

# Yuwei JIANG

Chair Professor of Marketing  
Department of Management and Marketing  
Faculty of Business  
The Hong Kong Polytechnic University  
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## ACADEMIC POSITIONS

*Chair Professor of Marketing (2025 – present)*  
*Associate Head (Research) (2022 – present)*  
*Director, PhD Program (2022 – present)*  
*Chair, Departmental Research Committee (2022 – present)*  
Hong Kong Polytechnic University

*Professor of Marketing (2018 – 2025)*  
*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
2025	Top 50 (#18) Most Productive Marketing Scholars in the World, AMA
2025	Long Service Award, Hong Kong Polytechnic University
2025	Excellent Paper Award, 2025 Asia-Pacific Marketing Academy Conference
2025	Creative Insight Award, 2025 Marketing Science and Innovation International Conference
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, <i>Journal of Consumer Research</i>
2019	Invited Faculty Fellow, ACR Doctoral Symposium, Atlanta, GA
2019	Invited Moderator, <i>Journal of Marketing Research</i> 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

Google Scholar # of citations = 3316; H-index = 25

1. Song, Jiaqi (Flora), Linying (Sophie) Fan, and Yuwei Jiang (2026), "The Glossy Premium: Effects of Product Glossiness on Consumer Judgments of First-Hand and Second-Hand Product," **Journal of Marketing**, Forthcoming.
2. Liang, Ce, Lu (Monroe) Meng, Shen Duan, Dai Yao, and Yuwei Jiang (2026), "Let Me Show You What Your Tips Can Do! Materially Referenced Tip Recommendation Prompts Tipping," **Journal of Consumer Research**, Forthcoming.
3. Li, Shaobo (Kevin), Xun (Irene) Huang, Le Wang, Yuwei Jiang, and Xin (Robert) Luo (2026), "Exploring Online Help-Seeking Tendencies: The Influence of Experience Type and Helper Identity," **MIS Quarterly**, Forthcoming.
4. Jia, Yanli, Jun Ouyang, John Qi Dong, and Yuwei Jiang (2025), "Framing of Differences: Visual Product Frames Reduce Consumer Choice Deferrals," **Journal of Marketing**, 89(2), 163-180.
5. Dongjin He, Ce Liang, Fangyuan Chen, and Yuwei Jiang (2025), "Heartbreakers Must Be Punished! Consumer Reaction Toward Brand Alliance Termination," **Journal of Business Research**, Forthcoming.
6. He, Dongjin, Qianqian (Esther) Liu, Xing-Yu (Marcos) Chu, Meng Wang, and Yuwei Jiang (2025), "Gifts to Say Goodbye: Consumer Preference for Farewell Gifts," **Journal of Business Research**, Forthcoming.

7. Liu, Qianqian (Esther), Dongjin He, and Yuwei Jiang (2025), "Loose = Fun? How Interstitial Space in Brand Logos Affects Product Perception," **Journal of Business Research**, Forthcoming.
8. 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.
  - *ESI Highly Cited (Top 1%) Paper - Web of Science*
  - *Top 5 most cited article of JM, 2022-2023*
9. 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.
10. 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*
11. 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.
12. 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.
13. 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.
14. 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.
15. 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.
16. 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*
17. 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.
18. 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.
19. 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.

20. 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.
21. 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*
22. 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.
23. 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.
24. 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.
25. 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.
26. 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.
27. 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.
28. 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.
29. 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.
30. 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.
31. 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.
32. 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.

33. 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.
34. Jiang, Yuwei, Zhansheng Chen, and Robert S. Wyer Jr. (2014), "Impact of Money on Emotional Expression," **Journal of Experimental Social Psychology**, 55, 228-238.
35. 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.
36. 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*
37. Shen, Hao, Yuwei Jiang, and Rashmi Adaval (2010), "Contrast and Assimilation Effects in Processing Fluency," **Journal of Consumer Research**, 36(5), 876-889.
38. 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
39. Jiang, Yuwei, and Robert S. Wyer Jr. (2009), "The Role of Visual Perspective in Information Processing," **Journal of Experimental Social Psychology**, 45, 486-495.
40. 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.
41. 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
42. 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.
43. 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

44. 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.
45. 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.

46. 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.

## PROFESSIONAL SERVICE

### Current Editorship (Journals)

Associate Editor, Journal of Marketing, 2025 – present  
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

### Past Editorship (Journals)

Co-Editor, Journal of Association for Consumer Research (Special Issue on Pandemic Transformed Economy), 2021 – 2023  
Guest Associate Editor, Journal of Consumer Research, 2018-2019  
Guest Associate Editor, Journal of Consumer Psychology, 2017

### Keynote (Conferences)

The 1<sup>st</sup> 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 Psychology, 2016 – present  
Editorial Review Board, Journal of Consumer Research, 2014 – 2024

### Ad-hoc Reviewer

#### Journals & Books:

Asian Journal of Social Psychology; Erasmus Journal of Philosophy and Economics; European Journal of Marketing; Experimental Psychology; Information Systems Research; International Journal of Research in Marketing; Journal of Advertising; Journal of Business Research; Journal of Consumer Behavior; Journal of Consumer Psychology; Journal of Consumer Research; Journal of Experimental Psychology: General; Journal of Experimental Social Psychology; Journal of International Marketing; Journal of the Association for Consumer Research; Journal of Marketing; Journal of Marketing Research; Journal of Marketing Science; Journal of Public Policy and Marketing; Journal of Retailing; Marketing Letters; Nature Human Behavior; Palgrave Macmillan; PLOS One; Psychology & Marketing; Routledge / Taylor & Francis

#### Tenure & Promotion Cases:

Bar-Ilan University; Miami University; Nanjing University; Nanyang Technological University; Peking University; Shanghai Jiaotong University; Shanghai University of Finance and Economics; Sungkyunkwan University; Universiti Tunku Abdul Rahman; University of Macau; Zhejiang University

#### Grants & Competitions:

AMA HigherED SIG Doctoral Student Research Grants; AMS Mary Kay Dissertation Proposal Competition; Australia Research Council; BNU-HKBU UIC President's Award for Research; British Academy/Leverhulme Small Research Grants; Hong Kong Baptist University; HKRGC (Faculty Development Scheme); HKRGC (Hong Kong PhD Fellowship Scheme); HKRGC (Junior Research Fellow Scheme); Israel Science Foundation; Lingnan University; MSI Alden G. Clayton Dissertation Proposal Competition; National Science Foundation of China; SCP Doctoral Dissertation Proposal Competition; Social Sciences and Humanities Research Council of Canada

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

Name	Current Placement & Honor
Tak HUANG (PostDoc 2017)	University of Hong Kong, Hong Kong
Lu MENG (PostDoc 2024)	Wuhan University, China • <i>Creative Insight Award, MSI 2025</i>
Marloes HEIJINK (PhD 2018)	Industry
Sophie FAN (PhD 2019)	University of New South Wales, Australia • <i>AMA CBSIG 2019 Rising Star Award</i>
Flora SONG (PhD 2019)	University of Liverpool, UK
Dongjin HE (PhD 2020)	Lingnan University, Hong Kong • <i>Honorable Mention, 2018 SCP Dissertation Proposal Competition</i>
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 • <i>Creative Insight Award, MSI 2025</i> • <i>Excellent Paper Award, APMA 2025</i>
Qianqian LIU (PhD 2024)	University of Macau, Macau • <i>Best Poster Award, SCP 2024</i> • <i>Best CB Working Paper Runners-Up, APACR 2024</i>
Menglu DONG (PhD 2025)	University of Science and Technology of China, China
Jane WANG (PhD 2025)	PostDoc

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

Name	Program/Year
Xueying ZHAO	PostDoc since 2024
Xin LIU	PhD since 2021
Chengchen LIU	PhD since 2021
Keyin LIANG	PhD since 2021 (w/ ZJU)
Tianze ZHANG	PhD since 2022
Yuxuan WANG	PhD since 2023
Zhiqian ZHANG	PhD since 2023 (w/ SUST)
Sheng CHEN	PhD since 2023 (w/ ZJU)
Zipeng CHENG	PhD since 2025
Jingyu ZHANG	PhD since 2025

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 & MPhil Programs
2023 – present	Member – Departmental Staffing Committee
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**

Southwest Jiaotong University; Hong Kong University of Science and Technology; Wuhan University; Huazhong Agricultural University; Nanjing University; Zhejiang University; Deakin University; Renmin University; Peking University; Chinese University of Hong Kong; Xiamen University; University of Texas – Rio Grande Valley; Peking University HSBC Business School; Jiangnan University; Nanjing University; Shanghai University of Finance and Economics; Nanyang Technological University; Shenzhen University; Nanjing University; Johns Hopkins University; Tel Aviv University; Zhejiang University; INSEAD; National University of Singapore; Sun Yat-Sen University; University of Adelaide; University of Ljubljana; University of Hong Kong; Chinese University of Hong Kong; Peking University; Dartmouth College; University of Georgia; University of Texas – San Antonio; National University of Singapore; Monash University; University of Melbourne; Sungkyunkwan University

## **TEACHING EXPERIENCES**

*Undergraduate:*  
Introduction to Marketing



Strategic Brand Management  
Integrated Marketing Communications  
Further Marketing Research

*MSc/MBA:*

Advertising and Promotion  
Brand Management  
Marketing Management

*Doctoral:*

Social Influence on Consumer Behavior  
Consumption and the Self  
Experimental Design