

Yuwei JIANG

Professor of Marketing
Department of Management and Marketing
Faculty of Business
The Hong Kong Polytechnic University
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ACADEMIC POSITIONS

Professor of Marketing (2018 – present)
Hong Kong Polytechnic University

Associate Professor of Marketing (2015 – 2018)
Hong Kong Polytechnic University

Assistant Professor of Marketing (2009 – 2015)
Hong Kong Polytechnic University

EDUCATION

Ph.D., Marketing, 2009, Hong Kong University of Science and Technology
M.Sc., Economics, 2004, Hong Kong University of Science and Technology
B.A., Economics, 2002, University of International Relations, China

JOURNAL PUBLICATIONS

* = equal authorship # = graduate student

1. Steinhart, Yael*, and Yuwei Jiang* (2019), “Securing the Future: Threat to Self-Image Spurs Financial Saving Intentions,” **Journal of Personality and Social Psychology**, Forthcoming.
2. Su, Lei*, Echo Wen Wan*, and Yuwei Jiang* (2019), “Filling an Empty Self: The Impact of Social Exclusion on Consumer Preference for Visual Density,” **Journal of Consumer Research**, Forthcoming.
3. Fan, Linying (Sophie)#, Xueni (Shirley) Li#, and Yuwei Jiang (2019), “Room for Opportunity: Resource Scarcity Increases Attractiveness of Range Marketing Offers,” **Journal of Consumer Research**, Forthcoming.
4. Adaval, Rashmi, Geetanjali Saluja, and Yuwei Jiang (2019), “Seeing and Thinking in Pictures: A Review of Visual Information Processing,” **Consumer Psychology Review**, 2, 50-69.

5. Jiang, Yuwei*, Lei Su*, and Rui (Juliet) Zhu (2019), "The Shape of Money: The Impact of Financial Resources on Product Shape Preference," **Journal of the Association for Consumer Research**, Forthcoming.
6. Huang, Zhongqiang (Tak)*#, Xun (Irene) Huang*, and Yuwei Jiang* (2018), "The Impact of Death-Related Media Information on Consumer Value Orientation and Scope Sensitivity," **Journal of Marketing Research**, 55(3), 432-455.
7. Fan, Linying (Sophie)*#, and Yuwei Jiang (2018), "Don't Surprise Me: How Social Relationships Shape Consumers' Attitudes toward Probabilistic Selling," **Journal of the Association for Consumer Research**, 3(3), 440-450.
8. Su, Lei, Yuwei Jiang, Zhansheng Chen, and C. Nathan DeWall (2017), "Social Exclusion and Consumer Switching Behavior: A Control Restoration Mechanism," **Journal of Consumer Research**, 44(1), 99-117.
9. Si, Kao#, and Yuwei Jiang (2017), "Bidirectional Contrast Effects between Taste Perception and Simulation: A Simulation-Induced Adaptation Mechanism," **Journal of Consumer Psychology**, 27(1), 49-58.
10. Teng, Fei#, Zhansheng Chen, Kai-Tak Poon#, Denghao Zhang, and Yuwei Jiang (2016), "Money and Relationships: When and Why Thinking about Money Leads People to Approach Others," **Organizational Behavior and Human Decision Processes**, 137, 58-70.
11. Jiang, Yuwei, Gerald J. Gorn, Maria Galli, and Amitava Chattopadhyay (2016), "Does Your Company Have the Right Logo? How and Why Circular and Angular Logo Shapes Influence Brand Attribute Judgments," **Journal of Consumer Research**, 42(5), 709-726.
12. Crilly, Donal, Na Ni, and Yuwei Jiang (2016), "Do No Harm versus Do Good Social Responsibility: Attributional Thinking and the Liability of Foreignness," **Strategic Management Journal**, 37(7), 1316-1329.
13. Jiang, Yuwei, Rashmi Adaval, Yael Steinhart, and Robert S. Wyer Jr. (2014), "Imagining Yourself in the Scene: The Interactive Effects of Goal-Driven Self-Imagery and Visual Perspectives on Consumer Behavior," **Journal of Consumer Research**, 41(2), 418-435.
14. Jiang, Yuwei, Lingjing Zhan, and Derek D. Rucker (2014), "Power and Action Orientation: Power as a Catalyst for Consumer Switching Behavior," **Journal of Consumer Research**, 41(1), 183-196.
15. Jiang, Yuwei, Zhansheng Chen, and Robert S. Wyer Jr. (2014), "Impact of Money on Emotional Expression," **Journal of Experimental Social Psychology**, 55, 228-238.

16. Jiang, Yuwei*, and Jiewen Hong* (2014), "It Feels Fluent, but not Right: The Interactive Effect of Expected and Experienced Processing Fluency on Evaluative Judgment," **Journal of Experimental Social Psychology**, 54, 147-152.
17. Duclos, Rod, Echo Wen Wan, and Yuwei Jiang (2013), "Show Me the Honey! Effects of Social Exclusion on Financial Risk-Taking," **Journal of Consumer Research**, 40(1), 122-135.
 - Reprinted in *JCR Curations 2013 – Social Influence and Consumer Behavior*
18. Shen, Hao, Yuwei Jiang, and Rashmi Adaval (2010), "Contrast and Assimilation Effects in Processing Fluency," **Journal of Consumer Research**, 36(5), 876-889.
19. Jiang, Yuwei, Angela Cho, and Rashmi Adaval (2009), "The Unique Consequences of Feeling Lucky: Implications for Consumer Behavior," **Journal of Consumer Psychology**, 19(2), 171-184.
 - Reprinted in "Celebrating 20 years", the virtual special issue of *JCP*
20. Jiang, Yuwei, and Robert S. Wyer Jr. (2009), "The Role of Visual Perspective in Information Processing," **Journal of Experimental Social Psychology**, 45, 486-495.
21. Gorn, Gerald J.*, Yuwei Jiang*, and Gita V. Johar* (2008), "Babyfaces, Trait Inferences, and Company Evaluations in a Public Relations Crisis," **Journal of Consumer Research**, 35(1), 36-49.
22. Wyer, Robert S. Jr., Iris W. Hung, and Yuwei Jiang (2008), "Visual and Verbal Processing Strategies in Comprehension and Judgment," **Journal of Consumer Psychology**, 18(4), 244-257.
 - Top 5 most cited article of *JCP*, 2007-2012
23. Wyer, Robert S. Jr., Yuwei Jiang, and Iris W. Hung (2008), "Visual and Verbal Information Processing in a Consumer Context: Further Considerations," **Journal of Consumer Psychology**, 18(4), 276-280.
24. Moore, Sarah G., Darren W. Dahl, Gerald J. Gorn, Charles B. Weinberg, Jongwon Park, and Yuwei Jiang (2008), "Condom Embarrassment: Coping and Consequences for Condom Use in Three Countries," **AIDS Care**, 20(5), 553-559.

BOOK CHAPTERS, REPORTS, AND OTHER PUBLICATIONS

25. Su, Lei, Yuwei Jiang, Zhansheng Chen, and C. Nathan DeWall (2017), "Social Exclusion Stimulates Product and Brand Switching," **Rutgers Business Review**, 2(1), 150-156.
26. Jiang, Yuwei, Rashmi Adaval, Yael Steinhart, and Robert S. Wyer Jr. (2015), "Picturing Yourself in and out of the House: Impacts of Self-Imagery and Visual Perspectives on Home-Buying Decisions," **Keller Center Research Report**, 8(2), 13-17.

27. Jiang, Yuwei, Gerald J. Gorn, Maria Galli, and Amitava Chattopadhyay (2014), "How Logo Shapes Influence Consumer Reactions," in Bernd Schmitt and Leonard Lee (Eds.), **The Psychology of the Asian Consumer**, Routledge: London.

HONORS & AWARDS

2019	Invited Moderator, Journal of Marketing Research Development Workshop, Hong Kong
2018	Vice President's Recognition for Excellence in Research Grant Application, HKPU
2017	Best Paper Award, 2017 La Londe International Research Conference in Marketing
2015	Marketing Science Institute (MSI) Young Scholar
2015	FB Fellow Award (Faculty-Wide Recognition of Research Excellence), Faculty of Business, HKPU
2015	Faculty Award for Outstanding Performance/Achievement on Research and Scholarly Activities, Faculty of Business, HKPU
2014	Invited Faculty Fellow, ACR Doctoral Symposium, Baltimore, MD
2012	Early Career Award, Hong Kong Research Grant Council
2010	Departmental Research Performance Award, Department of Management and Marketing, HKPU
2008	AMA-Sheth Foundation Doctoral Consortium Fellow

PROFESSIONAL SERVICE

Editorship

Associate Editor, Journal of Consumer Psychology, 2018 – present
 Guest Associate Editor, Journal of Consumer Research, 2018 – 2019
 Associate Editor, Association for Consumer Research (ACR) Conference, 2019
 Associate Editor, Society for Consumer Psychology (SCP) Conference, 2019
 Guest Associate Editor, Journal of Consumer Psychology, 2017

Editorial Board

Journal of Consumer Research, 2014 – present
 Journal of Consumer Psychology, 2016 – present

Ad-hoc Reviewer

Asian Journal of Social Psychology	Journal	Reviewer
Erasmus Journal of Philosophy and Economics	Journal	Reviewer
European Journal of Marketing	Journal	Reviewer
Experimental Psychology	Journal	Reviewer
Journal of Advertising	Journal	Reviewer
Journal of Consumer Behavior	Journal	Reviewer
Journal of Consumer Psychology	Journal	Reviewer
Journal of Consumer Research	Journal	Reviewer

Journal of Experimental Psychology: General	Journal	Reviewer
Journal of the Association for Consumer Research	Journal	Reviewer
Journal of Marketing Research	Journal	Reviewer
Journal of Marketing Science	Journal	Reviewer
Journal of Public Policy and Marketing	Journal	Reviewer
Marketing Letters	Journal	Reviewer
PLOS One	Journal	Reviewer
Hong Kong Baptist University	Grant	Reviewer
Israel Science Foundation	Grant	Reviewer
Palgrave Macmillan	Book	Reviewer
Routledge / Taylor & Francis	Book	Reviewer
SCP Doctoral Dissertation Proposal Competition	Competition	Judge
AMS Mary Kay Dissertation Proposal Competition	Competition	Judge

PhD Advising (as chair or co-chair)

Fei (Katie) XU	2018-present	PhD
Jiexian (Chloe) HUANG	2016-present	PhD
Yijie WANG	2016-present	PhD
Dongjin (Helen) HE	2015-present	PhD
<ul style="list-style-type: none"> • Honorable Mention, 2017-2018 SCP Dissertation Proposal Competition • Doctoral Fellow, 2019 AMA-Sheth Foundation Doctoral Consortium 		
Jiaqi (Flora) SONG	2015-present	PhD
<ul style="list-style-type: none"> • Doctoral Fellow, 2018 AMA-Sheth Foundation Doctoral Consortium 		
Linying (Sophie) FAN	2014-2019	PhD
<ul style="list-style-type: none"> • Winner, AMA CBSIG 2019 Rising Star Award • Doctoral Fellow, 2017 AMA-Sheth Foundation Doctoral Consortium • Initial Placement: Hong Kong University of Science and Technology 		
Marloes HEIJINK	2014-2019	PhD
<ul style="list-style-type: none"> • Initial Placement: USP Marketing Consultancy Rotterdam 		
Zhongqiang (Tak) HUANG	2016-2017	PostDoc
<ul style="list-style-type: none"> • Initial Placement: University of Hong Kong 		

PhD Advising (as committee or external member)

Yuan LI (University of Texas – San Antonio, Marketing, 2019)

Ke ZHANG (University of Hong Kong, Marketing, 2017)

Kai-Tak (Ivan) POON (University of Hong Kong, Psychology, 2014)

University/Faculty/Department Services

2019 – present	Director – MSc in Marketing Management
2019 – present	Chair – Departmental Postgraduate Programs Committee
2019 – present	Member – Faculty Staffing Committee
2019 – present	Member – Departmental Management Committee
2019 – present	Member – PolyU RGC Collaborative Research Fund Review Panel
2018 – present	Member – PhD Admission Committee
2018 – present	Member – Marketing Head Search Committee
2018 – present	Member – PolyU HKPFS Nomination Panel
2017 – present	Member – PolyU Postdoctoral Fellowship Selection Panel
2017 – present	Member – Faculty Research Committee
2017 – present	Member – Departmental Research Committee
2017 – present	Member – Departmental Staffing Committee
2011 – present	Fellow - Asian Center for Branding and Marketing, HKPU
2016 – 2017	Member – Faculty Board
2013 – 2016	Member – DBA Program Committee
2013 – 2016	Member – DMgmt Program Committee
2012 – 2017	Director - MM Behavioral Laboratory
2010 – 2012	Member – University Human Subjects Ethics Committee

INVITED TALKS

2018 (Nov)	Shanghai University of Finance and Economics	China
2018 (Oct)	Nanyang Technological University	Singapore
2018 (May)	Shenzhen University	China
2017 (Jul)	Nanjing University	China
2017 (Jun)	Johns Hopkins University	USA
2016 (Nov)	Tel Aviv University	Israel
2016 (Jun)	Zhejiang University	China
2016 (Jun)	INSEAD	Singapore
2016 (Apr)	National University of Singapore	Singapore
2015 (Dec)	Sun Yat-Sen University	China
2015 (Oct)	University of Adelaide	Australia
2015 (Jul)	University of Ljubljana	Slovenia
2015 (Mar)	University of Hong Kong	Hong Kong
2013 (Mar)	Chinese University of Hong Kong	Hong Kong
2012 (Jul)	Chinese University of Hong Kong	Hong Kong
2011 (Jun)	Peking University	China
2008 (Dec)	Dartmouth College	USA
2008 (Dec)	University of Georgia	USA
2008 (Dec)	University of Texas - San Antonio	USA
2008 (Nov)	National University of Singapore	Singapore
2008 (Oct)	Monash University	Australia
2008 (Oct)	University of Melbourne	Australia
2008 (Sep)	Sungkyunkwan University	Korea

TEACHING EXPERIENCES

Undergraduate:

Further Marketing Research
Integrated Marketing Communications
Introduction to Marketing
Strategic Brand Management

MSc/MBA:

Advertising and Promotion
Brand Management
Marketing Management

Doctoral:

Advanced Topics in Consumer Behavior
Experimental Design
Research Seminar in Marketing