

Amy N. Dalton

CURRICULUM VITAE

Department of Marketing
School of Business and Management
Hong Kong University of Science and Technology
Clear Water Bay, Kowloon, Hong Kong S.A.R.

Fax: (852) 2358-2429
Email: amy.dalton@ust.hk
Web: <http://www.bm.ust.hk/mark/faculty-and-staff/directory/mkamy>
<https://orcid.org/0000-0002-1529-4406>
Scopus Author ID: 14522115300
ORCID: 0000-0002-1529-4406

Academic Positions

Associate Professor (July 2014-present)
Department of Marketing, Hong Kong University of Science and Technology

Assistant Professor (July 2008-June 2014)
Department of Marketing, Hong Kong University of Science and Technology

Education

Ph.D., Business Administration (Marketing), 2008
The Fuqua School of Business, Duke University, U.S.A.

Honors B.Sc. with high distinction (Psychology Research Specialist Program), 2002
University of Toronto, Canada

Research Areas

Self and identity, social interaction and influence, coping and defense mechanisms, nonconscious influences and automatic processes, self-regulation and goal pursuit

Publications

Liu, Jingshi (Joyce) and Amy N. Dalton (forthcoming). The Inauthentic Consumer: Consequences of Self-Inauthenticity for Possession Disposal. *Journal of Business Research*.

Liu, Jingshi (Joyce) and Amy N. Dalton (forthcoming). When Do Consumers Dispose of Possessions? The Effect of Self-inauthenticity on Possession Disposal Decisions. In A. Ruvio & R. Belk (Eds.), *Handbook of Identity and Consumption, 2nd edition*. Routledge.

Liu, Jingshi (Joyce), Amy N. Dalton, and Anirban Mukhophadahay (2023). Favorite Possessions Protect Subjective Wellbeing under Income Inequality. *Journal of Marketing Research*. <https://doi.org/10.1177/00222437221141053>

Liu, Jingshi (Joyce), Amy N. Dalton, and Jeremy Lee (2021). The "Self" under COVID-19: Social Role Disruptions, Self-authenticity, and Present-focused Coping. *PLoS ONE*, 16(9), e0256939. <https://doi.org/10.1371/journal.pone.0256939>

Liu, Jingshi (Joyce), Amy N. Dalton, and Jiewen Hong (2019). The Double-Edged Sword of Social Signaling: Antecedents and Consequence of Mixed Emotions in Counterfeit Brand Consumption. In S.K. Reddy & J.K. Han (Eds.), *The Art and Science of Luxury: An Asian Perspective*, Singapore Management University, Centre for Marketing Excellence, 117-127.

Dalton, Amy N., and Li Huang (2015). Motivated Forgetting Following Social Identity Threat. In B. Schmitt and L. Lee (Eds.), *The Psychology of the Asian Consumer*. New York: Routledge, 25-27.

Dalton, Amy N., and Li Huang (2014). Motivated Forgetting in Response to Social Identity Threat. *Journal of Consumer Research*, 40 (6), 1017-38. Lead article.
<https://doi.org/10.1086/674198>

Dalton, Amy N., and Stephen A. Spiller (2012). Too Much of a Good Thing: The Benefits of Implementation Intentions Depend on the Number of Goals. *Journal of Consumer Research*, 39 (3), 600-14. <https://doi.org/10.1086/664500>
Featured in *Journal of Consumer Research's* Research Curations (Summer, 2013); reprinted in *Journal of Consumer Research*, 41 (supplement), 97-111.

Laran, Juliano, Amy N. Dalton and Eduardo B. Andrade (2011). Why Consumers Rebel Against Slogans. *Harvard Business Review*, November, 1-2.

Laran, Juliano, Amy N. Dalton and Eduardo B. Andrade (2011). The Curious Case of Behavioral Backlash: Why Brands Produce Priming Effects and Slogans Produce Reverse Priming Effects. *Journal of Consumer Research*, 37 (6), 999-1014.
<https://doi.org/10.1086/656577>

Dalton, Amy N., Tanya L. Chartrand, and Eli J. Finkel (2010). The Schema-Driven Chameleon: How Mimicry Affects Executive and Self-regulatory Resources. *Journal of Personality and Social Psychology*, 98 (4), 605-17. <https://doi.org/10.1037/a0017629>

Chartrand, Tanya L., Clara M. Cheng, Amy N. Dalton, and Abraham Tesser (2010). Nonconscious Goal Pursuit: Isolated Incidents or Adaptive Self-regulatory Tool? *Social Cognition*, 28 (5), 569-88. <https://doi.org/10.1521/soco.2010.28.5.569>

Chartrand, Tanya L. and Amy N. Dalton (2009). Mimicry: Its Ubiquity, Importance, and Functionality. In E. Morsella, J. A. Bargh, & P. M. Gollwitzer (Eds.), *Oxford Handbook of Human Action*. New York: Oxford University Press, 458-83.

Chartrand, Tanya L., Amy N. Dalton, and Clara M. Cheng (2008). Consequences of Nonconscious Goal Activation. In J. Shah & W. Gardner (Eds.), *Handbook of Motivation Science*. New York: Guilford, 342-55.

Chartrand, Tanya L., Amy N. Dalton, and Gavan J. Fitzsimons (2007). Relationship Reactance: When Priming Significant Others Triggers Opposing Goals. *Journal of Experimental Social Psychology*, 43, 719-26. <https://doi.org/10.1016/j.jesp.2006.08.003>

Dalton, Amy N. (2007). Priming. In W. A. Darity (Ed.), *International Encyclopedia of the Social Sciences*, Vol. 2. Macmillan/Thomson Gale.

Chartrand, Tanya L. and Amy N. Dalton (2007). Mimicry. In R. Baumeister and K. D. Vohs (Eds.), *Encyclopedia of Social Psychology*. Thousand Oaks, CA: Sage.

Finkel, Eli J., W. Keith Campbell, A. B. Brunell, Amy N. Dalton, Tanya L. Chartrand, and Stacy Scarbeck (2006). High-Maintenance Interaction: Inefficient Social Coordination Impairs Self-Regulation. *Journal of Personality and Social Psychology*, 91, 456 - 75.
<https://doi.org/10.1037/0022-3514.91.3.456>

Manuscripts Under Review or Revision

Wang, Lili and Amy N. Dalton, "The Costs of Cool: Unintended Consequences of Dressing "Cool," under revision for invited resubmission to *Journal of Marketing*.

Dalton, Amy N., Rod Duclos, and Li Huang. "Cutting through the Clutter: How Target Group Size and Group Identification Influence Memory for Identity-Linked Advertising," under review.

Liu, Joyce, Amy N. Dalton, and Jiewen Hong. "Counterfeit Consumption and Mixed Emotions: Leveraging the Consumer Experience to Reduce Counterfeits' Appeal," under revision.

Liu, Jingshi (Joyce), Keith Wilcox, and Amy N. Dalton. "The Costco Effect: When Utilitarian Products Undermine Self-control," under revision.

Galli, Maria and Amy N. Dalton. "Will they go for my jugular? Clothing the Neck Improves Performance on Anxiety-provoking Tasks," under review.

Working Papers & Works In Progress

Liu, Jingshi (Joyce), Amy N. Dalton, and Anirban Mukhopadhyay. ""#Favoritethings: When and How Social Media Posts Increase Happiness," in progress.

Chen, Xialing and Amy N. Dalton. "Material Goods as Mnemonic Devices: How Memory Efficacy Affects Preferences for Material vs. Experiential Goods," in progress.

Refereed Conference Presentations & Proceedings (* = presenter)

Liu, (Joyce) Jingshi*, Amy N. Dalton, and Anirban Mukhopadhyay, ("#Favorite: How Posting Your Favorite Possessions on Social Media Increases Happiness," Annual Conference of the Society for Consumer Psychology, online, March 2022.

Liu, Joyce J., Amy N. Dalton, and Jeremy Lee*, "The "Self" Under COVID-19: Social Role Disruptions Undermine Self-Authenticity," Annual Conference of the Association for Consumer Research, online, October 2021.

Liu, Joyce J., Amy N. Dalton, and Anirban Mukhopadhyay, "Income Inequality and the Protective Effect of Favorite Possessions on Subjective Wellbeing," Annual Conference of the *Society for Consumer Psychology*, Huntington Beach, CA, 2020 (poster session).

Galli, Maria and Amy N. Dalton. "Will they go for my jugular? The Psychological Safety Provided by Physically Covering the Neck." La Londe Conference, La Londe, France, June 2019.

Galli, Maria and Amy N. Dalton. "Will they go for my jugular? The Psychological Safety Provided by Physically Covering the Neck." Marketing Science Conference, Rome, June 2019.

Liu, Joyce Jingshi* and Amy N. Dalton. "Possession-alienation: How Consumers Treat Possessions when Feeling Self-alienated" Presented at the Society for Consumer Psychology Winter Conference, Savannah, GA, USA, Feb. 2019.

Liu, Joyce Jingshi*, Amy N. Dalton, and Anirban Mukhopadhyay. "Favorite Things in an Unequal World: When Possessions can Buffer Subjective Well-being." Presented at the Association for Consumer Research Annual Conference, Dallas, TX, USA, Oct 2018.

Liu, Joyce Jingshi* and Amy N. Dalton. "Possession-alienation: How Consumers Treat Possessions when Feeling Self-alienated" Poster presented in Association for Consumer Research Annual Conference, Dallas, TX, USA, Oct 2018.

Liu, Joyce Jingshi*, Keith Wilcox, and Amy N. Dalton, "The Costco Effect: When Utilitarian Products Undermine Self-control." Poster presented at the Association for Consumer Research Annual Conference, Dallas, TX, USA, Oct 2018.

Liu, Joyce*, Amy N. Dalton, and Jiewen Hong. "The Double-Edged Sword of Social Signalling: Antecedents and Consequence of Mixed Emotions in Counterfeit Brand Consumption." Presented at LVMH-SMU Luxury Research Conference, Singapore, May 2018.

Amy Dalton*, Keith Wilcox, and Joyce Liu, "Quantity Aversion: Self-Control and Consumers' Response to Product Quantity." The Consumption of Vice and Virtue, Society for Consumer Psychology Boutique Conference, Sydney, Australia, Jan. 2018.

Liu, Joyce*, Amy N. Dalton, and Anirban Mukhopadhyay. "My Favorite Thing: How Special Possessions can Increase Subjective Wellbeing." Presented at the Association for Consumer Research Annual Conference, San Diego, USA, Oct 2017.

Dalton, Amy N. and Lili Wang*. "How and Why Wearing Sunglasses Makes for Cool Consumers." Presented at the Association for Consumer Research Annual Conference, Berlin, Germany, Oct 2016.

Liu, Joyce*, Amy N. Dalton, and Jiewen Hong. "It Feels Good and Bad to Be Fake: Effects of Counterfeit Consumption on Mixed Emotions and Behavior." Poster; Association for Consumer Research Annual Conference, Berlin, Germany, Oct 2016.

Liu, Joyce*, Amy N. Dalton, and Jiewen Hong. "It Feels Good and Bad to Be Fake: Effects of Counterfeit Consumption on Mixed Emotions and Behavior." Presented at the Society for Consumer Psychology Winter Conference, St. Petersburg, USA, Feb 2016.

Dalton, Amy N. and Lili Wang*. "Keepin' it Cool with Sunglasses: Examining How and When Cool Products Make for Cool Consumers." Presented at the Society for Consumer Psychology Winter Conference, St. Petersburg, USA, Feb 2016.

Liu, Joyce, Amy N. Dalton*, and Jiewen Hong. "It Feels Good and Bad to Be Fake: The Effects of Counterfeit Consumption on Mixed Emotions and Behavior." Presented at the SCP - American Psychological Association Summer Conference, Toronto, Canada, August 2015.

Liu, Joyce*, Amy N. Dalton, and Jiewen Hong. "It Feels Good and Bad to Be Fake: The Effects of Counterfeit Consumption on Mixed Emotions and Behavior." Presented at the Association for Consumer Research Asia-Pacific Conference, Hong Kong, June 2015.

Invited participant in "Conversations: Consumer Memory", Society for Consumer Psychology Winter Conference, Phoenix, USA, Feb 2015.

Dalton, Amy N.* and Lili Wang. "Keepin' it Cool: The Behavioral Effects of Wearing Sunglasses." Presented at the Association for Consumer Research North American Conference, Baltimore, USA, October 2014.

Dalton, Amy N.* , Rod Duclos, and Li Huang. "Memory for Advertising: When Do Consumers Remember and When Do They Forget Identity-linked Ads?" Presented at the Association for Consumer Research North American Conference, Chicago, USA, Oct 2013. To appear in *Advances in Consumer Research*, Vol. 41. (Special Session Chair)

Dalton, Amy N.* and Keith Wilcox. "Quantity Aversion: Self-control and Consumer Preferences for Quantity vs. Quality." Presented at the Association for Consumer Research North American Conference, Chicago, USA, Oct 2013. To appear in *Advances in Consumer Research*, Vol. 41. (Session Chair)

Dalton, Amy N.* and Li Huang. "Motivated Forgetting Following Social Identity Threat: You Can't Always Forget What You Want but You Can Forget What You Need." Presented at the SCP - American Psychological Association Summer Conference, Honolulu, USA, August 2013.

Dalton, Amy N.* and Li Huang. "Motivated Forgetting Following Social Identity Threat: You Can't Always Forget What You Want but You Can Forget What You Need." Presented at the Society for Consumer Psychology Winter Conference, San Antonio, USA, Feb 2013. (This talk is absent from the Proceedings due to error.)

Dalton, Amy N.* and Li Huang. "Motivated Forgetting Following Social Identity Threat: You Can't Always Forget What You Want but You Can Forget What You Need." Presented at the Society for Consumer Psychology's Advertising and Consumer Psychology Conference, Singapore, Dec 2012.

Dalton, Amy N. and Li Huang.* "You Can't Always Forget What You Want: Social Identity and Memory for Identity-based Advertising." Presented at the Association for Consumer Research North American Conference, Vancouver, Canada, Oct 2012. Published in *Advances in Consumer Research*, Vol. 40, 1038.

Dalton, Amy N.* and Stephen Spiller. "Too Much of a Good Thing: The Benefits of Implementation Intentions Depend on the Number of Goals." Accepted for presentation at the SCP - American Psychological Association Summer Conference, Orlando, USA, August 2012. (This talk was not delivered due to injury.)

Dalton, Amy N.* and Juliano Laran. "Are There Situations In Which Consumers Want to be Primed?" Presented at the Association for Consumer Research North American Conference, St. Louis, USA, Oct 2011. Published in *Advances in Consumer Research*, Vol. 39, 87-8.

Dalton, Amy N*, Grainne M. Fitzsimons, Gavan Fitzsimons, and Tanya L. Chartrand. "When Does Priming Cause Us to Value or Devalue a Brand?" Presented at the Society for Consumer Psychology Winter Conference, Atlanta, USA, Feb 2011.

Laran, Juliano*, Amy N. Dalton, and Eduardo Andrade. "The Curious Case of Behavioral Backlash: Priming or Reverse Priming Effects following Exposure to Brands or Slogans." Presented at the Society for Consumer Psychology Winter Conference, St. Petersburg, USA, Feb 2010.

Dalton, Amy N.* , Grainne M. Fitzsimons, Gavan Fitzsimons, and Tanya L. Chartrand. "When Does Priming Cause Us to Value or Devalue a Brand?" Presented at the Association for Consumer Research North American Conference, Pittsburg, USA, Oct 2009. Published in *Advances in Consumer Research*, 37, 45-8.

Laran, Juliano, Amy N. Dalton*, and Eduardo Andrade. "The Curious Case of Behavioral Backlash: Nonconscious Reactance to Marketing Slogans." Presented at the Association for Consumer Research North American Conference, Pittsburg, USA, Oct 2009. Published in *Advances in Consumer Research*, 37, 259-62.

Dalton, Amy N.* "Look on the Bright Side: Self-expressive Consumption and Consumer Self-worth," Presented at the Association for Consumer Research North American Conference, San Francisco, USA, Oct 2008. Published in *Advances in Consumer Research*, 36, 131-4.

"Coping in the Material World: Using Consumption to Repair and Protect Self-worth." Society for Consumer Psychology Winter Conference, 2008. *Awarded runner-up in the Society for Consumer Psychology's dissertation proposal competition

Dalton, Amy N.*, John J Lynch, and Stephen Spiller. "Following Through on Decisions: The Costs and Benefits of Implemental Mindsets." Presented at the Association for Consumer Research North American Conference, Memphis, USA, Oct 2007. Published in *Advances in Consumer Research*, 35, 101-2.

Dalton, Amy N.*, Tanya L Chartrand and Eli J Finkel. "The Depleted Chameleon: Behavioral Contagion and Self-regulation." Presented at the Association for Consumer Research North American Conference, Memphis, USA, Oct 2007. Published in *Advances in Consumer Research*, 35, 109-11. (Special Session Co-Chair)

Dalton, Amy N.*, Tanya L Chartrand and Gavan Fitzsimons. "Who's the Boss? Evidence for Nonconscious Relationship Reactance." Presented at the Society for Consumer Psychology Winter Conference, Las Vegas, USA, Feb 2007.

Dalton, Amy N.*, Tanya L Chartrand, and Gavan Fitzsimons. "Nonconscious Relationship Reactance: When Significant Others Prime Opposing Goals." Presented at the Association for Consumer Research North American Conference, Orlando, USA, Oct 2006. Published in *Advances in Consumer Research*, 34, 156-7.

Dalton, Amy N.*, Tanya L Chartrand, and Eli J Finkel. "The Depleted Chameleon: Self-regulatory Costs of Social Asynchrony." Poster presented at the Society for Personality and Social Psychology Annual Conference, Jan 2007.

Dalton, Amy N.*, Tanya L Chartrand, and Gavan Fitzsimons. "Nonconscious Reactance to Relationship Partners." Poster presented at the Society for Personality and Social Psychology Annual Conference, Jan 2006.

Dalton, Amy N.*, Tanya L Chartrand, and Eli J Finkel. "The Depleted Chameleon: Self-regulatory Consequences of Social Asynchrony." Presented at the Society for Consumer Psychology Winter Conference, Feb 2006.

Chartrand, Tanya L., Clara M. Cheng, Amy N. Dalton*, and Abraham Tesser. "The Consequences of Failing at Nonconscious Goals for Self-enhancement." Presented at the Association for Consumer Research North American Conference, San Antonio, USA, Oct 2005. (This presentation replaced Chartrand and Dalton's "Goals in Conflict"). Published in *Advances in Consumer Research*, 33, 12-15.

Invited Talks

"The Costs of Cool: Unintended Consequences of Dressing Cool." City, University of London, UK, July 2022.

“Mitigating the effects of resource strain on intellectual diversity in consumer behavior: systemic and individual solutions.” Invited participant in Roundtable Discussion, Association for Consumer Research, October 2021.

“Cutting through the Clutter: How Target-Group Size and Group Identification Influence Memory for Identity-Linked Advertising.” Deakin University, Australia, July 2021.

“Cutting through the Clutter: How Target-Group Size and Group Identification Influence Memory for Identity-Linked Advertising.” Duke University, USA, April 2021

“Self-defense without Awareness: Evidence for a ‘Smart’ Unconscious.” University of Technology Sydney, Australia, November 2019.

“When Do Consumers Dispose of Possessions that Matter Most to them? The role of self-alienation.” University of Technology Sydney, Australia, March 2019; New York University, New York, November 2018; Northwestern University – Kellogg, September, 2018; ESADE University, Barcelona, July 2018.

“How to Derive Wellbeing from Possessions.” ESSEC Marketing Winter Camp, Singapore, February 2018; Frontiers in Consumer Behavior Conference, University of Melbourne, Jan 2018

“Keepin’ it Cool: The Behavioral Effects of Wearing Sunglasses.” Ivey Business School, Western University, Canada, 2014; Zhejiang University, China, 2014.

“Too Much of a Good Thing: The Benefits of Implementation Intentions Depend on the Number of Goals.” University of British Columbia, Canada, 2012.

“The Curious Case of Behavioral Backlash: Priming and Reverse Priming Effects following Exposure to Brands and Slogans.” Hong Kong Intra-University Conference on Consumer Behavior, Chinese University of Hong Kong, 2009; Chulalongkorn University, Thailand, 2009.

“Look on the Bright Side: Self-expressive Consumption and Consumer Self-worth.” Duke University (Department of Psychology), 2008; Stanford University, 2007; Queen’s University, 2007; University of Chicago, 2007; HEC Paris, 2007; INSEAD, 2007; New York University, 2007; The Wharton School, University of Pennsylvania, 2007; Singapore Management University, 2007; National University of Singapore, 2007; HKUST, 2007; Harvard Business School, 2007.

Grants

HK Research Grants Council General Research Fund, RGC_GRF 16501420, principal investigator. *The Inauthentic Self: Examining the Antecedents and Consequences of Self-inauthenticity in Consumer Behavior*, HK\$853,200; 01/01/2021 - 31/12/2023 (estimated)

HK Research Grants Council General Research Fund, RGC_GRF 16507119, co-investigator. *Income Inequality and the Effects of Recalled Purchase and Consumption on Well-being*; HK\$ 690,640; 01/01/2019 - 31/12/2023 (estimated)

HKUST Institute for Emerging Market Studies Grant, IEMS19BM04, principle co-investigator. *Material Possessions as Coping Resources Under Income Inequality*; HK\$ 116,287; 01/08/2019 - 31/07/2021 (estimated)

HK Research Grants Council General Research Fund, RGC_GRF 16504817, principal investigator. *The Emotional and Behavioral Consequences of Using Counterfeit Products*; HK\$ 644,133; 15/09/2017 - 14/09/2021 (estimated)

HKUST University Grants Council School-based Initiatives Grant, principal investigator. *Quantity Aversion*; HK\$ 30,233; 01/06/2017 – 01/06/2020

HKUST Institute for Emerging Market Studies Grant, IEMS17BM04, principal co-investigator. *Signaling happiness on social media: A cross-cultural comparison*; HK\$ 290,300; 01/06/2017 - 30/11/2019

HKUST Institute for Emerging Market Studies Grant, principal investigator. IEMS14BM03. *Understanding Demand for Counterfeit Products in Developing Nations*; HK\$ 125,000; 01/07/2013 – 30/06/2017

Duke-Ipsos Research Center Grant, co-investigator. *Self-control and Quantity Avoidance*; US\$ 7,000; 05/03/2012 - present

HK Research Grants Council General Research Fund, RGC_GRF 640910, principal investigator. *The Interplay between Consumption and Self-Esteem Maintenance*; HK\$ 626,549; 01/01/2011 - 31/12/2013

HKUST University Grants Council School-based Initiatives Grant, principal investigator. *Understanding Consumption of Counterfeit Products*; HK\$ 20,000; 01/06/2014 – 01/06/2015

HKUST University Grants Council Targets of Opportunity Grant, RPC10BM07, principal investigator. *When and why to marketing attempts to influence consumers automatically backfire?*; HK\$ 160,000; 07/06/2010 – 31/08/2014

HK Research Grants Council Direct Allocation Grant, DAGS09/10.BM07, principal investigator. *Implementation Intentions and multiple goal pursuit*; HK\$ 13,000, 20/11/2009 - 20/11/2010

HK Research Grants Council Direct Allocation Grant, DAGS09/10.BM04, principal investigator. *Nonconscious consumer correction processes: the role of perceived persuasive intent*; HK\$ 55,000, 20/10/2009 - 20/10/2012

HK Research Grants Council Direct Allocation Grant, DAG08/09.BM06, principal investigator. *Brands as self-expression vehicles: valuing brands we want to be like and devaluing those we don't*; HK\$ 100,000, 1/10/2008 - 31/10/2010

Honors & Fellowships

Outstanding Reviewer Award 2014-2015, Journal of Consumer Research
Recognition of Excellent Teaching Performance, Office of the Dean of Business and Management, HKUST; Spring 2009, Spring 2013
Runner-up, Society for Consumer Psychology Dissertation Proposal Competition; 2007
American Marketing Association-Sheth Foundation Doctoral Consortium Fellow; 2006
Doctoral Fellowship (competitive), Social Sciences and Humanities Research Council of Canada; 2006-2007
Duke University Graduate Fellowship; 2003-2008
General Motors Women in Science & Math Award, General Motors Canada; 2000-2001
Dr. James A. and Connie P. Dickson Scholarship in the Sciences and Mathematics, University College, University of Toronto; 2000-2001

Teaching Experience

Understanding Consumers: A Strategic Approach (master level), Marketing Department, School of Business and Management, HKUST, Spring 2017—present. Professor.

Marketing Management (undergraduate level), Marketing Department, School of Business and Management, HKUST, February 2009—present. Professor.

Market Intelligence (MBA level), Marketing Department, Fuqua School of Business, Duke University, Spring 2006. Teaching assistant for Professors John Lynch and Kurt Carlson. Responsibilities: administer statistics and SPSS workshops; grading

Introduction to Psychology (undergraduate level), Psychology Department, University of Toronto, August 2003—May 2004. Lecturer. Responsibilities: administer tutorials; design and administer exams; counsel students

Professional Service**Service to the field of Marketing:****Peer-reviewed Journals:**

Journal of Consumer Psychology:
Associate Editor, Jan 2015-Mar 2021
Editorial Review Board member, 2014 - present
Ad hoc reviewer 2010-2014

Journal of Consumer Research:
Editorial Review Board member, 2014-present
Ad hoc reviewer 2008-2014

Journal of Marketing Research:
Editorial Review Board member, 2014-2018
Ad hoc reviewer 2012-present

Ad hoc reviewer for: Journal of Public Policy & Marketing, Journal of Experimental Social Psychology, Psychology and Marketing, Social Sciences and Humanities Research Council of Canada, Journal of Marketing Behavior, EMAC conference

Professional Organizations:

Society for Consumer Psychology:
Advisory Panel member, 2012-2015
Doctoral Dissertation Proposal Competition reviewer, 2012-2019
Vice & Virtue Conference (Sydney, 2018): Program Committee Member
Winter Conference: Reviewer 2011, Program Committee member, 2012-2016; 2019
Doctoral Consortium Faculty Participant, 2012, 2015, 2016, 2021, 2022

Association for Consumer Research:
North America Conference: Reviewer, 2006-2011, 2021-2022; Competitive Paper AE 2015, Program Committee member, 2012-2017, 2023; Doctoral Consortium Faculty Participant, 2013-2014; 2019, 2023
European Conference: reviewer
Asia-Pacific Conference: Program Committee member, 2015; reviewer

Marketing Science Institute: reviewer for the 2021 Alden G. Clayton Dissertation Competition

Service to the University or Business School:

- HKUST Human & Artefacts Research Ethics Committee (HAREC; university-level appointment), Panel Member, 2019 - present
- HKUST Institute for Emerging Market Studies (university-level appointment):
 - Research Leader for Organizational and Consumer Behavior, 2017-2020
 - Executive Committee Member, 2015-2018; Faculty Associate, 2013-present
- HKUST Women's Faculty Association: Organizing Committee, 2016-present
- PhD Thesis Committee Memberships:
 - Co-Chair: Jingshi (Joyce) Liu
 - Committee: CHENG, Yimin (graduated 2017); WANG, Tingting (graduated 2014)
- Advisor, SBMT3200R – Undergraduate Corporate Project:
 - Fall & Winter 2022-2023 (Reckitt)
- Supervisor, HKUST Undergraduate Research Opportunities Program:
 - CECUTTI, Lorenzo; Fall 2013, Spring 2014; QIU, Lan (Anna); Summer 2013; YAU, Yeun San (Nathan); Summer 2013; LEUNG, Kiu Man (Lydia); Spring 2011; YIP, Kwan Kiu (Gwynnie); Spring 2011; LEE, Wing Sze (Ida); Summer 2010 and Spring 2011; JANG, Ji Yung; Summer 2010
- Member of the Committee for the Center for Marketing and Supply Chain Management (school-level appointment), 2010-2012
- Panelist for Undergraduate admission interviews (JUPAS; school-level appointment) in Beijing and Guangzhou, China June 2010, in Hong Kong May 2015
- HKUST Representative for the R.G.C. Ph.D. Fellowship Scheme, Asian Institute of Technology, Thailand (university-level appointment), September 2009
- Member of the Human Subjects Committee (university-level appointment), 2008

Service to the Marketing Department:

- Chair of the Ph.D. Student Committee, 2019 - present; Member 2008-2019
- Member of the Undergraduate Committee, 2015-present
- Interviewer for SBM's Undergraduate Admissions, 2015-present
- Member of the Student-Staff Liaison Committee, 2015-present
- Coordinator of the Marketing Subject Pool, Spring 2015
- Coordinator of the annual Marketing Research Camp, 2012-2015
- Coordinator of the Kongie (consumer behavior research meeting), 2010-present
- Coordinator for the Marketing Management course, 2010-2014
- Member of the Undergraduate Outreach Committee, 2012-2014
- Member of the Search Committee for Faculty Recruitment, 2010-2012; Chair 2017
- Interviewer, Annual American Marketing Association conference, 2009-2012, 2015
- Library Coordinator, 2009-2012