

## Jaideep Sengupta

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### POSITIONS HELD

August 1996 – June 2002	Assistant Professor, Dept. of Marketing, HKUST
July 2002 – May 2006	Associate Professor, Dept. of Marketing, HKUST
June 2006 – July 2010	Professor, Dept. of Marketing, HKUST
July 2010 – June 2012	Head, Dept. of Marketing, HKUST
July 2010 –	Chair Professor, Dept of Marketing, HKUST
Dec 2012 –	Endowed Chair Professor, HKUST
Jan-Feb 2009; Jan-Feb 2010	Visiting Professor, Indian School of Business
Spring, 2009	Visiting Professor, Columbia University
Summer, 2015	Visiting Professor, London Business School
Summer, 2016	Visiting Professor, NYU

### ACADEMIC BACKGROUND

<i>PhD</i>	Anderson Graduate School of Management, UCLA, May 1996
<i>MBA</i>	Indian Institute of Management, Calcutta, 1991
<i>BTech</i>	Indian Institute of Technology, Madras, 1989 (Electrical Engineering)

### HONORS AND AWARDS

#### A. Research-Related

- Associate Editor, Journal of Consumer Research (August 2010 –)
- Associate Editor, Journal of Consumer Psychology (January 2021 –)
- Endowed Chair Professorship: Dec 2012
- Senior Fellow, Institute of Advanced Studies, HKUST (Jan 2014-current)
- Chair Professor in Marketing, HKUST (July 2010)
- Invited to the Marketing Science Institute Young Scholars Program, March 2003.
  - This conference hosted 20 scholars identified by MSI as “potential leaders of the next generation of marketing academics.”

- Faculty Fellow, AMA-Sheth Doctoral Consortium, (multiple years).
- Doctoral Student Fellow, American Marketing Association Doctoral Consortium (UCLA representative), 1994.
- Founding Academic Fellow, Institute on Asian Consumer Insights, NTU.
- Nominated for the Early Career Award in Consumer Psychology given by the Society for Consumer Psychology (2003).
- Faculty invitee to the EMAC doctoral colloquium, summer 2006
- Faculty invitee to the ACR Annual Doctoral Symposium, multiple years.
- Wei Lun Fellow, HKUST, 1996-1997; 2000-2001.
- Outstanding Reviewer Award, *Journal of Consumer Research*, 2009-10
- Best Ten Reviewers, *Journal of Consumer Psychology*, 2008-09; 2009-10

## B. Teaching-Related

- Best Faculty in the Kellogg-HKUST EMBA program, 2005-2006.
  - *This award is decided by a student vote amongst all faculty (from both Kellogg and HKUST) teaching in the KH-EMBA program.*
- Runner-Up, Best Faculty in the Kellogg-HKUST EMBA program, 2011-2012.
- The HKUST EMBA Alumni Association Award for Best Case: "Axe".
- Four-time winner of the Franklin Prize for Teaching, School of Business & Management, HKUST (Spring 2002; Spring 2009; Fall 2012; Spring 2020)
  - *Received the award for both UG and MBA teaching*
- Nominated for Franklin Prize for Teaching, SBM (2001, 2003, 2004, 2005, 2006, 2007, 2008).
  - *Not eligible for the award in those years as member of voting committee.*
- Nominated for the Hong Kong UGC Teaching Award (across HK universities), 2012.
- Designated magna cum laude on the honor roll for MBA teaching, June 2013, 2014.
  - *The "magna cum laude" designation is reserved for "exceptional teaching in the MBA classroom for a period exceeding five consecutive years".*
- Honoree at the Hong Kong UGC event celebrating excellent teachers across all HK universities, Sept 2010
- Special Mention, University-wide Michael G. Gale Medal for Teaching, 2011
- Received Dean's Letter of Recognition for Excellence in Teaching, 1998-2011.

## RESEARCH

### A. Research Interests

Consumer information processing  
Persuasion and attitude strength  
Effects of marketing communications  
Self-regulation and self-control

### B. Journal Articles

34. Lei, Su, Jaideep Sengupta, Fangyuan Chen, and Yiewei Li (2023), "'Want' versus 'Need': How Linguistic Framing Influences Responses to Crowdfunding Appeals" forthcoming, *Journal of Consumer Research*.
33. Chen, Fangyuan, Jaideep Sengupta, and Frank Zheng (2022), "When Products Come Alive: Interpersonal Communication Norms Induce Positive Word-of-Mouth for Anthropomorphized Products," *Journal of Consumer Research*, 49(6), 1032-1052.
32. Wilson, Andrew E., Peter R. Darke, and Jaideep Sengupta (2022), "Winning the Battle but Losing the War: Ironic Effects of Training Consumers to Detect Deceptive Advertising Tactics," *Journal of Business Ethics* (FT-top 50 journal), v. 181, (December), 997-1013.
31. Yan, Dengfeng and Jaideep Sengupta (2021), "The Effects of Numerical Divisibility on Loneliness Perceptions and Consumer Preferences," *Journal of Consumer Research*, Volume 47 (5), 755–771.
30. Huang, Yunhui and Jaideep Sengupta (2020), "The Influence of Disease Cues on Preference for Typical versus Atypical Products," *Journal of Consumer Research*, Volume 47 (3), 393–411.
29. Hao, Shen and Jaideep Sengupta (2018), "Word of Mouth Versus Word of Mouse: Speaking about a Brand Connects You to it More than Writing Does," *Journal of Consumer Research*, 45 (3), 595-614.
28. Chen, Fangyuan, Jaideep Sengupta, and Rashmi Adaval (2018), "Does Endowing a Product with Life Make one Feel More Alive? The Effect of Product Anthropomorphism on Consumer Vitality," *Journal of the Association for Consumer Research*, 3 (4), 503-513.
27. Yan, Dengfeng, Jaideep Sengupta and Jiewen Hong (2016), "Why Does Psychological Distance Influence Construal Level? The Role of Processing Mode," *Journal of Consumer Research*, 43 (4), 598-613.

26. Chen, Fangyuan and Jaideep Sengupta (2014), "Forced to be Bad: The Positive Impact of Low-Autonomy Vice Consumption on Consumer Vitality," *Journal of Consumer Research*, 41 (4), 1089-1107.
25. Hao, Shen and Jaideep Sengupta (2014), "The Crossmodal Effect of Attention on Preferences: Facilitation vs. Impairment," *Journal of Consumer Research*, 40 (5), 885-903.
24. Yan, Dengfeng, Jaideep Sengupta and Bob Wyer (2014), "Package Size and Perceived Quality: The Intervening Role of Unit Price Perceptions," *Journal of Consumer Psychology*, 24 (1), 4-17.
23. Vohs, Kathleen, Jaideep Sengupta and Darren Dahl (2014), "The Price Had Better Be Right: Women's Reactions to Sexual Stimuli Vary with Market Factors," *Psychological Science*, 25 (1), 278-283.
22. Chan, Elaine and Jaideep Sengupta (2013), "Observing Flattery: A Social Comparison Perspective," *Journal of Consumer Research*, 40 (4) 740-758.
21. Chan, Elaine, Jaideep Sengupta and Anirban Mukhopadhyay (2013), "Understanding Optimism: The Antecedents of Anticipatory Purchase," *Journal of Consumer Psychology*, 23 (1), 90-105.
20. Yan, Dengfeng and Jaideep Sengupta (2013), "The Influence of Base Rate and Case Information on Health Risk Perceptions: A Unified Model of Self-Positivity and Self-Negativity," *Journal of Consumer Research*, 39 (5), 931-946.
19. White, Katherine, Jennifer Argo and Jaideep Sengupta (2012), "Associative vs. Dissociative Responses to Social Identity Threat: The Role of Self-Construal," *Journal of Consumer Research*, 39 (4), 704-719.
18. Hao, Shen and Jaideep Sengupta (2012), "If You Can't Grab it, it Won't Grab You: The Effect of Restricting the Dominant Hand on Target Evaluations," *Journal of Experimental Social Psychology*, vol. 48, 525-529.
17. Yan, Dengfeng and Jaideep Sengupta (2011), "Effects of Construal Level on the Price-Quality Relationship," *Journal of Consumer Research*, 38 (2), 376-389.
16. Chan, Elaine and Jaideep Sengupta (2010) "Insincere Flattery Actually Works: A Dual Attitudes Perspective," *Journal of Marketing Research*, 47 (February), 122-133.
  - Focal article featured in "What We are Watching in Business Psychology", *Harvard Business Review*, July 2010
15. Dahl, Darren, Jaideep Sengupta and Kathleen Vohs (2009) "Sex in Advertising: Gender Differences and the Role of Relationship Commitment," *Journal of Consumer Research*, 36 (2), 215-231.
  - *Reprinted:*  
Dahl, Darren W., Jaideep Sengupta, and Kathleen D. Vohs (2010), "Le Sexe en Publicite: Differences Selon le Genere et Role de L'engagement Relationnel," *Recherche et Applications en Marketing*, 25(1), 107-131.
14. Mukhopadhyay, Anirban, Jaideep Sengupta, and Suresh Ramanathan (2008), "Recalling Past Temptations: An Information-Processing Perspective on the Dynamics of Self-Control," *Journal of Consumer Research*, 35 (4), 586-599.

13. Sengupta, Jaideep and Darren W. Dahl (2008), "Gender-Related Reactions to Gratuitous Sex Appeals in Advertising," *Journal of Consumer Psychology* 18 (1), 62-78.
12. Sengupta, Jaideep and Rongrong Zhou (2006), "Understanding Impulsives' Choice Behaviors: The Motivational Influences of Regulatory Focus," *Journal of Marketing Research*, 24(May), 297- 308
11. Johar, Gita V., Jaideep Sengupta and Jennifer Aaker (2005), "Two Roads to Updating Brand Personality Impressions: Trait versus Evaluative Inferencing," *Journal of Marketing Research*, November, 458-469.
10. Sengupta, Jaideep and Gavan J. Fitzsimons (2004), "The Effects of Analyzing Reasons on the Stability of Brand Attitudes," *Journal of Consumer Research*, 31 (December), 705-711.
9. Gorn, Gerald J., Amitava Chattopadhyay, Jaideep Sengupta and Shashank Tripathi (2004), "Download Times on the Internet: Does Being Relaxed Make Time go Faster?", *Journal of Marketing Research*, 41 (May), 215-225.
8. Johar, Gita V. and Jaideep Sengupta (2002), "The Effects of Dissimulation on the Accessibility and Predictive Power of Weakly Held Attitudes," *Social Cognition*, 20(4), 257-294.
7. Sengupta, Jaideep and Gerald J. Gorn (2002), "Absence Makes the Mind Grow Sharper: The Effect of Element Omission on Subsequent Recall," *Journal of Marketing Research*, 39 (May), 186-201.
6. Sengupta, Jaideep and Gita V. Johar (2002), "Effects of Inconsistent Information on the Predictive Value of Product Attitudes: Towards A Resolution of Opposing Perspectives," *Journal of Consumer Research*, 29 (June), 39-56.
5. Sengupta, Jaideep, Darren W. Dahl, and Gerald J. Gorn (2002), "Misrepresentation in the Consumer Context," *Journal of Consumer Psychology*, 12 (2), 69-79 (*lead article*).
4. Sengupta, Jaideep and Gita V. Johar (2001), "Contingent Effects of Anxiety on Message Elaboration and Persuasion," *Personality and Social Psychology Bulletin*, 27 (2), 139-150 (*lead article*).
3. Sengupta, Jaideep and Gavan Fitzsimons (2000), "Disruption Vs. Reinforcement: The Effects of Analyzing Reasons for Brand Preferences," *Journal of Marketing Research*, 37 (3), 318-330.
2. Aaker, Jennifer and Jaideep Sengupta (2000), "Additivity versus Attenuation: The Role of Culture in the Resolution of Information Incongruity," *Journal of Consumer Psychology*, 9 (2), 67-82 (*lead article*).
1. Sengupta, Jaideep, Ronald C. Goodstein and David S. Boninger (1997), "All Cues Are Not Created Equal: Obtaining Attitude Persistence under Low Involvement Conditions," *Journal of Consumer Research*, Vol. 4 (March), 351-361.

### C. Other Publications

Dahl, Darren W., Jaideep Sengupta, and Kathleen D. Vohs (2011), "Sex in Advertising ... only on Mars and not on Venus?" *Marketing Intelligence Review-GFK*, 3(1), 54-57.

Goodstein, Ronald C., Deborah A. Cours, Brian K. Jorgensen, and Jaideep Sengupta (2005), "The Positive Effect of Negative Advertising: It's a Matter of Time," in *Applying Social Cognition to Consumer-Focused Strategy*, F. Kardes, P. Herr, and J. Nantel, eds., Mahwah, NJ: LEA, pg.319-330.

### D. Working Papers

"Does Using a Pink Product Make Men Risk Averse? How Product Usage Influences Perspective-Taking and Self-Perceptions," with Hao Shen and Suntong Qi, *revision invited, JCR*.

"Which Side Are You On? The Influence of Conflicting Reviews on Consumers' Brand Preference," with Hao Shen.

### E. Selected Conference Proceedings

Su, Lei and Jaideep Sengupta (2019), "How Semantic Framing Influences Consumers' Responses to Crowdfunding," in *Advances in Consumer Research*, vol. 47, eds. Rajesh Bagchi, Lauren Block, and Leonard Lee, Duluth, MN.

Shen, Hao and Jaideep Sengupta (2016), "Word of Mouth Vs. Word of Mouse: the Effect of Communication Channel on Subsequent Reactions to the Brand," in *Advances in Consumer Research Volume 44*, eds. Page Moreau and Stefano Puntoni, Duluth, MN.

Huang, Yunhui and Jaideep Sengupta (2016), "The Different Effects of Benign Versus Malicious Envy on Self-Control," in *Advances in Consumer Research Volume 44*, eds. Page Moreau and Stefano Puntoni, Duluth, MN.

Chen, Fangyuan, Jaideep Sengupta, and Rashmi Adaval (2014), "The Effects of Anthropomorphization on Brand Personality Perceptions: A Motivational Account," in *Advances in Consumer Research* Vol. 41, eds. Simona Botti and Aparna Labroo, Duluth: MN

Shen, Hao and Jaideep Sengupta (2013), "The Crossmodal Effect of Attention on Preferences," in *Advances in Consumer Research* Vol. 40, eds. Zeynep Gurhan-Canli, Cele Otnes and Juliet Zhu, Duluth: MN.

Chen, Fangyuan and Jaideep Sengupta (2013), "What's the Point of Temptation if You don't Give in to it? The Positive Impact of Vice Consumption on Consumer Vitality," in *Advances in Consumer Research* Vol. 40, eds. Zeynep Gurhan-Canli, Cele Otnes and Juliet Zhu, Duluth: MN.

Chan, Elaine, Anirban Mukhopadhyay and Jaideep Sengupta (2012), "The Dual Effects of Optimism on Post-Purchase Goal Pursuit," in *Advances in Consumer Research* Vol. 39, eds. Rohini Ahluwalia, Tanya Chartrand and Rebecca Ratner, Duluth: MN.

- Chan, Elaine and Jaideep Sengupta (2012), "Observing Flattery: A Social Comparison Perspective," in *Advances in Consumer Research* Vol. 39, eds. Rohini Ahluwalia, Tanya Chartrand and Rebecca Ratner, Duluth: MN.
- Yan, Dengfeng and Jaideep Sengupta (2012), "Self-Positivity vs. Self-Negativity: Consumers' Reliance on Base Rate and Case Risk in Perceptions of Health Risk," in *Advances in Consumer Research* Vol. 39, eds. Rohini Ahluwalia, Tanya Chartrand and Rebecca Ratner, Duluth: MN.
- Yan, Dengfeng and Jaideep Sengupta (2011) "You Get what you Pay for but I Don't: Effect of Construal Level on the Price-Quality Relationship," in *Advances in Consumer Research* Vol. 38, eds. Darren Dahl, Gita Johar and Stijn van Osselaer, Duluth: MN.
- White, Katherine, Jennifer Argo and Jaideep Sengupta (2011) "When do Consumers Bolster their Preferences In the Face of Threat? The Role of Self-Construal and Collective Identity Activation," in *Advances in Consumer Research* Vol. 38, eds. Dahl et al., Duluth: MN.
- Chan, Elaine, Anirban Mukhopadhyay and Jaideep Sengupta (2010), "Understanding Optimism: Buying What You Can't Use Today But Hope To Use Tomorrow", in *Advances in Consumer Research* Vol. 37, eds. Margaret C. Campbell, Jeff Inman and Rik Pieters, Duluth, MN.
- Birk, Matthias, Gita Johar, Jaideep Sengupta (2009), "When Bad News Sticks: The Effect of Valence and the Timing of Source Credibility on Attitude Strength", in *Advances in Consumer Research* Volume 36, 198-201, eds. Ann L. McGill and Sharon Shavitt, Duluth, MN.
- Chan, Elaine and Jaideep Sengupta (2008), "Flattery and Persuasion: A Dual Attitude Perspective", in *Advances in Consumer Research* Volume 35, eds. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research, 778-779.
- Jaideep Sengupta and Darren Dahl (2008), "Gender-related reactions to Inappropriate Sex Appeals in Advertising", in *Advances in Consumer Research* Volume 35, eds. Angela Y. Lee and Dilip Soman, Duluth, MN : Association for Consumer Research, 97-100.
- Mukhopadhyay, Anirban, Jaideep Sengupta and Suresh Ramanathan (2007), "Inoculations of Self-control: Switching vs. Reinforcement Effects of Recalling Past Behavior", in *Advances in Consumer Research* Volume 34, eds. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN : Association for Consumer Research, Pages: 352-354.
- Zhou, Rongrong and Jaideep Sengupta (2006), "Motivational Influences in Consumer Behavior: The Role of Regulatory Focus," in *Advances in Consumer Research*, Cornelia Pechmann and Linda Price (eds.), vol. 33, 532-535.

## F. Selected Invited Talks

- "The Effects of Numerical Divisibility on Consumer Preferences," *University of Colorado (Boulder), Marketing Department Seminar Series*, November 2020
- "The Loneliness of Prime Numbers – and Why Consumers Care," *Duke University Marketing Department Seminar Series*, October 2018

- “The Loneliness of Prime Numbers – and Why Consumers Care,” *Georgetown University Marketing Department Seminar Series*, October 2018
- Panel Speaker: “The Future of the Field”, *Oxford Marketing Camp*, July 2015
- “Flattery: Intended and Unintended Consequences,” *Cambridge University Marketing Camp*, June 2014
- “Flattery: Intended and Unintended Consequences,” *Oxford University*, June 2014
- “The Envy Effect: Dual Attitudes Evoked in Observers of Flattery,” *INSEAD Marketing camp*, June 2011
- “Gender Differences in Reactions to Gratuitous Sex in Advertising”, *U. Michigan*, March 2009
- “Gender Differences in Reactions to Gratuitous Sex in Advertising”, *NUS*, November 2008
- “The Mediating Role of Regulatory Focus in Impulsive Eating,” *University of Chicago*, Spring 2005
- “The Mediating Role of Regulatory Focus in Impulsive Eating,” *Columbia University*, Spring 2005.
- “The Effects of Analyzing Reasons on the Stability of Brand Attitudes,” *UBC*, Summer 2004
- “Analyzing Reasons for Preferences: Disruption or Reinforcement,” *London Business School*, Summer 2000

## G. Research Grants Received

- Hong Kong Research Grants Council (RGC) Competitive Earmarked Research Grant (CERG) award for research project entitled, “The Influence of Disease Cues on Consumer Behavior: Implications for Consumers and Marketers,” Funding Level: 519, 520HKD. Period: 01/01/2021 - 31/12/2022.
- Hong Kong Research Grants Council (RGC) Competitive Earmarked Research Grant (CERG) award for research project entitled, “Social influences on consumers’ reactions to affect-eliciting experiences,” with Hao Shen. Funding Level: 675,992HKD. Period: 20/10/2017 to 20/10/2019.
- Hong Kong Research Grants Council (RGC) Competitive Earmarked Research Grant (CERG) award for research project entitled, “Product Anthropomorphism: Implications for Consumers, Marketers and Society,”. Funding Level: 539,170 HKD. Period: 15/09/2015-14/09/2018.
- Hong Kong Research Grants Council (RGC) Research Infrastructure Grant (RIG) award for research project entitled, “Product Anthropomorphism: Implications for



Consumers, Marketers and Society,”. Funding Level: 25,000 HKD. Period: 1/12/2015-30/11/2016.

- Hong Kong Research Grants Council (RGC) Competitive Earmarked Research Grant (CERG) award for research project entitled, “Different modes of communication: Your decision may depend on how you communicate it,” with Hao Shen. Funding Level: 645, 660 HKD. Period: 01/01/2015-01/01/2018.
- Research Projects Competition (RPC) grant award for research project entitled “How Social Identity Threat Can Help (Not Just Hurt): An Interdisciplinary Investigation,” Funding level: 140,000 HKD. Period: 30/6/2010-31/8/2012.
- HKUST Business School Research Grant, 2012. For project entitled “Self-Positivity versus Self-Negativity: Consumers’ Reliance on Base Rate and Case Information in Perceptions of Health Risk,” Funding Level: HKD 30,000.
- RGC CERG award for research project entitled “Consumers’ Lay Theories as Determinants of Normatively Inappropriate Behavior,” with Anirban Mukhopadhyay. Funding level: 79,000 USD. Period: 1/9/2010-31/8/2012.
- RGC CERG award for project entitled “The Interplay Between Consumption and Self-Esteem Maintenance,” with Amy Dalton. Funding level: 80,000 USD. Period: 1/1/2011-31/12/2012.
- RGC CERG award for project entitled “Understanding Impulsive Consumption Behavior: The Role of Regulatory Focus,” with Rongrong Zhou. Funding level: 89,000 USD. Period: 5/8/2006-4/8/2009.
- RGC CERG award for research project entitled “Determinants of Consumers’ Responses to Sequences of Unintended Purchase Opportunities”, with Anirban Mukhopadhyay and Gita Johar. Funding Level: 72,000 USD. Period: 1/8/2005-31/1/2008.
- RGC CERG award for research project entitled “The Formation and Malleability of Brand Personality Inferences”, with Jennifer Aaker and Gerry Gorn. Funding Level: 67,000 USD. Period: 1/11/2004-31/10/2007.
- RGC CERG award for research project entitled “An Investigation of Factors that Influence Perceptions of Website Download Time”, with Gerry Gorn. Funding Level: 73,000 USD. Period: 15/8/2002-14/8/2005.
- RGC CERG award for research project entitled “Cultural Universals and Differences in Color Preferences Among Consumers and Among Marketing Managers”, with Gerry Gorn. Funding Level: 800,000 HKD (approximately 100,000 USD).
- RGC CERG award for research project entitled “Attributes vs. Social Norms: Examining the Impact of Culture on the Formation of Purchase Intentions”, with Jennifer Aaker. Funding Level: 30,000 USD.

## TEACHING EXPERIENCE

### A. Schools Taught at

- HKUST
  - UG
  - PhD
  - MSc: E-commerce
  - MBA: regular program
  - MBA: Shenzhen (China) program
  - EMBA: Kellogg-HKUST
  - EMBA: China program, translated
- Columbia University: MBA
- Indian School of Business: MBA
- Moscow School of Management (SKOLKOVO): EMBA

### B. Courses and Evaluations

<u>Courses Taught outside HKUST or in joint programs</u>		<u>Representative Evaluations</u>
• Consumer Behavior: MBA <i>Columbia University</i>	Spring 2009	4.8/5 (mean not available)
• Advertising: MBA <i>Indian School of Business</i>	Jan-Feb 2010	6.63/7 (program mean: 5.71)
• Consumer Behavior: EMBA program <i>Moscow School of Management</i>	Sept 2011	4.9/5 (mean N/A)
• Understanding Consumers <i>Kellogg-HKUST EMBA</i> <i>(integrated elective covering facets of advertising, consumer behavior, and marketing research)</i>	Dec 2021	5.6/6 (mean N/A)
• Understanding Consumers <i>Kellogg GLOBAL EMBA</i> <i>Across Kellogg programs: Schulich (Toronto), WHU (Germany) EMP (Miami), and Recanati (Israel)</i>	Dec 2022	5.5/6 (mean N/A)
• Doing Business in the East: <i>(American Univ of Cairo, EMBA)</i>	April 2017	5/5 (mean N/A)
• Marketing in China & ASEAN: <i>Global Immersion Module for U. Virginia (McIntire)</i> <i>MSc in Commerce</i>	June 2011	4.9/5 (mean N/A)

Courses Taught fully within HKUSTRepresentative Evaluations  
(on 100 unless specified)

- |   |             |                            |  |
|---|-------------|----------------------------|--|
| • Consumer Psychology: A Chindia Focus (MBA)  | Spring 2016 | 96.7 (dept mean: 81.8)     |  |
| • Understanding Consumers (MBA)   | Spring 2022 | 4.81/5 (dept mean:4.11)    |  |
| • Understanding Consumers: A Strategic Approach (Masters in International Mgmt)                             | Spring 2022 | 4.71/5 (program mean: N/A) |  |
| • Consumer Behavior (PhD course)  | Spring 2021 | 5/5 (dept. mean: 4.11)     |  |
| • Consumer Behavior (UG)  | Spring 2008 | 90.0 (dept. mean: 71.1)    |  |
| • Consumer Psychology & Advertising<br><i>HKUST E-MBA<br/>for Chinese executives<br/>Translated program</i> | Nov 2017    | 4.35/5 (mean N/A)          |  |
| • Understanding Consumers<br><i>HKUST MBA program in<br/>Shenzhen, China</i>                                | Summer 2004 | 95.5 (mean N/A)            |  |
| • “eAdvertising and ePromotion”,<br><i>MSc in e-commerce, HKUST</i>   | Fall 2002   | 91.7 (mean = 71.2)         |  |

**PROFESSIONAL SERVICE****A. Student Advising**

PhD Dissertation Chair	Yunhui Huang	Asst. Prof, Ohio State University
PhD Dissertation Co-Chair	Fangyuan Chen	Asst Prof., Poly University, HK
PhD Dissertation Chair	Dengfeng Yan	Assoc Prof., NYU-Shanghai
PhD Dissertation Co-Chair	Elaine Chan	Assoc Prof, NTU
MPhil Dissertation Co-Chair	Xialing Chen,	graduated.
MPhil Dissertation Co-Chair	Hyunji Nam,	graduated.
PhD committee	Hao Shen	Full Prof., Chinese University
PhD committee	Kuangjie Zhang	Asst. Prof, NTU (INSEAD)

MPhil committee	Allan Zhang      Professor, UT San Antonio
MPhil committee	Shashank Tripathi Standard Chartered Bank
Interim Research Mentorship	Yunbo Zhang; Yimin Cheng; Grace Oh; Yunhui Huang; Wooyun Yang; Hyunji Nam; Xialing Chen

## **B. Service to the Field**

Associate Editor	Journal of Consumer Research (2010-) Journal of Consumer Psychology (2021-) Journal of Marketing Research, Guest AE
Editorial Board	Journal of Marketing Research (current) Journal of Consumer Psychology (past) Journal of Consumer Research (past)
Additional Reviewing	Journal of Marketing Journal of Advertising International Journal of Research in Marketing Journal of the Association for Consumer Research Marketing Letters
Consortium Faculty Fellow	AMA doctoral consortium, 2010, 2012, 2013, 2015, 2019, (2022 – invited but could not attend).
JCR Ferber Award committee	2019
Co-Chair, JCR Reviewing Workshop	2016
JCP best article award committee	2017
ACR service	Chair, ACR Early Career Awards Selection Committee, 2015  Co-Chair of the Doctoral Symposium, ACR 2013  Faculty panelist on ACR annual doctoral symposium, multiple years.  Curator, Working Papers, ACR 2013  Nominating Committee for ACR elections, 2012

ACR Service (Contd.)

Co-Chair (with Zeynep Gurhan) of the Working Papers track for the ACR annual conference, 2011

Associate Editor for Special Sessions, ACR 2009

Chaired multiple special sessions at ACR

On Program committee for multiple ACR's since 1996

**C. Service to Marketing department, HKUST**

- Department Head, July 2010-June 2012
- Department executive committee member, July 2020-
- Chair, Department Promotion and Substantiation Committee, 2012-2017; 2019-.
- Chair, Department Annual Appraisal Review Committee, 2008, 2010; 2012-2022.
- Teaching mentor for Marketing Department faculty, 2006-2013
- Member, department PhD committee, 2005-2008
- Served on faculty recruiting panel at the summer AMA conference, 1997-2005.
- Member, Department MBA committee, 2012-2015
- Member, Marketing Department Head Search Committee, 2007-2008; 2012-14.
- Member, Marketing Department Executive Committee, Fall 2014-Summer 2015
- Member, Search and Appointment committee (current)

**D. Service to school and university, HKUST**

- Academic Director, Kellogg-HKUST EMBA program (August 2017-July 2021). *This program is the 10-time recipient of the #1 ranking in the Financial Times list of EMBA programs worldwide.*
- Chair, University Appointment and Substantiation Committee (Promotion & Tenure committee): Fall 2016-Fall 2018.
- Chair of Search Committee for Division Head of SOSC, Jan-July 2018
- Member, University Appointment and Substantiation Committee, 2015-16.
- School Appointment and Substantiation committee, Fall 2012-Spring 2015; Fall 2003-Spring 2008; Fall 2009-July 2010, July 2018-2020; July 2021-current.
- Search committee, University Vice-President for R&D, 2021
- Search Committee for Director of IAS, 2015
- School Administrative Committee (Fall 2010-summer 2012)
- University Senate (Fall 2010-summer 2012)
- Business School Dean Search Committee, 2013-14
- School Committee for selecting Chair Professors (2011-2019)
- Member, SBM Dean's Advisory Group, Fall 2014-2016
- Member SBM Dean's MBA Ranking Working Group, Fall 2014-Spring 2015
- Member, Institute of Advanced Studies Academic Review Committee, Fall 2014-current
- Member, Search Committee, Director of IAS, 2016
- Chapter Secretary, Beta Gamma Sigma (HKUST chapter), 2011-2012
- Chapter President, Beta Gamma Sigma (HKUST chapter), 2012-2014

- Chair of SASC sub-committee on Faculty Development in Teaching, Feb 2010
- Chairman, PhD Thesis Examination Committee, Haichao Fan (Econ), June 2013
- Invited Speaker in Business Teaching Series, School of Business & Management, Fall 2011. Topic: "Bringing Research Into the Executive Classroom"
- Invited Speaker in Panel Session on "Meet the Journal Editors," SBM, Spring 2011
- SBM committee for executive education for AACSB accreditation, 2009
- MBA curriculum committee, Business School, 2007
- Substantive Member of Senate Standing Committee for Academic Review Procedures, 2010-current
- Business School Dean Search Committee, 2007-2008.
- University Honorary Awards Committee, 2011-2014
- University Committee for selecting Chair Professors (2012-2014)
- Provost's university committee for recommending Assistant/Associate Professor titles to teaching-track faculty

### **E. Service to Community**

- Member, Research Grants Council, Hong Kong (July 2012-June 2014)
- Speaker, HKUST Business Insights Series, April 2013; May 2020
- Invited speaker at corporate event conducted by InvestHK, March 2014

### **CONSULTING ENGAGEMENTS**

- Vivo, China
- Alipay, China
- TCL Electronics, China
- Coolpad, China
- SK Group, Korea

### **SELECTED MEDIA MENTIONS**

- Wall Street Journal; Scientific American; Financial Times; Time; BBC online; Harvard Business Review; New York Times; Sydney Morning Herald; South China Morning Post; Times of India