHING

Instructor, University of British Columbia

- Consumer Behaviour (COMM 362, undergraduate level), Spring 2024
- Teaching evaluation average: 4.7 / 5.0

HONORS AND AWARDS

President's Academic Excellence Initiative PhD Award, 2021-2026

Dean Earle D MacPhee Memorial Fellowship in Commerce and Business Administration, 2021-2026

Sales and Marketing Executives International Charles Weinberg Research Award, 2021-2026

UBC Sauder EDI Catalyst Grant, University of British Columbia, 2025

Sauder Exploratory Grant, University of British Columbia, 2022

Dean's List Accommodation, Boston College, 2015

Cum Laude, Boston College, 2015

SERVICE

UBC Marketing Behavioural Student Subject Pool Manager, 2023 – 2024

UBC Sauder Women Scholars PhD Student Society, 2023 – 2024

UBC Marketing Behavioural Science Brown Bag Workshop Manager, 2023

Conference Reviewer

- Society for Consumer Psychology, 2024 – 2025

EMPLOYMENT

Deloitte & Touche LLP

Audit Senior, 2019 – 2021

REFERENCES

Yann Cornil (Co-Chair)

Associate Professor of Marketing & Behavioural Science

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JoAndrea Hoegg (Co-Chair)

Professor Emeritus of Marketing & Behavioural Science

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Darren Dahl

RBC Financial Group Professor of Entrepreneurship

University of British Columbia

Karl Aquino

Richard Poon Professor of Organizations and Society

University of British Columbia

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APPENDIX: DISSERTATION (PROPOSAL DEFENDED NOVEMBER 2025)

Essays on Stigma Exploitation

Committee: Yann Cornil (co-chair), Joey Hoegg (co-chair), Karl Aquino, Jen Park and Adam A. Kay

Essay 1: “Body-Positive Messaging Backfires for Indulgent Food Brands”

Tianyujun Lu, Yann Cornil, Darren W. Dahl

Abstract: Body-positive messaging is increasingly adopted by brands, often aiming to signal inclusivity, warmth, and social awareness. This research identifies an important boundary condition: such messaging can backfire when adopted by indulgent food brands. Across four experiments, an online simulation, and an archival field study, consumers respond less favorably when indulgent food brands, compared with healthy food or non-food brands, engage in weight-related body-positive messaging. This backlash emerges in brand attitudes, incentive-compatible product choice, and social media responses. The effect is specific to weight-related forms of body positivity and does not generalize to non-weight-related forms, such as skin- or disability-related body-positive messaging. The backlash is driven by two related inferences by consumers: the perceived insincerity of the brand, as well as its perceived Machiavellianism. Brand Machiavellianism goes above and beyond insincerity, reflecting a belief that the brand is strategically exploiting a social movement while deflecting responsibility for weight-related concerns associated with its products. These findings advance research on body positivity and inclusive marketing by showing that consumers’ responses to body-positive messaging depend on both brand positioning and message content.

Essay 2: “How Identity Signaling Can Backfire in Leadership Selection”

Tianyujun Lu, Karl Aquino, Adam A. Kay, Joey Hoegg

Abstract: Explicitly signaling one’s identity with a historically disadvantaged group has become increasingly common practice by leaders who champion diversity, equity, and inclusion (DEI). Yet little is known about whether or how identity signaling shapes leadership selection decisions. Across a pilot study and six experiments, we examine how identity signaling in racialized and gendered contexts affects aspiring leaders’ chances of success. We find that candidates who explicitly signal an otherwise visible identity are less likely to be selected for leadership positions than demographically similar candidates who do not signal their identity. This effect emerges across leadership selection settings and operationalizations of identity signaling, while remaining robust across evaluators with differing political ideologies. Revealing the mechanism at play, we show that this penalty arises because identity signaling alters expectations about how candidates are likely to perform in leadership roles. Specifically, candidates who signal their identity are expected to be less fair and impartial in how they would exercise discretion and enact procedural justice. Although this effect is primarily driven by expected procedural justice enactment, identity signaling also elicits additional dispositional inferences about dark personality traits. By shifting the focus of identity signaling research in DEI context from organizational level to individual level, this research clarifies how an ostensibly acceptable form of self-presentation can backfire in leadership selection.