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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)
Associate Head (Research) (2022 – present)
Chair, Departmental Research Committee (2022 – present)
Director, PhD Program (2022 – present)
Area Coordinator (Marketing) (2019 – 2022)
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

HONORS & AWARDS

2025 NSFC Distinguished Young Scholar
2024 Top 50 (#17) Most Productive Marketing Scholars in the World, AMA
2024 Best Consumer Behavior Working Paper Runner-Up, Asia-Pacific ACR Conference, Bali, Indonesia
2023 Faculty Prize for Teaching (Outstanding Young Teacher), HKPU
2023 Top 50 (#22) Most Productive Marketing Scholars in the World, AMA
2023 Keynote Speaker, 2023 Hong Kong Consumer Behavior Conference
2023 Invited Speaker, PolyU Research Salon for Grant Application
2022 Top 50 (#42) Most Productive Marketing Scholars in the World, AMA
2022 Outstanding Researcher Award, Faculty of Business, HKPU
2021 Invited Host, ACR Colleague Confabs
2021 President's Recognition for Excellence Performance and Contribution, HKPU
2020 Marketing Science Institute (MSI) Scholar
2020 PBS Fellow Award (Faculty-Wide Recognition of Research Excellence), Faculty of Business, HKPU
2020 Invited Mentor, ACR Early Career Mentoring Event, Paris, France
2020 Vice President's Recognition for Excellence in Research Grant Application, HKPU

- 2019 Outstanding Reviewer Award, *Journal of Consumer Research*
- 2019 Invited Faculty Fellow, ACR Doctoral Symposium, Atlanta, GA
- 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

JOURNAL PUBLICATIONS

* = equal authorship

= current or former graduate student

1. Jia, Yanli, Jun Ouyang#, John Qi Dong, and Yuwei Jiang (2025), "Framing of Differences: Visual Product Frames Reduce Consumer Choice Deferrals," **Journal of Marketing**, Forthcoming.
2. Zhou, Xinyue, Xiao Yan#, and Yuwei Jiang (2024), "Making Sense? The Sensory-Specific Nature of Virtual Influencer Effectiveness," **Journal of Marketing**, 88(4), 84-106.
3. Fan, Linying (Sophie)#, Zhongqiang (Tak) Huang#, Xing-Yu (Marcos) Chu, and Yuwei Jiang (2024), "Stick to My Guns: The Impact of Crowding on Consumers' Responsiveness to Sale Promotions," **Journal of the Academy of Marketing Science**, 52(3), 914-933.
4. Fan, Linying (Sophie)#, Derek Rucker, and Yuwei Jiang (2023), "Power and Need-for-Justification: Asymmetrical Effects on Senders and Receivers in Marketing Communications," **Journal of Consumer Research**, 50(2), 236-254.
 - *Lead Article & Editor's Choice*
5. Wang, Xue (Phyllis)#, Yijie Wang#, and Yuwei Jiang (2023), "Gift or Donation? Increase the Effectiveness of Charitable Solicitation through Framing Charitable Giving as Gift," **Journal of Marketing**, 87(1), 133-147.
6. Huang, Jiexian (Chloe)#, Fei (Katie) Xu#, and Yuwei Jiang (2023), "I Want to Remember: Preference for Visual Intensity in Sentimental Purchases," **Psychology and Marketing**, 40(7), 1361-1371.
7. Song, Jiaqi (Flora)#, Dongjin He#, and Yuwei Jiang (2023), "The Negative Handmade Effect: How and Why Control Deprivation Thwarts Desire for Handmade Products," **Psychology and Marketing**, 40(7), 1431-1445.

8. Deng, Xiaoyan, Xiaojing Yang, Yuwei Jiang, and Selin A. Malkoc (2023), "Reflection, Resilience, Rebound: Consumer Coping with the Pandemic," **Journal of the Association for Consumer Research**, 8(2), 121-128.
9. Jia, Lei#, Xiaojing Yang, and Yuwei Jiang (2022), "The Pet Exposure Effect: Exploring the Differential Effect of Cats versus Dogs on Consumer Mindsets," **Journal of Marketing**, 86(5), 42-57.
10. He, Dongjin#, Yuwei Jiang, and Gerald J. Gorn (2022), "Hiding in the Crowd: Secrecy Compels Consumer Conformity," **Journal of Consumer Research**, 48(6), 1032-1049.
 - *Honorable Mention, SCP Dissertation Proposal Competition*
11. Song, Jiaqi (Flora)#, Fei (Katie) Xu#, and Yuwei Jiang (2022), "The Colorful Company: Effects of Brand Logo Colorfulness on Consumer Judgments," **Psychology and Marketing**, 39(8), 1610-1620.
12. Song, Jiaqi (Flora)#, Jiexian (Chloe) Huang#, and Yuwei Jiang (2022), "Mitigating the Negative Effects of Service Failure through Customer Identification," **Psychology and Marketing**, 39(4), 715-725.
13. Su, Lei*, Alokparna (Sonia) Monga*, and Yuwei Jiang* (2021), "How Life-Role Transitions Shape Consumer Responses to Brand Extensions," **Journal of Marketing Research**, 58(3), 579-594.
14. Steinhart, Yael*, and Yuwei Jiang* (2019), "Securing the Future: Threat to Self-Image Spurs Financial Saving Intentions," **Journal of Personality and Social Psychology**, 117(4), 741-757.
15. 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**, 46(4), 808-824.
 - *Best Paper Award, La Londe International Research Conference in Marketing*
16. 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**, 46(1), 82-98.
17. 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.
18. 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**, 4, 436-445.
19. 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.
20. 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.

21. 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.
22. 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.
23. 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.
24. 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.
25. 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.
26. 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.
27. 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.
28. Jiang, Yuwei, Zhansheng Chen, and Robert S. Wyer Jr. (2014), "Impact of Money on Emotional Expression," **Journal of Experimental Social Psychology**, 55, 228-238.
29. 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.
30. 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*
31. Shen, Hao, Yuwei Jiang, and Rashmi Adaval (2010), "Contrast and Assimilation Effects in Processing Fluency," **Journal of Consumer Research**, 36(5), 876-889.
32. 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*
33. Jiang, Yuwei, and Robert S. Wyer Jr. (2009), "The Role of Visual Perspective in Information Processing," **Journal of Experimental Social Psychology**, 45, 486-495.

34. 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.
35. 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*
36. 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.
37. 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

38. 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.
39. 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.
40. 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.

SELECTED RESEARCH GRANTS

As the Principle Investigator (PI)

NSFC Distinguished Young Scholar Grant from NSFC × 1
 General Research Fund (GRF) from RGC HK × 7
 Early Career Scheme (ECS) from RGC HK × 1

As the Co-Investigator (Co-I)

General Research Fund (GRF) from RGC HK × 5
 Early Career Scheme (ECS) from RGC HK × 3
 NSFC General Program Grant from NSFC × 2
 Project of Strategic Importance from HKPU × 1

PROFESSIONAL SERVICE

Editorship (Journals)

Co-Editor, Journal of Association for Consumer Research (Special Issue on Pandemic Transformed Economy), 2021 – 2023
 Associate Editor, Journal of Consumer Psychology, 2018 – present
 Associate Editor, International Journal of Research in Marketing, 2024 – present
 Associate Editor, Quarterly Journal of Economics and Management, 2023 – present
 Guest Associate Editor, Journal of Consumer Research, 2018-now
 Guest Associate Editor, Journal of Consumer Psychology, 2017-now

Keynote (Conferences)

The 1st Hong Kong Consumer Behavior Conference, 2023

Editorship (Conferences)

Co-Chair, Consumer Behavior Track, China Marketing International Conference, 2019

Associate Editor, Association for Consumer Research (ACR) Conference, 2020

Associate Editor, Association for Consumer Research (ACR) Conference, 2019

Associate Editor, Society for Consumer Psychology (SCP) Conference, 2019

Editorial Board

Editorial Advisory Board, Journal of Consumer Behavior, 2024 – present

Editorial Review Board, Journal of Consumer Research, 2014 – present

Editorial Review Board, 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
International Journal of Research in Marketing	Journal	Reviewer
Journal of Advertising	Journal	Reviewer
Journal of Business Research	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 Experimental Social Psychology	Journal	Reviewer
Journal of International Marketing	Journal	Reviewer
Journal of the Association for Consumer Research	Journal	Reviewer
Journal of Marketing	Journal	Reviewer
Journal of Marketing Research	Journal	Reviewer
Journal of Marketing Science	Journal	Reviewer
Journal of Public Policy and Marketing	Journal	Reviewer
Journal of Retailing	Journal	Reviewer
Marketing Letters	Journal	Reviewer
Nature Human Behavior	Journal	Reviewer
PLOS One	Journal	Reviewer
Psychology & Marketing	Journal	Reviewer

AMA HigherED SIG Doctoral Student Research Grants	Grant	Reviewer
Australia Research Council	Grant	Reviewer
British Academy/Leverhulme Small Research Grants	Grant	Reviewer
Hong Kong Baptist University	Grant	Reviewer
HKRGC (Faculty Development Scheme)	Grant	Reviewer
Israel Science Foundation	Grant	Reviewer
Lingnan University	Grant	Reviewer
NSFC (Excellent Young Scientist Scheme)	Grant	Reviewer

Bar-Ilan University	Tenure&Promotion	Reviewer
Miami University	Tenure&Promotion	Reviewer
Nanjing University	Tenure&Promotion	Reviewer
Nanyang Technological University	Tenure&Promotion	Reviewer
Peking University	Tenure&Promotion	Reviewer

Shanghai Jiaotong University	Tenure&Promotion	Reviewer
Shanghai University of Finance and Economics	Tenure&Promotion	Reviewer
Sungkyunkwan University	Tenure&Promotion	Reviewer
Universiti Tunku Abdul Rahman	Tenure&Promotion	Reviewer
University of Macau	Tenure&Promotion	Reviewer
Zhejiang University	Tenure&Promotion	Reviewer
Palgrave Macmillan	Book	Reviewer
Routledge / Taylor & Francis	Book	Reviewer
Quacquarelli Symonds (QS)	University Ranking	Evaluator
SCP Doctoral Dissertation Proposal Competition	Competition	Judge
AMS Mary Kay Dissertation Proposal Competition	Competition	Judge
BNU-HKBU UIC President's Award for Research	Award	Judge

Graduated PhD Advisees (as thesis chair or co-chair)

Name	Honor/Placement
Tak HUANG (PostDoc 2017)	University of Hong Kong, Hong Kong
Marloes HEIJINK (PhD 2018)	Industry
Sophie FAN (PhD 2019)	Hong Kong University of Science and Technology, Hong Kong • AMA CBSIG 2019 Rising Star Award
Flora SONG (PhD 2019)	University of Liverpool, UK
Dongjin HE (PhD 2020)	Lingnan University, Hong Kong • Honorable Mention, 2018 SCP Dissertation Proposal Competition
Yijie WANG (PhD 2021)	Warwick University, UK
Suhas VIJAYAKUMAR (PhD 2021)	University College Dublin, Ireland
Chloe HUANG (PhD 2022)	Newcastle University, UK
Muxuan LYU (PhD 2023)	Industry
Katie XU (PhD 2023)	Monash University, Australia
Ce LIANG (PhD 2024)	City University of Hong Kong, Hong Kong
Qianqian LIU (PhD 2024)	University of Macau, Macau • Best Poster Award, SCP 2024 • Best CB Working Paper Runners-Up, APACR 2024

Ongoing PhD Advisees (as thesis chair or co-chair)

Name	Program/Year
Lu MENG	PostDoc since 2022
Xueying ZHAO	PostDoc since 2024
Jane WANG	PhD since 2020
Menglu DONG	PhD since 2020 (w/ ZJU)
Xin LIU	PhD since 2021
Chengchen LIU	PhD since 2021
Keyin LIANG	PhD since 2021 (w/ ZJU)
Tianze ZHANG	PhD since 2022
Zhiqian ZHANG	PhD since 2023 (w/ SUST)
Yuxuan WANG	PhD since 2023

Graduated PhD Advisees (as committee member or external examiner)

Name	Program/Year
Ivan POON	Psychology, HKU, 2014
Ke ZHANG	Marketing, HKU, 2017
Yuan LI	Marketing, University of Texas – San Antonio, 2019
Ran LI	Marketing, CUHK, 2020
Xin WANG	Marketing, Nanjing University, 2021
Yunqing CHEN	Marketing, CUHK, 2021

Qing TANG	Marketing, Nanyang Technological University, 2023
Lin GE	Marketing, CUHK, 2023
Xunchang FANG	Marketing, HKU, 2024
Yuri MARTIROSYAN	Marketing, University of Texas – Rio Grande Valley, 2024
Xiang ZHOU	Marketing, CUHK, 2024
Xinyu PAN	Psychology, HKU, 2024

University/Faculty/Department Services

2022 – present	Associate Head (Research)
2022 – present	Chair – Departmental Research Committee
2022 – present	Director – PhD Program
2019 – present	Member – Departmental Management Committee
2018 – present	Member – PhD Admission Committee
2017 – present	Member – Faculty Research Committee
2017 – present	Member – Departmental Research Committee
2011 – present	Fellow – Asian Center for Branding and Marketing, HKPU
2022 – 2023	University Selection Panel Member for HKPFS/UPSF Competitive Scheme
2019 – 2023	Member – Faculty Staffing Committee
2019 – 2023	Member – Faculty Board
2019 – 2022	Area Coordinator (Marketing)
2020 – 2021	Member – Department Advisory Committee
2017 – 2021	Member – Departmental Staffing Committee
2019 – 2020	Member – PolyU RGC Collaborative Research Fund Review Panel
2018 – 2020	Member – Department Head Search Committee
2018 – 2019	Member – PolyU HKPFS Nomination Panel
2018 – 2019	Director – MSc in Marketing Management
2018 – 2019	Chair – Departmental Postgraduate Programs Committee
2017 – 2018	Member – PolyU Postdoctoral Fellowship Selection Panel
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

2024 (Oct)	Nanjing University	China
2024 (Aug)	Zhejiang University	China
2022 (Oct)	Deakin University	Australia (online)
2022 (Jun)	Renmin University	China (online)
2022 (Jun)	Peking University	China (online)
2022 (Mar)	Chinese University of Hong Kong	Hong Kong (online)
2021 (Jul)	Xiamen University	China (online)
2021 (Apr)	University of Texas – Rio Grande Valley	USA (online)
2021 (Apr)	Peking University HSBC Business School	China (online)
2019 (May)	Jiangnan University	China
2019 (May)	Nanjing University	China
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:

Social Influence on Consumer Behavior
 Consumption and the Self
 Experimental Design