

CURRICULUM VITAE

Jessica Y. Y. Kwong

Dept of Marketing, Room 1118, Cheng Yu Tung Building, 12 Chak Cheung Street,

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EDUCATION

- | | |
|---------------|--|
| Ph. D. | The Chinese University of Hong Kong, 2002 (Industrial & Organizational Psychology) |
| M. Phil. | The Chinese University of Hong Kong, 1999 (Industrial & Organizational Psychology) |
| B. SSc. (Hon) | The Chinese University of Hong Kong, 1996 (Psychology) |

ACADEMIC EXPERIENCES

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|-----------------|--|
| 2007 – | Associate Professor of Marketing, The Chinese University of Hong Kong |
| 2014 – 2016 | Adjunct Associate Professor, School of Management and Economics, The Chinese University of Hong Kong, Shenzhen |
| 2002 – 2007 | Assistant Professor of Marketing, The Chinese University of Hong Kong |
| 1/2002 – 5/2002 | Part-time Lecturer, Dept of Politics and Sociology, Lingnan University |
| 1996 – 1997 | Research Assistant, Dept of Psychology, The Chinese University of Hong Kong |

ACADEMIC AWARDS, FELLOWSHIPS, AND HONORS

Faculty Teaching Merit Award, Faculty of Business Administration, The Chinese University of Hong Kong, 2014/15, 2015/16, 2016/17.

The Vice-Chancellor's Exemplary Teaching Award, The Chinese University of Hong Kong, 2008

Faculty Teaching Excellence Award (only 3 awardees are selected each year), Faculty of Business Administration, 2014-15

Outstanding Teacher Award, Faculty of Business Administration, The Chinese University of Hong Kong, 2002 to 2013

Top 10 Reviewers, Journal of Consumer Psychology, 2009-2010

Young Researcher Award, The Chinese University of Hong Kong, 2004

Sir Edward Youde Memorial Fellowship (outstanding postgraduate students) 2000

Postgraduate Studentship, Department of Psychology, The Chinese University of Hong Kong, from August 1999 to July 2002.

RESEARCH

1. PUBLICATIONS

1A – Publications (Refereed)

Journal Articles

- Wong, K. F. E., & Kwong, J. Y. Y. (Forthcoming). Resolving the Judgment and Decision Making Paradox between Adaptive Learning and Escalation of Commitment. *Management Science*.
- Huang, Z. T., & Kwong, J. Y. Y. (2016). Illusion of Variety: Lower Readability Enhances Perceived Variety. *International Journal of Research in Marketing*, 33(3), 674-687.
- Kwong, J. Y. Y. & Wong, K. F. E. (2014). Reducing and Exaggerating Escalation of Commitment by Option Partitioning. *Journal of Applied Psychology*, 99(4), 697-712.
- Kwong, J. Y. Y. & Wong, K. F. E. (2014). Fair or not Fair? The effects of numerical framing on the perceived justice of outcome. *Journal of Management*, 40(6), 1558 – 1582.
- Schwarz, G. M., Wong, K. F. E., & Kwong, J. Y. Y. (2014). The role of regret in institutional persistence and change. *Journal of Change Management*, 14(3), 309 – 333.
- Kwong, J. Y. Y., Wong, K. F. E., & Tang, S.K.Y. (2013). Comparing predicted and actual affective response to process versus outcome: An emotion-as-feedback perspective. *Cognition*, 129, 42-50.
- Kwong, J. Y. Y., Soman, D., & Ho, C. K. Y. (2011). The role of computational ease on the decision to spend loyalty program points. *Journal of Consumer Psychology*, 21, 146-156.
- Cheng, S. Y. Y., Rosner, J. L., Chao, M. M., Peng, S., Chen, X., Li, Y., Kwong, J.Y.Y., Hong, Y. Y., Chiu, C. Y. (2011). One world, One dream? Intergroup consequences of the 2008 Beijing Olympics. *International Journal of Intercultural Relations*, 35(3), 296 – 306.
- Cheng, S. Y. Y., Chao, M. M., Kwong, J., Peng, S., Chen, X., Kashima, Y., & Chiu, C. Y. (2010). The good old days and a better tomorrow: Historical representations and future imaginations of China during the 2008 Olympic Games. *Asian Journal of Social Psychology*, 13(2), 118-127.

- Wang, X. M., Wong, K. F. E., & Kwong, J. Y. Y. (2010). The roles of rater goals and ratee performance levels in the distortion of performance rating. *Journal of Applied Psychology*, 95, 546-561.
- Wong, K. F. E., Kwong, J. Y. Y., & Ng, C. K. (2008) When thinking rationally is biased: The role of rational thinking style in escalation of commitment. *Applied Psychology: An International Review*, 57(2), 246-271. .
- Kwong, J. Y. Y. & Wong, K. F., E.(2007). The role of anticipated regret in escalation of commitment. *Journal of Applied Psychology*, 92(2), 545–554.
- Wong, K. F. E., & Kwong, J. Y. Y. (2007). Effects of rater goals on rating patterns in performance evaluation: Evidence from an experimental field study. *Journal of Applied Psychology*, 92(2), 577-585.
- Kwong, J. Y. Y., & Wong, K. F. E. (2006). The role of ratio differences in the framing of numerical information. *International Journal of Research in Marketing*, 23(4), 385-394.
- Wong, E. K. F., Yik, M., & Kwong, J. Y. Y. (2006). Understanding the emotional aspects of escalation of commitment: The role of negative affect. *Journal of Applied Psychology*. 91(2), 282 – 297.
- Wong, E. K. F. & Kwong, J. Y. Y. (2005). Comparing Two Tiny Giants or Two Huge Dwarfs? Preference Reversals Owing to Number Size Framing. *Organizational Behavior and Human Decision Processes*, 98, 54—65.
- Wong, E. K. F. & Kwong, J. Y. Y. (2005). Between-individual comparisons in performance evaluation: A perspective from prospect theory. *Journal of Applied Psychology*, 90(2), 284-294.
- Kwong, J. Y. Y., & Hamilton, L. V. (2004). Retrospective reports of organizational commitment after Russian military downsizing. *Applied Cognitive Psychology*, 18, 669—681.
- Kwong, J. Y. Y., Cheung, F. M., & Chan, W. (2004). Examination of personality traits, customer orientation, and job performance of services employees. *International Journal of Psychology*, 39(5-6), 231.

- Kwong, J. Y. Y., & Cheung, F. M. (2003). Prediction of performance facets using specific personality traits: Insights from the Chinese Personality Assessment Inventory (CPAI). *Journal of Vocational Behavior*, *63*, 99–110.
- Kwong, J. Y. Y. (2003). Personality characteristics of Chinese hotel managers. *Journal of Psychology in Chinese Societies*, *4*(1), 29–42.
- Leung K., & Kwong, J. Y. Y. (2003). Human resource management practices in international joint ventures in China: Justice analysis. *Human Resource Management Review*, *13*, 85–105.
- Cheung, F. M., Kwong, J. Y. Y., & Zhang, J. X. (2003). Clinical validation of the Chinese Personality Assessment Inventory. *Psychological Assessment*, *15*(1), 89–100.
- Kwong, J. Y. Y., & Leung, K. (2002). A moderator of the interaction effect of procedural justice and outcome favorability: Importance of the relationship. *Organizational Behavior and Human Decision Processes*, *87*(2), 278–299.
- Wong, K. F. E., & Kwong, J. Y. Y. (2000). Is 7300m equal to 7.3km? Same semantics but different anchoring effects. *Organizational Behavior and Human Decision Processes*, *82*(2), 314–333.

1B – Publications (Non-Refereed)

Working Paper

- Kwong, J.Y. Y. & Soman, D. (2006). The Role of Fluency in the Decision to Spend Loyalty Program Points. *Working Paper*. University of Toronto.

Book Chapters

- Rohall, D. E., Hamilton, V. L., Segal, David. R., & Kwong, J. Y. Y. (2005). Job-Search Strategies in Time and Place: A Study of Post-Service Employment Among Former Russian Army Officers. In K. W. Schaie & G. H. Jr. Elder (Eds), *Historical Influences on Lives & Aging* (pp. 166-189). NY: Springer Publishing Co.
- Au, W. T., & Kwong, J. Y. Y. (2004). Measurements and Effects of Social Value Orientation in Social Dilemmas: A Review. In R. Suleiman, D. V. Budescu, I. Fischer & D. Messick (Eds.), *Contemporary psychological research on social dilemmas* (pp. 71–98). Cambridge University Press.

- Hui, C., Kwong, J. Y. Y., & Lee, C. (2004). Work motivation in Asia: Review and future directions. In Leung, K., & White, S. (Eds.), *Handbook of Asian Management* (pp. 349 – 372). Kluwer Academic Publishers.
- Kwong, Y. Y., Cheung, H., & Chen, H. C. (1997). Learning to read Chinese with computer-based speech feedback. In H. C. Chen (Ed.), *Cognitive Processing of Chinese and Related Asian Languages* (pp. 347 –367). Hong Kong SAR: The Chinese University Press.

2. RESEARCH GRANTS

1. Principal investigator, GRF 4452/14H. Project title: “Affective forecasts and responses as inputs for goal pursuits”. Period: Jan 1, 2015 – Jun 1, 2018. Amount: HK\$427,112.
2. Principal investigator, Direct Grant for Research, The Chinese University of Hong Kong. Project title: “How prediction errors motivate actual behavior”. Period: Sept 1, 2016 – May 31, 2018. Amount: HK\$40,000
3. Principal investigator, Direct Grant for Research, The Chinese University of Hong Kong. Project title: “Goal motivation from an emotion-feedback perspective”. Period: Jun 1, 2015 – May 31, 2016. Amount: HK\$50,000
4. Principal investigator, Direct Grant for Research, The Chinese University of Hong Kong. Project title: “Strategic roles of affective forecast”. Period: Nov 1, 2015 – Oct 31, 2016. Amount: HK\$30,000
5. Co-Investigator , Faculty of Medicine Direct Grant, The Chinese University of Hong Kong. Project title: “Human resource market analysis on public health job”. Period: Jun 30, 2015 – Jun 29, 2016. Amount: HK\$80,000.
6. Co-Investigator , Project title: “The paradox between adaptive learning and escalation of commitment”. Period: Aug 18, 2014 – Aug 17, 2016. Amount: HK\$391,620.
7. Principal investigator, GRF 4452/09H. Project title: “The influence of counterfactual thoughts on consumer responses to negative consumptions”. Period: Jan 1, 2010 – May 31, 2013. Amount: HK\$588,500.

8. Principal investigator, Direct Grant for Research, The Chinese University of Hong Kong, Grant #2070378. Project title: “Counterfactual thinking as a post-hoc consumption expectation”. Period: Jun 1, 2011 – May 31, 2012. Amount: HK\$50,000.
9. Co-Investigator , GRF 6435/09H Project title: “De-biasing and exaggerating escalation bias by option partitioning”. Period: Jan 1, 2010 – Jun 30, 2011. Amount: HK\$391,620.
10. Co-Investigator , CERG 6441/08H Project title: “Understanding justice perceptions from interpersonal input comparisons: A prospect theory perspective”. Period: Jan 1, 2009 – Dec 31, 2010. Amount: HK\$445,000.
11. Principal investigator, CERG 4450/07H. Project title: “Consumers’ repurchase decisions after joining a loyalty program: (I) Perceptions of progress in loyalty programs: Can the eye fool the mind? (II) When more becomes less: On the psychology of program completion and reward redemption”. Period: Jan 1, 2008 – June 30, 2010. Amount: HK\$492,850.
12. Principal investigator, Direct Grant for Research, The Chinese University of Hong Kong, Grant #2070418. Project title: “Residual thrift in consumer goal motivation”. Period: Dec 13, 2008 – Dec 14, 2010. Amount: HK\$49,098.
13. Principal investigator, Direct Grant for Research, The Chinese University of Hong Kong, Grant #2070378. Project title: “Justice Perceptions from a counterfactual thinking perspective”. Period: Jan 1, 2007 – Dec 31, 2009. Amount: HK\$71,433.
14. Co-Investigator, CERG 6453/05H. Project title: “Performance evaluation: A prospect theory perspective”. Period: Sept 1, 2005 – August 31, 2007. Amount: HK\$443,840
15. Principal investigator, CERG 4462/04H. Project title: “Escalation of commitment: A regret perspective”. Period: Oct 1, 2004 – March 30, 2007. Amount: HK\$331,590.
16. Principal investigator, Direct Grant for Research 2002-2003, The Chinese University of Hong Kong, Grant #2070285. Project title: “The role of counterfactual thoughts in the formation of justice perceptions.” Period: Nov 1, 2002 – Oct 31, 2004. Amount HK\$30,000

3. RESEARCH (OTHER CONTRIBUTIONS)

Editorial Board

Journal of Consumer Psychology (2007 – present)

Ad hoc Reviewer for Journal

Journal of Experimental Psychology: General, Journal of Experimental Social Psychology, European Journal of Marketing, Journal of Consumer Psychology, Journal of International Business Studies, Journal of Management Studies, Journal of Business Ethics, Journal of Organizational and Occupational Psychology, Journal of Organizational Behavior, Journal of Cross-Cultural Psychology, Asia Pacific Journal of Management, Asian Journal of Social Psychology, The Journal of Psychology in Chinese Societies, Asian Case Research Journal

Service for Grant Agency and Conference

Research Grants Council, Hong Kong

Netherlands Organisation for Scientific Research (NWO) Social Science Division

Association for Consumer Research, Competitive Paper Review Board

Marketing Scholar Forum X, Program Co-chair

Research Award

- Young Researcher Award 2004, The Chinese University of Hong Kong

Research resources

- Initiated and established the Marketing Research System (MRS)

TEACHING

Courses

- Research Methodology in Behavior Studies I & II (Graduate level)
- Service Marketing (Graduate level)
- Marketing Management (Undergraduate)
- Consumer Behavior (Undergraduate)
- Issues in Business (Undergraduate)
- Study Aboard Programme (Undergraduate)
- Behavior at Work (formerly called Industrial-Organizational Psychology) (Lingnan Univ Undergraduate)

Student Supervision

- Dissertation co-supervisor of Huang Zhongqiang, Ph. D., 2011 – 2014 (Now an Assistant Professor at Marketing Department, University of Hong Kong).
- Dissertation supervisor of Huang Zhongqiang, M. Phil, 2009 – 2011. Dissertation entitled “Illusion of variety: When people see greater variety through baffled eyes”
- Dissertation supervisor of Candy K. Y. HO, Ph. D. 2004 – 2009 Dissertation entitled “Process-versus Outcome-focused counterfactual” (Now an Associate Professor at Marketing Department, Baptist University of Hong Kong).
- Dissertation supervisor of Susanna Y. N. WONG, M. Phil, 2007 – 2009. Dissertation entitled “The effect of construal fit on consumers’ evaluative judgments”
- Dissertation supervisor of Shirley Y. CHENG, M. Phil , 2003-2005. Dissertation entitled “Exploration of repurchase intention after joining a loyalty program” (Now an Assistant Professor at Marketing Department, Baptist University of Hong Kong)
- Chairman of Thesis Committee Panel of Lisa Wan, Ph. D. 2004 – 2008 (Now an Assistant Professor at School of Hotel and Tourism, The Chinese University of Hong Kong).
- Thesis Committee Panel member of Wang LAM, Ph. D. Graduated in 2004.
- Jason Lee-Eng Mark, Undergraduate. Independent research entitle “Embarrassment in consumer purchase of condoms: Governmental and corporate roles”

Dissertation Committee

Kao Si	2018	Feifei Huang	2018	Canice Kwan	2016
Dandan Tong	2018	Tao Tao	2017	Tak Huang	2015

SERVICE

Service to Faculty and Department

- Member of the Department Executive Committee, 2017 – present
- Member of the Department Academic Personnel Committee, Oct 2009 – present.
- Member of the Department Research Committee, 2016 – present
- Convenor of the Departmental Graduate Studies Committee, 2008 – 2017
- Member of the Departmental Graduate Studies Committee, 2018 – present
- Member of Curriculum Review Committee (Department), 2008 – present
- Co-ordinator of the Marketing Research System (Department), 2006 – present
- Chair, Behavioral Laboratory Management Committee, BA Faculty, 2011-present
- Member, Survey and Behavioral Research Ethics Committee, BA Faculty, 2013 – present

- Department representative, Graduate Panel, BA Faculty, 2008 – 2017
- Member, Faculty Board, BA Faculty, 2013 – 2017
- Category II member, Management Department Board, BA Faculty, 2016 -present
- Panel Interviewer for IBBA JUPAS (HKDSE), BA Faculty, 2013
- Panel Interviewer for IBBA Non-JUPAS scheme, BA Faculty, 2014
- Participants of AACSB meeting, BA Faculty, 2014
- Department co-ordinator for Distinguished Visiting Scholar Series, BA Faculty , 2008 – 2010
- Member of the Committee on IBBA Programme, 2004-07
- Member of the External Affairs Committee, BA Faculty, 2005-07
- Member of the 334 Curriculum Review committee, 2006-2007
- Seminar co-ordinator, Dept of Marketing, 2002-07
- Speaker for the Concentration Selection Talks for Integrated BBA Programme, 2002-05

Service to School, College, and University

- Chair and member of Student Hostels Management Committee, Shaw College, 2005 – present.
- Members of Assembly of Fellow, Shaw College, 2010 – Present.
- Member of Campus Development & Management Committee, Shaw College, 2015 – present
- Member, Shaw College Standing Committee, 2015 – present.
- Representatives for Shaw College on Faculty Board of Business Administration, 2013-2017.
- Member, Assessment and Training Center Executive Committee, Department of Psychology, 2008 – 2014
- Category (2) Member on the Board of Department of Psychology, 2009 – 2013.
- Member of the Interview Board for Early Admissions Scheme for Secondary Six Students, 2008, 2009, 2011
- Selection Panel of the Outgoing Student Exchange Program for 2003, 2006,2007
- Member of Organizing Committee & Core Group of World Youth Leaders Forum, Shaw College, 2011, 2012
- Hostel Warden, Kou Mou Hall, Shaw College, 2007-2011
- Member, Student Hostels Management Committee, Shaw College, 2007 – Present
- Member of Distinguished Visiting Scholars Committee, Shaw College, 2008-2011
- Member of Sports and Recreation Committee, Shaw College, 2008-2011
- Member of the Mentorship Programme Committee, Shaw College, 2004-06
- Advisor of Shaw College Orientation Camp, 2007, 2008
- Advisor of student team for Marketing Research Competition organized by British Council, 2003-04

Professional and Community services

- External Examiner, Higher Diploma in BA, Hong Kong College of Technology, 2016-18
- External Examiner, Ph D program, Hong Kong Baptist University, 2014-15
- External Specialist, Programme Validation Panel for Postgraduate Diploma, School of Professional and Continuing Education, University of Hong Kong (HKUSPACE), 2016
- External Examiner, DBA, The Hong Kong Polytechnic University, 2006
- Panel Reviewers for Hong Kong Council for Academic Accreditation and Vocational Qualifications 2008-09
- Honorary Treasurer of the Division of Industrial-Organisational Psychology, the Hong Kong Psychological Society, 2000-2004.
- Member of the Organizing Committee, Annual Conference of the Hong Kong Psychological Society 2001.
- Founding member of the Industrial-Organisational Psychology Work Group, the Hong Kong Psychological Society.

(March, 2018)