

## **JIEWEN HONG**

April 2021

Department of Marketing  
Hong Kong University of Science and Technology  
Clear Water Bay  
Kowloon, Hong Kong  
<http://www.bm.ust.hk/mark/faculty-and-staff/directory/mkjiewen>

Tel: (852) 2358 7694  
Fax: (852) 2358 2429  
Email: [mkjiewen@ust.hk](mailto:mkjiewen@ust.hk)

### **EDUCATION**

---

Ph.D., Marketing, Kellogg School of Management, Northwestern University  
M.A., Communication, University of Maryland, College Park  
B.A., English, Beijing Foreign Studies University

### **ACADEMIC POSITIONS**

---

July 2020 – Present      Professor of Marketing, HKUST  
July 2013 – June 2020    Associate Professor of Marketing, HKUST  
July 2008 – June 2013    Assistant Professor of Marketing, HKUST

### **HONORS AND AWARDS**

---

#### **A. Research-Related**

Faculty Fellow, AMA-Sheth Doctoral Consortium, 2014  
Marketing Science Institute Young Scholar, 2013

#### **B. Teaching-Related**

Winner of Franklin Prize for Teaching Excellence (MBA core), HKUST Business School, 2020  
Finalist for Franklin Prize for Teaching Excellence (UG), HKUST Business School, 2019  
Finalist for Franklin Prize for Teaching Excellence (UG), HKUST Business School, 2018  
Dean's Recognition for Excellent Teaching, HKUST Business School, 2017-2019  
Finalist for the University-Wide Michael G. Gale Medal for Teaching, HKUST, 2017  
Winner of Franklin Prize for Teaching Excellence, HKUST Business School, 2013  
Winner of Franklin Prize for Teaching Excellence, HKUST Business School, 2009  
Dean's Recognition for Excellent Teaching, HKUST Business School, 2009-2014

### **RESEARCH**

---

#### **A. Research Interests**

Consumer information processing  
Subjective experiences in consumer judgment  
Affect and consumer judgment

## B. Journal Publications

1. Wang, Jing, Hong Jiewen and Rongrong Zhou (2018), “How Long Did I Wait? The Effect of Construal Levels on Consumers’ Wait Duration Judgments,” *Journal of Consumer Research*, 45 (June), 169–84. (Equal authorship per contribution)
2. 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 (December), 598–613.
3. Hong, Jiewen and Hannah H. Chang (2015), “I Follow My Heart and We Rely on Reasons: The Impact of Self-Construal on Reliance on Feelings versus Reasons in Decision Making,” *Journal of Consumer Research*, 41 (April), 1392–1411. (Equal authorship per contribution)
4. 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, 147–52. (Equal authorship per contribution)
5. Hong, Jiewen and Yacheng Sun (2012), “Warm It Up with Love: The Effect of Physical Coldness on Liking of Romance Movies,” *Journal of Consumer Research*, 39 (August), 293–306.
6. Hong, Jiewen and Angela Y. Lee (2010), “Feeling Mixed but Not Torn: The Moderating Role of Construal Level in Mixed Emotions Appeals,” *Journal of Consumer Research*, 37 (October), 456–72.
7. Hong, Jiewen and Brian Sternthal (2010), “The Effects of Consumer Prior Knowledge and Processing Strategies on Judgments,” *Journal of Marketing Research*, 47 (April), 301–11.
8. Wan, Echo Wen, Jiewen Hong, and Brian Sternthal (2009), “The Effect of Regulatory Orientation and Decision Strategy on Brand Judgments,” *Journal of Consumer Research*, 35 (April), 1026–38. (Equal authorship per contribution)
9. Hong, Jiewen and Angela Y. Lee (2008), “Be Fit and Be Strong: Mastering Self-Regulation through Regulatory Fit,” *Journal of Consumer Research*, 34 (February), 682–95. (Equal authorship per contribution)
10. Hamilton, Ryan P., Jiewen Hong, and Alexander Chernev (2007), “Perceptual Focus Effects in Choice,” *Journal of Consumer Research*, 34 (August), 187–99.

## C. Book Chapters

1. Liu, Joyce Jingshi, Amy Dalton, and Jiewen Hong (2019), “The Double-Edged Sword of Social Signaling: Antecedents and Consequence of Mixed Emotions in Counterfeit Brand Consumption”, in *The Art and Science of Luxury: An Asian Perspective*, eds. Srinivas K. Reddy and Jin K. Han, Singapore: Singapore Management University, 117–27.
2. Wyer, Robert S. and Jiewen Hong (2010), “Chinese Consumer Behavior: The Effects of Content, Process and Language,” in *Oxford Handbook of Chinese Psychology*, 2nd edition, ed. M. Harris Bond, New York, NY: Oxford University Press, 623–39.

#### D. Selected Work in Progress

1. Liu, Jingshi, Amy N. Dalton, and Jiewen Hong, “Counterfeit Consumption and Mixed Emotions: Leveraging Consumers' Experience to Reduce Counterfeits Appeal,” invited for 2<sup>nd</sup> review at the *International Journal of Research in Marketing*.
2. Yan, Dengfeng, Suhas Vijayakumar, and Jiewen Hong, “The Effects of Psychological Distance on Numerical Comparative Judgment,” invited for 2<sup>nd</sup> review at the *Journal of Marketing Research*.
3. Huang, Yunhui, Hannah, Chang, and Jiewen Hong, “The Impact of Power on Reliance on Feelings versus Reasons in Decision Making,” *working paper*.
4. Yunhui Huang, Zhou, Rongrong, Jiewen Hong, and Jielan Liu, “The Negative Consequences of Restrictive Promotion,” *working paper*.

#### E. Selected Conference Proceedings

- Huang, Yunhui, Hannah Chang, and Jiewen Hong (2018), “The Impact of Power on Reliance on Feelings versus Reasons in Decision Making,” in Proceedings of Society for Consumer Psychology Annual Conference, Dallas, TX: 455–63.
- Huang, Yunhui, Hannah Chang, and Jiewen Hong (2016), “The Impact of Power on Reliance on Feelings Versus Reasons in Decision Making,” in *Advances in Consumer Research*, vol. 44, eds. Page Moreau and Stefano Puntoni, Duluth, MN: Association for Consumer Research, 490–92.
- Liu, Joyce Jingshi, Amy Dalton, and Jiewen Hong (2016), “It Feels Good and Bad to Be Fake: The Effect of Counterfeit Consumption on Consumer Feelings and Purchase Preference,” in *Advances in Consumer Research*, vol. 44, eds. Page Moreau and Stefano Puntoni, Duluth, MN: Association for Consumer Research, 747.
- Liu, Joyce Jingshi, Amy Dalton, and Jiewen Hong (2015), “It Feels Good and Bad to Be Fake: The Mixed Emotional Experience and Consequence of Using Counterfeits,” in *Asia-Pacific Advances in Consumer Research*, vol. 11, eds. Echo Wen Wan and Meng Zhang, Duluth, MN: Association for Consumer Research, 179–80.
- Jiang, Yuwei and Jiewen Hong (2013), “Impacts of Expected and Experienced Processing Fluency on Consumer Judgment,” in *European Advances in Consumer Research*, vol. 10, eds. Gert Cornelissen, Elena Reutskaja, and Ana Valenzuela, Duluth, MN: Association for Consumer Research, 341.
- Yan, Dengfeng, Jaideep Sengupta, and Jiewen Hong (2012), “Why Does Psychological Distance Influence Construal Level? the Role of Processing Mode”, in *Advances in Consumer Research*, vol. 40, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN: Association for Consumer Research, 66–69.
- Hong, Jiewen and Yacheng Sun (2011), “Warm It Up with Love: The Effect of Physical Coldness on Liking of Romance Movies,” in *Advances in Consumer Research*, vol. 39,

eds. Rohini Ahluwalia, Tanya L. Chartrand, and Rebecca K. Ratner, Duluth, MN: Association for Consumer Research, 98–99.

- Wang, Jing, Jiewen Hong, and Rongrong Zhou (2011), “How Long Have I Waited? The Influence of Construal Level on Waiting Time Judgment,” in *Asia-Pacific Advances in Consumer Research*, vol. 9, eds. Zhihong Yi, Jing Jian Xiao, June Cotte and Linda Price, Duluth, MN: Association for Consumer Research.
- Hong, Jiewen and Angela Y. Lee (2010), “Choosing with Crying Smiles and Laughing Tears: The Dual Effects of Mixed Emotions on Variety Seeking,” in *Advances in Consumer Research*, vol. 38, eds. Darren W. Dahl, Gita V. Johar, and Stijn M.J. van Osselaer, Duluth, MN: Association for Consumer Research, 106.
- Lee, Angela Y. and Jiewen Hong (2008), “Be Fit and Be Strong: Mastering Self-Regulation Through Regulatory Fit,” in *Advances in Consumer Research*, vol. 35, eds. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research: 229–32.
- Hong, Jiewen, Angela Y. Lee, and Wen Li (2008), “Bilateral Affective Priming and Consumer Judgment”, in *Advances in Consumer Research*, vol. 35, eds. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research, 59–62.
- Wan, Wen, Jiewen Hong, and Brian Sternthal (2007), “The Role of Regulatory Goals and Decision Goals in Influencing Brand Judgments,” in Proceedings of the Society for Consumer Psychology Annual Conference, Las Vegas, NV: Society for Consumer Psychology, 17–8.

## **F. Research Grants**

- “The Influence of Sustainability-Related Cues on Consumer Behavior,” Hong Kong Research Grants Council GRF16501820, HK\$723,520, Principal Investigator, 2020
- “The Emotional and Behavioral Consequences of Using Counterfeit Products,” Hong Kong Research Grants Council GRF16504817, HK\$644,133, Co-Investigator, 2017
- “Understanding Affective Forecasting Biases: A Construal Level Perspective,” Hong Kong Research Grants Council GRF16500914, HK\$299,625, Principal Investigator, 2014
- “When Does the Affective versus the Inferential Effect of Fluency Occur?,” HKUST SBI13BM11, HK\$38798, Principle Investigator, 2013
- “The Effect of Physical Coldness on Liking of Romance Movies,” Hong Kong Research Grants Council DAG11.BM07S, HK\$10,000, Principal Investigator, 2011
- “The Multiple Influences of Mixed Emotions on Consumer Judgment and Decision Making,” Hong Kong Research Grants Council GRF641009, HK\$500,760, Principal Investigator, 2009
- “Cultural Differences in Consumer Decision Making,” Hong Kong Research Grants Council DAG08/09.BM04, HK\$100,000, Principal Investigator, 2008

## TEACHING

---

### Course Taught

- MARK4210 Strategic Marketing (Undergraduate marketing major capstone course)
- MARK5120 Marketing Strategy and Policy (MBA core course)
- MIMT5320 Global Marketing Management (MSc in International Management elective course)
- SBMT5030 Marketing Management and Strategy (MSc in Engineering elective)

## SERVICE

---

### A. Student Advising

#### PhD Student Dissertation Advisor

- Lulu Shi, marketing department, HKUST

#### PhD Dissertation Committee Member

- Kerry Xiao, Summer 2020, accounting department, HKUST
- Joyce Liu, Spring 2020, marketing department, HKUST
- Yunhui Huang, Fall 2018, marketing department, HKUST
- Geetanjali Saluja, Fall 2015, marketing department, HKUST
- Dengfeng Yan, Fall 2012, marketing department, HKUST

#### PhD Student First Year Paper Advisor

- Lulu Shi, 2019, marketing department, HKUST
- Yunhui Huang, 2014, marketing department, HKUST

#### UROP (Undergraduate Research Opportunity Program) Supervisor

- Linda Zhu, Summer & Fall 2018
- Tianying Zhang, Summer 2011
- Yi Xin Soo, Summer 2011
- Ka Yee Li, Summer 2011
- Siu Fung Mak, Summer 2011
- Yirou He, Summer & Fall 2011

### B. Department-Level Service

- |   |                                 |
|---|---------------------------------|
| • Department Head   | April 2021-present              |
| • Acting Head   | August 2020-March 2021          |
| • Member, Department PhD Committee  | 2009-2010, 2012-2014, 2016-2019 |
| • Coordinator, Department Subject Pool  | 2011-present                    |
| • Co-Chair, Department Search & Appointment Committee                                 | 2018 Spring, 2018-2019          |
| • Chair, Substantiation & Promotion Committee<br>(For other than Full Professor Rank) | 2018-2019                       |
| • Member, Teaching Faculty Appointment Committee                                      | 2017-2018                       |

- Member, Excellence-in-Teaching Committee 2013-2014
- Member, Department Undergraduate Committee 2010-2012
- Department Liaison Person 2008-2010
- Member, Department Search & Appointment Committee 2008-2009, 2010-2011

### C. School-Level Service

- Director, School of Business and Management PhD and MPhil Programs 2019-present
- Director, School of Business and Management Behavioral Lab 2017-present
- Member, School of Business and Management DBA Program Committee 2020-present
- Member, Task Force on MPhil and PhD Programs in Fintech for Guangzhou Campus 2020
- Invited Speaker, SBM New Faculty Orientation Sharing Session 2011, 2017, 2019
- Invited Speaker, Business Insight@HKUST 2019
- Invited Speaker, SBM Business Summer Camp Academic Seminar 2019
- Invited Speaker, HKUST Direct Entry Summer Camp Taster Class 2018
- Invited Speaker, HKUST SBM Business Preview 2014
- Judge, L'Oreal Brandstorm HKUST Campus Final Judge Panel 2012-2014
- Interviewer, SBM Admissions Interview Panel 2009-2014
- Invited Speaker, SBM Business YoungStars Program 2009, 2011-2014

### D. University-Level Service

- Member, Committee on Program Development for Society Hub for HKUST (GZ) 2020-present
- University Senate 2020-present
- Member, Committee on Postgraduate Studies 2019-present
- Member, Bai Xian Asian Future Leaders Scholarship Program Committee 2019-present
- Member, Expert Review Committee Member, Target of Opportunity Faculty Hiring Committee (TOOC) of HKUST(GZ), 2021-present
- Member, Dean of HKUST Fok Ying Tung Graduate School 2020
- Member, VP-AB Search Committee 2020
- Member, HKUST Human Participants Research Panel 2010-2011, 2017-2019
- Member, Working Group on Alumni Reunion 2018
- Member, School of Business and Management Dean Search Committee 2013

### E. Service to the Field

#### Editorial Board

- Journal of Consumer Research (2016-present)

#### Additional Reviewing

- Journal of Marketing Research
- Journal of Consumer Psychology
- Journal of Marketing

- Marketing Letters
- Journal of the Association for Consumer Research
- Hong Kong Research Grant Council

Conference Program Committee

- European Association for Consumer Research Conference, 2018
- Association for Consumer Research Annual Conference 2010-2014, 2016-2019
- Society for Consumer Psychology Annual Conference 2010, 2012-2014