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## EDUCATION

Ph.D. in Marketing, Hong Kong University of Science and Technology, 2003  
B.B.A, Hong Kong University of Science and Technology, 1998

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## ACADEMIC POSITIONS

Associate Professor, Chinese University of Hong Kong	July 2015 – Present
Associate Professor, National University of Singapore	July 2008 – June 2015
Assistant Professor, National University of Singapore	July 2003 – June 2008

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## JOURNAL PUBLICATIONS

1. Ho, Teck-Hua and Catherine Yeung (2015), "How a One-Time Incentive Can Induce Long-Term Commitment to Training?" *California Management Review*, Vol. 58, No. 2, 113-128. (authors listed alphabetically)
2. Ho, Teck-Hua and Catherine Yeung (2014), "Giving Feedback to Clients," *Management Science*, Vol 60, no. 8, 1926-1944. (authors listed alphabetically)
3. Hung, Yu-chen and Catherine Yeung (2011), "Cancellation Efficiency: Why the Effect of Comparison Direction Strengthens with Choice Set Size," *International Journal of Research in Marketing*, June, 28(2), 102-108. (authors listed alphabetically)
4. Mukhopadhyay, Anirban and Catherine Yeung (2010), "Building Character: Effects of Lay Theories of Self-Control on the Selection of Products for Children," *Journal of Marketing Research*, 47 (April), no. 2, 240-250. (authors listed alphabetically)
5. Cheng, Qiu, Yih Hwai Lee, and Catherine Yeung (2009), "Suppressing Feelings: A Double-edged Sword to Consumer Judgment and Choice," *Journal of Consumer Psychology*. Vol. 19, no. 3, 427-439. Winner of 2009 JCP Young Contributor Award.
6. Cheng, Qiu and Catherine Yeung (2008), "Mood and Comparative Judgment: Does Mood Influence Everything and Finally Nothing?" *Journal of Consumer Research*, 34 (Feb). (authors listed alphabetically)
7. Yeung, Catherine and Dilip Soman (2007), "The Duration Heuristic," *Journal of Consumer Research*, 34 (Oct).

8. Yeung, Catherine and Dilip Soman (2005), "Attribute Evaluability and the Range Effect," *Journal of Consumer Research*, 32 (Dec).
9. Yeung, Catherine and Robert S. Wyer, Jr. (2005), "Does Loving a Brand Mean Loving Its Products? The Role of Brand-Elicited Affect in Brand Extension Evaluations", *Journal of Marketing Research*, Vol. 42 (Nov).
10. Yeung, Catherine and Robert S. Wyer, Jr. (2004), "Affect, Appraisal, and Consumer Judgments," *Journal of Consumer Research*, 31 (Sept).

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#### CONFERENCE AND SYMPOSIA PRESENTATIONS

1. Leonard Lee, Xiuping Li, and Catherine Yeung, "Reducing Peak-Hour Subway Crowding: Investigating the Effectiveness of Financial Disincentives," SCP-JACS Collaborative Conference, Japan; MPPC, Washington DC; EMAC, Groningen; 2017.
2. Teck-Hua Ho and Catherine Yeung, "Feedback Giving," the 9<sup>th</sup> Annual Southern Ontario Behavioral Decision Research (SOBDR) Conference, Ontario, Canada, 2013.
3. Hung Yu-Chen and Catherine Yeung, "The Effect of Option Number in Directional Comparison," the Association for Consumer Research Conference, San Francisco, 2008.
4. Anirban Mukhopadhyay and Catherine Yeung, "Building Character: Effects of Lay Theories of Self-Control on the Selection of Products for Children," the INFORMS Marketing Science Conference, Vancouver, 2008.
5. Hung Yu-Chen and Catherine Yeung, "More Options Means Smarter Choice?" the INFORMS Marketing Science Conference, Vancouver, 2008.
6. Anirban Mukhopadhyay and Catherine Yeung, "Building Character: Effects of Lay Theories of Self-Control on the Selection of Products for Children," the ACR Conference, Memphis, 2007.
7. Yeung, Catherine, "Affect and Comparative Judgment," MSI 4<sup>th</sup> Biennial Young Scholars Program 2007, Park City, Utah.
8. Qiu Cheng and Catherine Yeung, "Affect and Comparative Judgment," the ACR Conference, Orlando, 2006.
9. Yeung, Catherine and Qiu Cheng, "How Affect Influences Choice: An Investigation of the Comparison Process," the ACR Conference poster session, San Antonio, 2005.
10. Yeung, Catherine and Robert S. Wyer, "The Role of Brand-Elicited Affect in Brand Extension Evaluations," the ACR Conference, Portland, 2004.
11. Yeung, Catherine and Dilip Soman, "The Impact of the Range of Available Options on Choice: Asymmetric Range Effects," the ACR Conference, Atlanta, 2002.
12. Yeung, Catherine and Robert S. Wyer, "The Effect of Affect and Initial Expectation on information Seeking and Judgments," the ACR-Asia Pacific Conference, Beijing, China, 2002.

13. Yeung, Catherine and Dilip Soman, "The Role of Attribute-Specific Context Effect on Preference Reversal," INFORMS Marketing Science Conference, Wiesbaden, Germany, 2001.

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## INVITED PRESENTATIONS

"Incentives and Behavioral Change: Randomized Controlled Trials on Transportation and Healthcare" presented at:

- University of Macau, November 2016
- Marketing Forum, University of Hong Kong, May 2017

"Feedback Giving," presented at:

- University of Hong Kong, October 2013
- Melbourne Business School, The University of Melbourne, Marketing Camp August 2013
- University of Toronto, May 2013
- Columbia University, RED meetings, May 2013
- Nanyang Technological University, Singapore, April 2013
- Chinese University of Hong Kong, March 2013
- Marketing Symposium 2012, University of Macau

"Building Character: Effects of Lay Theories of Self-Control on the Selection of Products for Children," presented at:

- Guanghua School of Management, Peking University, May, 2008
- University of Hong Kong, April, 2008
- UC Berkeley, December, 2007
- Rice University, December, 2007

"Mood and Comparative Judgment: Does Mood Influence Everything and Finally Nothing?" presented at:

- University of British Columbia, September, 2006
- Chinese University of Hong Kong, June, 2006
- Hong Kong University of Science and Technology, June, 2006
- Korea University, May, 2006

"The Duration Heuristic," presented at:

- The Marketing Scholar Forum IV, Hong Kong, June, 2006

"The Influence of Brand-Elicited Affect on Brand Extension Evaluations," presented at:

- INSEAD, Singapore, February, 2006
- University of Hong Kong, November, 2005
- Chinese University of Hong Kong, November, 2005
- SKK Graduate School of Business, Korea, December, 2005

"My Research with Bob: Affect, Impression, and Consumer Judgments," presented at:

- Korea University (in honor of Prof. Robert S. Wyer), May 2005

“Affect, Appraisal, and Consumer Judgments,” presented at:

- Southern Methodist University, 2003
- University of Toronto, 2002
- University of Texas at San Antonio, 2002
- Singapore Management University, 2002
- National University of Singapore, 2002

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#### SELECTED WORK-IN-PROGRESS

- “Online Weight Loss Program: Incentivize Weight Loss or Health Education?” with Teck Ho, Noah Lim, Rob van Dam, Ryoko Sato, Kwang Wei Tham, and Hong Chang Tan. Paper under review.
- “Should Surcharges be Donated? A Randomized Controlled Trial on the Effects of Surcharge Donation,” with Leonard Lee and Xiuping Li. Paper under review.
- Incentive Framing and Their Long-term Effects, with Yih Hwai Lee. Paper under review.
- Lose at Start-line, with Jessica Kwang and Siria Luo.
- Risk Perceptions, with Dilip Soman.
- Diabetes Medication Adherence, with Juin Kuan Chong and Teck Ho.
- Decision Delegation, with Xiuping Li.

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#### ACADEMIC HONOR

- Faculty Teaching Merit Award, CUHK Business School, 2016/17
- MSI 4th Biennial Young Scholars Program 2007
- Faculty Outstanding Researcher Award, NUS Business School, 2006/07
- Department Outstanding Research Award, NUS, 2006/07

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#### COURSES TAUGHT

- Consumer Behavior (CUHK): 5.25 (Scale: 1-6)
- Marketing Strategy (CUHK MSc): rating: 5.9 (Scale: 1-6)
- Consumer Behavior (NUS MBA); rating: 4.62 (Scale: 1-5)
- Consumer Behavior (NUS BBA); rating: 4.52 (Scale: 1-5)
- The Psychology of Judgment and Decision (NUS PhD)
- Consumer Decision Processes (NUS PhD)
- Advanced Consumer Decision Processes (NUS PhD)
- Asian Markets and Marketing Management (NUS BBA)
- Principles of Marketing (BBA, HKUST)

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#### RESEARCH GRANTS

- “Increasing Consumer Motivation for Disease Prevention: A Mental Model Perspective,” HK\$ 881,923. Hong Kong GRF, Yr 2018-2022.
- “BE-Based Online Diabetes Prevention Program,” S\$225,200, Yr 2013-2015, NUS-Global Asia Institute NIHA Research Grant

- “MRT Travel Research Study,” Yr 2015-2016, S\$69,840, Land Transportation Authority, Singapore
- “Management of Emotions and Perceptions in Interaction,” S\$48,410, Yr 2013-2016, Academic Research Fund, Ministry of Education, Singapore
- “The Influence of Affective Feelings on Consumer Behavior and the Regulation of Affective Influences,” S\$63,210, Yr 2011-2014, AcRF, MOE, Singapore
- “Affective & Heuristic Processes in Consumer Decision Making: How Do Consumers Apprehend Product Information in an Intuitive, Spontaneous, or Experiential Way,” S\$57,760, Yr 2008-2011, AcRF, MOE, Singapore
- “The Duration Heuristics,” S\$43,200, Yr 2006-2008, AcRF, MOE, Singapore
- “The Role of Affect in Brand Extension Evaluations,” S\$66,900, Yr 2003-2006, Academic Research Fund, Ministry of Education, Singapore

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## PROFESSIONAL SERVICES

### Editorial Review Board:

- *Journal of Consumer Psychology*, October 2007 — present
- *International Journal of Research in Marketing*, 2012 September — present
- *Journal of Marketing*, May 2018 – present
- *Journal of Consumer Research*, September 2008 — December 2017

### Services / Professional Activities:

#### Community (Hong Kong):

- Honorary Marketing Consulting, Asia Diabetes Foundation, Feb 2017 – present.
- Invited Speaker, the Diabetes Preventing the Preventable Forum 2017, organized by the ADF

#### Community (Singapore):

- Visiting Fellow, Civil Service College, Singapore; May 2015 – May 2016
- Economics Experts Group; Civil Service College, Singapore; October 2013 — April 2015
- Community Engagement Advisory Committee (CEAC), Singapore National Environmental Agency; Jan 2013 — June 2015
- Invited Speaker, Behavioral Economics Community of Practice, Land Transportation Authority, Singapore, June 2015.
- Distinguished Speaker, “Driving Behavioral Change to Improve Household Recycling,” Clean Environment Convention, Singapore, 2014.
- Consulting for Green Campus Project, Ngee Ann Polytechnic, Singapore; April 2013 — April 2014
- Consulting for Singapore Workforce Development Agency; September 2012—August 2014

#### CUHK

- Academic Advisor, Dialogue with Women CEOs and Mentorship Programme. 2018/19
- Academic Conference Grant Committee, Lee Woo Sing College, 2016-present
- Graduate School Disciplinary Committee, 2016-present

- Business School Disciplinary Committee, 2016-present
- Senate Committee, University Press, 2017-present
- MiM Task Force, 2015-17

NUS:

- Faculty Promotion and Tenure Committee, NUS Business School, 2014 July— June 2015
- Faculty Teaching Excellence Committee, NUS Business School, 2014 July— June 2015
- Department Evaluation Committee, Department of Marketing, NUS, 2011— June 2015
- Branding and Development Council, NUS Business School, 2011—2014
- Faculty Search Committee, Department of Marketing, NUS, 2004—2008
- PhD Program Committee, Department of Marketing, NUS, 2003—2013
- PhD Program Review Committee (School Level), NUS, 2009—2010
- Faculty PhD Committee (School Level), NUS, 2008—2013

Reviewer for:

Journal of Marketing Research, Marketing Science, Management Science, Journal of International Business Studies, Journal of Behavioral Decision Making, Marketing Letters, and various conferences

Doctoral Advising

- Qiu Cheng, NUS (Ph.D. completed in 2007)
- Hung Yu-Chen, NUS (Ph.D. completed in 2013)

Professional Consulting Activities

- Provide consultation on randomized controlled trials and behavioral change for Health Promotion Board, Ministry of Education, and Land Transportation Authority, 2013-2015
- Conduct workshops on Randomized Controlled Trials in Public Policy for Civil Service College, Singapore (2013, 2014, 2015), and for the Ministry of National Development, Singapore (2014)

Other Committees

- ACR Advisory Committee on Transformative Consumer Research (TCR), 2010—2014
- Program Committee, Society for Consumer Psychology, 2012
- Association for Consumer Research, 2007, 2009, 2011, 2012