YING-YI HONG

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Education

1994	Ph.D., Columbia University, New York
1992	M.Phil., Columbia University, New York
1990	M.A., Columbia University, New York,
1988	B.Soc.Sc., The Chinese University of Hong Kong

Professional Experience

Oct.2020-now	Choh-Ming Li Professor of Management, Chinese University of Hong Kong
2015-2020	Choh-Ming Li Professor of Marketing, Chinese University of Hong Kong
2014-2015	Canon Chair Professor, Nanyang Technological University
2008-2014	Professor, Nanyang Technological University, Singapore
2005-2008	Professor, University of Illinois at Urbana-Champaign
2002-2005	Associate Professor (with tenure), University of Illinois at Urbana-Champaign, USA
2000-2002	Associate Professor (with tenure), Hong Kong University of Science and Technology
1994-2000	Assistant Professor, Hong Kong University of Science and Technology

Honors and Awards

2021	Fellow, Senior Research Fellow Scheme, Research Grant Council of Hong Kong SAR government.
2020	Outstanding Contributions to Cultural Psychology Award , conferred by Advances in Cultural Psychology Pre-conference, Society for Personality and Social Psychology
2018-19	Fellow , the Center for Advanced Study in the Behavioral Sciences (CASBS) at Stanford University
2013	Nanyang Award of Research Excellence, conferred by Nanyang Technological University, Singapore
2005	Fellow, Association for Psychological Science (APS)
2003	Outstanding Early Career Award , conferred by International Society for Self and Identity
2001	Otto Klineberg Intercultural and International Relations Award, conferred by the Society for the Psychological Study of Social Issues

Main Research Interests

- Culture and Cognition
- Identity, Intergroup Relations
- Behavioral Decision Making
- Cultural Neuroscience

Publications

Citations

Based on a search at the user profile of the Google Scholar on January 31, 2024, Ying-yi Hong's publications have gathered **27926** citations, and she obtained **H-index=73**, and **i10-index=156**.

Journal Articles

- Li, K.K., & Hong, Y. (2023). Confidence in China's political system was linked to perception of Covid infection risk, Covid health threat, and attitudes toward dynamic Zero-Covid policy. *Judgment and Decision Making*. Vol.18: e36 1-13. doi:10.1017/jdm.2023.34
- Zhang, M., Ng, F. F., Hong, Y., Jun Wei J., Liu, R., & Chan, S. (2023): My child and I: self- and child-reference effects among parents with self-worth contingent on children's performance, *Memory*, DOI:10.1080/09658211.2023.2254029
- Liu, Y. Hou, Y., & Hong, Y. (2023). The profiles, predictors, and intergroup outcomes of cultural attachment. *Personality and Social Psychology Bulletin*. DOI: 10.1177/01461672231190753.
- Clist, P., & Hong, Y. (2023). Do international students learn foreign preferences? The interplay of language, identity and assimilation. *Journal of Economic Psychology*. DOI: <u>https://doi.org/10.1016/j.joep.2023.102658</u>.
- Chan, H-W., Hong, Y., & Lin, L. (2023). Testing the bidirectional relationship between belief in COVID-19 conspiracy theories and psychological distress: A five-wave longitudinal study. *Social and Personality Psychology Compass*. 2023;17:e12807. https://doi.org/10.1111/spc3.12807.
- Zuo, S., Wang, F., Hong, Y., Chan, H-W., Chiu, C. P-W., & Wang, X. (2023). Ecological introspection resulting from the COVID-19 pandemic: the threat perception of the pandemic was positively related to pro-environmental behaviors. *The Journal of Positive Psychology*, DOI: 10.1080/17439760.2023.2190923.
- Chan, H-W., Tam, K-P., & Hong, Y. (2023). Does Belief in Climate Change Conspiracy Theories Predict Everyday Life Pro-Environmental Behaviors? Testing the Longitudinal Relationship in China and the U.S. *Journal of Environmental Psychology*. https://doi.org/10.1016/j.jenvp.2023.101980
- Huang, B., Huang, Z., Chen, C., Lin, J., Tam, T., Hong, Y., Pei, S. (2022). Social vulnerability amplified the disparate impact of mobility on COVID-19 transmissibility across the United States. *Humanities & Social Sciences Communications*, 9:415 | https://doi.org/10.1057/s41599-022-01437-5
- 9. Li, K.K., Hong, Y., Huang, B., & Tam, T. (2022). Social preferences before and after the onset of the COVID-19 pandemic in China. *Judgment and Decision Making*, *17*(*6*), 1313-1333.
- 10. Gulliver, R., Chan, C. S., Tam, K. Y. Y., Lau, I. S. K., Hong, Y., Louis, W. R. (2022). Political distrust, perceived threat, and intentions to engage in

normative and violent collective action: A mixed-methods study. *European Journal of Social Psychology*, 1-17, DOI: 10.1002/ejsp.2910.

- 11. Lau, W., Tse, D., Bligh, M., Hong, Y., Kakarika, M., Chan, H-W., & Chiu, C. P-Y. (2022). Not 'My' Crisis: Social Identity and Followers' Crisis Responses to COVID-19. *Analyses of Social Issues and Public Policy*.
- 12. Yeo, S-L., Phua, D.Y., & Hong, Y. (2022). The effects of dangerous world beliefs on Covid-19 preventive behaviors in Singapore: The moderating role of public health communication. *International Journal of Strategic Communication*.
- 13. Faust, N.T., Hong, Y., Gains, N., & Christopoulos, G. I. (2022). The effect of implicit theories of beauty and perceived pressure on cosmetic consumption. *Psychology of Aesthetics, Creativity, and the Arts*.
- 14. Wang, X., Wang, T., Jiang, T., Chen, Z., & Hong, Y. (2022). Double standards in the COVID-19 pandemic: The moderation of perceived threat. *European Journal of Social Psychology, 2022*: 1-13. https://doi.org/10.1002/ejsp.2834.
- Xiong, X., Li, J., Huang, B., Tam, T., Hong, Y., Chong, K.-C., & Huo, Z. (2022). Economic value of vaccines to address the COVID-19 pandemic in Hong Kong: A cost-effectiveness analysis. *Vaccines*, *10*, 495. <u>https://doi.org/10.3390/vaccines10040495</u>.
- Box-Steffensmeier, J.M., Burgess, J., Corbetta, M., Crawford, K., Duflo, E., Fogarty, L., Gopnik, A., Hanafi, S., Herrero, M., Hong, Y. *et al.* (2022). The future of human behaviour research. *Nature Human Behaviour, 6*, 15-24. <u>https://doi.org/10.1038/s41562-021-01275-6</u>
- 17. Wang, X., Chen, W-F, Hong, Y., & Chen Z. (2022). Perceiving high social mobility breeds materialism: The mediating role of socioeconomic status uncertainty. *Journal of Business Research, 139*, 629-638.
- Chen, Y-Y., Liu X-X., Lan, T., & Hong, Y. (2022). Move more and bribe more? The impact of residential mobility on bribe-giving. *Asian Journal of Social Psychology*, 25(2). <u>https://doi.org/10.1111/ajsp.12492</u>
 [This paper received the Association of Asian Social Psychology (AASP) Misumi Award in 2023.]
- Hong, Y., Chan, H-W., & Douglas, K. M. (2021). Conspiracy theories about infectious diseases: An introduction. *Journal of Pacific Rim Psychology*, 15, 1-8. DOI: 10.1177/18344909211057657
- 20. Wang, X., Zuo, S-J., Chan, H-W., Chiu, C. P-Y., & Hong, Y. (2021). COVID-19-related conspiracy theories in China: The role of secure versus defensive

in-group positivity and responsibility attributions. *Journal of Pacific Rim Psychology, 15*, 1-13. <u>https://doi.org/10.1177/18344909211034928</u>

- 21. Chan, H-W, Wang, X., Zuo, S-J, Chiu, C. P-Y., Liu, L., Yiu, D. W., & Hong, Y. (2021). War against COVID-19: How is national identification linked with the adoption of disease-preventive behaviors in China and the United States? *Political Psychology*. doi: 10.1111/pops.12752
- 22. Chan, H-W, Chiu, C. P-Y, Zuo, S., Wang, X., Liu, L., & Hong, Y. (2021). Notso-straightforward links between COVID-19 conspiracy-theory beliefs and disease-preventive behaviours. *Humanities and Social Sciences Communications*, 8:104; <u>https://doi.org/10.1057/s41599-021-00781-2</u>
- 23. Huang, B. Wang, J., Cai, J., Yao, S., Chan, P. K. S., Tam, T. H., Hong, Y. et al. (2021). Integrated vaccination and physical distancing interventions to prevent future COVID-19 waves. Nature Human Behaviour. https://doi.org/10.1038/s41562-021-01063-2.
- 24. Tse, D. C. K., Lau, V. W., Hong, Y., Bligh, M. C., & Kakarika, M. (2021). Prosociality and hoarding amid the COVID-19 pandemic: A tale of four countries, *Journal of Community & Applied Social Psychology*, 1-14. DOI: 10.1002/casp.2516
- 25. Zhan, S., Uy, M.A., & Hong, Y. (2020). Missing the forest for the trees: Prior entrepreneurial experience, role identity, and entrepreneurial creativity. *Entrepreneurship Theory and Practice*. https://doi.org/10.1177/1042258720952291
- 26. Phua, D. Y., Leong, C. H., & Hong, Y. (2020). Heterogeneity in national identity construct: Example of Singapore using network analysis. *International Journal of Intercultural Relations*. <u>https://doi.org/10.1016/j.ijintrel.2020.05.010</u>
- 27. Cheon, B. K., Melani, I., & Hong, Y. (2020). How USA-centric is psychology? An archival study of implicit assumptions of generalizability of findings to human nature based on origins of study samples. *Social Psychological and Personality Science.* https://journals.sagepub.com/doi/10.1177/1948550620927269
- 28. Cheon, B. K., & Hong, Y. (2020). Aversive responses towards culture fusion is moderated by the source of foreign cultural inflow. *Journal of Cross-Cultural Psychology*, *51(5)*, 370-386.
- 29. Christopoulos, G., & Hong, Y. (2020). The multicultural mind as an epistemological test and extension for the thinking through other minds approach. *Behavioral and Brain Sciences, 43*, E97. https://doi.org/10.1017/S0140525X19002711

- 30. Zhang, J., Yang, Y., & Hong, Y. (2020). Sleep deprivation undermines the link between identity and intergroup bias. *Sleep, 43 (2), zsz213,* <u>https://doi.org/10.1093/sleep/zsz213</u>
- 31. Hong, Y., Li, K. K., Huang, B., & Tam, T. (2019). Real-time PM2.5 air pollution and social preferences: a large scale behavioural game study using mobile apps in mainland China. *The Lancet Planetary Health, Vol.3, Supplement 1*, September, p.S15. <u>https://doi.org/10.1016/S2542-5196(19)30158-5</u>
- 32. Sprong, S. et al. (2019). "Our country needs a strong leader right now": Economic inequality enhances the wish for a strong leader. *Psychological Science*. <u>https://doi.org/10.1177/0956797619875472</u>
- 33. Yang, Y., Hong, Y., & Sanchez-Burks (2019). Emotional aperture across East and West: How culture shapes the perception of collective affect. *Journal of Cross-Cultural Psychology*, *50*(*6*), 751-762.
- 34. Yap, W-J, Cheon, B., Hong, Y., & Christopoulos, G. (2019). Cultural attachment: From behavior to computational neuroscience. Frontiers in Human Neuroscience, Vol.13, <u>https://doi.org/10.3389/fnhum.2019.00209</u>
- 35. Dijkstra KA, & Hong, Y. (2019). The feeling of throwing good money after bad: The role of affective reaction in the sunk-cost fallacy. *PLoS ONE*, *14(1)*: e0209900. https://doi.org/10.1371/journal.pone.0209900
- 36. Chen, W-F, Wang, X., Gao, H-Y., & Hong, Y. (2019). Understanding Consumer Ethics in China's Demographic Shift and Social Reforms. Asia Pacific Journal of Marketing and Logistics.
- Tadmor, C.T., Hong, Y., Chao, M. M., & Cohen, A. (2018). The tolerance benefits of multicultural experiences depend on the perception of available mental resources. *Journal of Personality and Social Psychology*, 115(3), 398-426.
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- 39. Smith, H. et al. (2018). Cultural values moderate the impact of relative deprivation, *Journal of Cross-Cultural Psychology*, *49(8)*, 1183-1218.
- 40. Smeekes, A. et al. (2018). Regaining In-Group Continuity in Times of Anxiety About the Group's Future: A Study on the Role of Collective Nostalgia Across

27 Countries, Social Psychology (2018), 49, pp. 311-329. https://doi.org/10.1027/1864-9335/a000350

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- 43. Cheng, C-Y., & Hong, Y. (2017). Kiasu and Creativity in Singapore: An Empirical Test of the Situated Dynamics Framework. *Management and Organizational Review*. doi: 10.1017/mor.2017.41
- 44. Hong, Y., & Cheon, B. K. (2017). How does culture matter in the face of globalization. *Perspectives on Psychological Science*, 12, 810-823.
- 45. Cheon, B. K. & Hong, Y. (2017). Mere experience of low subjective socioeconomic status stimulates appetite and food intake. *Proceedings of National Academy of Sciences*, *114*(1), 72-77. doi:10.1073/pnas.1607330114
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- 49. Yeo, S. L., Shin, W., Lwin, M., Williams, J., & Hong, Y. (2017). Are Primetime Diets Congruent with Dietary Recommendations? Content Analyses of Food Advertisements in US, China, and Singapore. *Global Health Communication*, 2:1, 30-38, DOI: 10.1080/23762004.2017.1278991.
- 50. Liu, Z., Liu, X-X., Hong, Y., Brockner, J., Tam, K., & Li, Y. (2017). Is individual bribery or organizational bribery more intolerable in China (versus in the United States)? Advancing Theory on the Perception of Corrupt Acts. *Organizational Behavior and Human Decision Processes, 143,* 111-128. doi: 10.1016/j.obhdp.2016.12.002.

- 51. Friedman, R., Hong, Y., Simons, T., Chi, S-C., Oh, S-H, Lachowicz, M. (2016). The Impact of Culture on Reactions to Promise Breaches: Differences between East and West in Behavioral Integrity Perceptions. *Group and Organization Management*. doi: 1059601116678101
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- 55. Christopoulos, G., Liu, X. X., & Hong Y. (2016). Toward an Understanding of Dynamic Moral Decision Making: Model-Free and Model-Based Learning. *Journal of Business Ethics*, 133, 2, DOI 10.1007/s10551-016-3058-1
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- 59. Zhan, S., Bendapudi, N., & Hong, Y. (2015). Re-examining diversity as a double-edged sword for innovation process. *Journal of Organizational Behavior*. DOI: 10.1002/job.2027. October 2015.
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- 61. Fu, J. H., Morris, M. W., & Hong, Y. (2015). A transformative taste of home: Home culture primes foster expatriates' adjustment through bolstering relational security. *Journal of Experimental Social Psychology*, *5*9, 24-31. Feb.2015.
- Cheon, B. K., Livingston, R. W., Chiao, J. Y., & Hong, Y. (2015). Contribution of Serotonin Transporter Polymorphism (5-HTTLPR) to Automatic Racial Bias. *Personality and Individual Differences*, 79, 35-38. June 2015.
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- 64. Liu, X. X., Keller, J., & Hong, Y. (2014). Hiring of personal ties: A consensus analysis of China & the United States. *Management and Organizational Review*. doi: 10.1111/more.12055.
- 65. Yang, Y., Liu, X. X., Fang, Y., & Hong, Y. (2014). Unresolved World War II animosity dampens empathy toward 2011 Japanese earthquake and tsunami. *Journal of Cross-Cultural Psychology*. *45(2)*, 171-191.
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- 74. Tadmor, C. T., Hong, Y., Chao, M. M., Wiruchnipawan, F., & Wang, W. (2012). Multicultural experiences reduce intergroup bias through epistemic unfreezing. *Journal of Personality and Social Psychology*, *103*, 750-772.
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abroad lead to appropriate cultural switching? *International Journal of Intercultural Relations*, *36*, 130-139.

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- 1. Hong, Y. (2017). *Cultural Attachment Theory*. In Young Yun Kim (Ed.). *The International Encyclopedia of Intercultural Communication*. John Wiley & Sons.
- 2. Hong, Y. (2015). Lay theory of race. In J. M. Bennett (Ed.). *Encyclopedia of intercultural competence*. Vol. 2, 584-586. Sage.
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1. Rockstuhl, T., Hong, Y., Ng, K. Y., Ang, S., & Chiu, C-y. (2010). The culturally intelligent brain: from detecting to bridging cultural differences. *NeuroLeadership Journal, Issue 3*, 1-15.

Recent Book or Best Paper Awards

Chen, Y-Y., Liu X-X., Lan, T., & Hong, Y. (2022). Move more and bribe more? The impact of residential mobility on bribe-giving. *Asian Journal of Social Psychology*, *25(2)*. <u>https://doi.org/10.1111/ajsp.12492</u>

[This paper received the Association of Asian Social Psychology (AASP) Misumi Award in 2023]

Huff, S., Hong, Y., & Lee, F. (2017). "Bicultural and Generalized Identity Integration Predicts Interpersonal Tolerance", Best Paper Award of the IM Program of the 2017 Academy of Management Meeting, August 4-8, 2017, in Atlanta, Georgia,

Hong, Y., & Cheon, B. (2016). "Perceiving low social status increases intake of high calorie foods" Best Paper Presentation at the International Behavioral Health Conference, Hong Kong, January.

Benet-Martinez, V., & Hong, Y. (Eds.) (2014). <u>Oxford Handbook of Multicultural</u> <u>Identity</u>. New York: Oxford University Press. [This book won the American Psychological Association Division 52's (International Psychology) 2015 *Ursula Gielen Global Psychology Book Award*.]

Fu, J. H., Morris, M. W., Hong, Y. (2014). A transformative taste of home: Homeculture primes foster expatriates' adjustment through bolstering relational security. Received the Best Paper (Silver) award at the <u>Human Capital International</u> <u>Conference 2014</u>, China. Zhang, Y., Hong, Y., & Guo, X. (2014). How do consumers in the developed regions evaluate global brands from emerging countries? <u>Summer Marketing Educators'</u> <u>Conference 8/1-3/2014, Global & Cross-Cultural Marketing</u> best in track paper award.

Research Grants

Current grants

- 1. Hyperscanning to explore the human mind in ensemble. Funded by Collaborative Research Fund (Equipment) (Ref. No. 401581559), Research Grant Council, Hong Kong. (June 1, 2023 to May 31, 2026). Total awarded amount: HKD16,660,300. Role: Co-Principal Investigator.
- Understanding anti-Asian prejudice during the COVID-19 pandemic through the perceived "foreigner" bias. Funded by General Research Fund (Ref. No. 14603622), Research Grant Council, Hong Kong. (January 1, 2023 to December 30, 2024). Total amount funded: HK\$554,829. Role: Principal Investigator.
- Mitigating climate change for our country?: The joint influence of national identification and socio-ecological contexts on pro-environmental behavior. Funded by Early Career Scheme (Ref. No. 25607322), Research Grant Council, Hong Kong. (January 1, 2023 to December 30, 2024). Role: Collaborator.
- Understanding the Psychological Underpinnings of Identities and Intergroup Relations during Socio-Political Transitions – The Case of Hong Kong. Funded by Senior Research Fellow Scheme 2021/22 (Ref.#: SRFS2122-4H01), Research Grant Council, Hong Kong. (Jan 2022-Dec 2026). Total amount funded: HK\$7,798,380. Role: Principal Investigator.
- Understanding Conspiracy Beliefs Through the Threat Compensation and Cultural Perspectives. Funded by General Research Fund (Ref. No. 14621920), Research Grant Council, Hong Kong. (January 1, 2021 to October 31, 2023). Total amount funded: HK\$739,240. Principal Investigator.

Completed grants

 The Psychology and Ramifications of "Yellow" versus "Blue" Political Orientations in Hong Kong. Funded by Public Policy Research Funding Scheme, Policy Innovation and Coordination Office. (March 20, 2020 to November 19, 2020) Total amount funded: HK\$499,790. Principal Investigator.

- Culture, diversity, and financial market bubbles: How does global vs. local processing impact investment decision making? Funded by General Research Fund, Hong Kong Research Grant Council, Hong Kong. (September 2016 to August 2019). Total amount funded: HK\$996,596 (US\$127,600). Principal Investigator.
- Sail away from the safe harbour? Examining the socio-psychological factors influencing Hongkongers to stay in Hong Kong and/or the Greater Bay Area, or to relocate elsewhere for work. Funded by Faculty Development Scheme (Project ref no.: UGC/FDS16/B20/20), Research Grant Council, Hong Kong. (January 1, 2021 to June 30, 2023). Total amount funded: HK\$826,605. Coinvestigator.
- Radical Political Identification and Collective Action: A Mixed Methods Study. Funded by General Research Fund, Research Grant Council, Hong Kong. (November 2019 to April 30, 2022). Total amount funded: HK\$617,625. Co-Investigator.
- Assessment and Implementation of Non-pharmaceutical Interventions to Avoid COVID-19 Resurgences: Accounting for Human Mobility, Contacts and Behavioral Change Using Both Big and Small Data. Funded by Collaborative Research Fund (Ref. No.: C4139-20G), Research Grant Council, Hong Kong. (Feb 2021-Aug 2022). Total amount funded: HK\$3,512,631. Role: Co-Principal Investigator.
- Dynamics of Creativity and Entrepreneurship: The Role of Identity and Passion, funded by Academic Research Fund (AcRF) Tier 1 of the Ministry of Education, Singapore. (November 2015 to October 2017). Total amount funded: SGD50,000 (US\$36,800). Co-Investigator.
- Gene and Culture: Genetic Influences on Individual's Multicultural Experience and Epigenetic Changes, funded by Academic Research Fund (AcRF) Tier 1 of the Ministry of Education, Singapore. (November 2013 to October 2016). Total amount funded: SGD199,514 (US\$147,000). Principal Investigator.
- 8. Discovering the Cognitive and Neurological Basis of Cultural Competence, funded by Academic Research Fund (AcRF) Tier 2 (MOE2012-T2-1-051) of the Ministry of Education, Singapore. (November 2012 to October 2015). Total amount funded: SGD473,120 (US\$348,450). Principal Investigator.
- Development of Intercultural Competence a Cultural Attachment Model. (March 2009 to Dec. 2012) funded by Ministry of Education, Singapore, Tier 1 grant, Total amount funded: SGD175,000 (US\$128,880). Principal Investigator.

- 10. Cognitive Neuroscience of Aging, Culture and Cognition 9/30/05 -06/30/10, funded by National Institutes of Health / National Institute of Aging. Total amount funded: US\$2,281,141 (directs & indirects). Role: Co-investigator.
- 11. Folk Theories of Race: A Preliminary Test (January 2008 to December 2008), funded by the University of Illinois, Urbana-Champaign, Campus Research Board, US\$11,823. Principal Investigator.
- The development and effect of transactive memory systems in high technology work teams 1/1/06 – 12/30/08, funded by National Science Foundation of People's Republic of China. Total amount funded: 198,000 yuan (directs) about US\$25,518.75. Role: Co-investigator.
- Pilot Grant Program 6/1/06 05/30/07, funded by National Institutes of Health/National institute of Aging as part of the Center for Healthy Minds project. Total amount funded: US\$17,600 (directs). Role: Principal Investigator.
- 14. Center for Healthy Minds 9/30/03 08/31/08, funded by National Institutes of Health / National Institute of Aging. Total amount funded: \$1,806,844 (directs & indirects) Current year: US\$361,189 (directs & indirects) Role: Coinvestigator.
- 15. The Psychology of Multiculturalism: An Integration of Social Cognition and Social Identity Theories (January 2003 to December 2003), funded by the University of Illinois, Urbana-Champaign, Campus Research Board, US\$21,582. Principal Investigator.
- 16. Post-1997 Intergroup Contact in Hong Kong: The Role of Need for Affective Closure in Intergroup Experiences (2000-2002), funded by Research Grant Council Competitive Earmarked Research Grant, HK\$798,897 (US\$102,300). Principal Investigator
- 17. Center for Experimental Business Research (1999-2002), funded by RGC Central Allocation Fund, HK\$2 million (US\$256,000). Co-investigator
- A Knowledge Activation Model of Cultural Influence on Normative Judgment (1999-2001), funded by Research Grant Council Competitive Earmarked Research Grant, HK\$651,000 (US\$83,300). Co-investigator
- 19. Enhancement of Learning Motivation in Schools (ELMS Project) (1999-2001), funded by Quality Education Fund, HK\$1.5 million (US\$192,000). Co-investigator
- 20. Group identification and intergroup dynamics during political transition: The case of 1997 (1995-1998), funded by Research Grant Council Competitive Earmarked Research Grant, HK\$1.1 million (US\$140,800). Principal Investigator

- 21. Group Processes and Action Beyond 1997: The role of Implicit Beliefs (1998-2000), funded by Research Grant Council Competitive Earmarked Research Grant, HK\$797,000 (US\$102,000). Principal Investigator
- 22. Cultural knowledge activation: The causal role of cultural knowledge on social cognition (1994-1996), funded by Research Grant Council Direct Allocation Grant, HK\$54,963 (US\$7,000). Principal Investigator
- 23. The anatomy of social intelligence (1997-1998), funded by Research Grant Council Direct Allocation Grant, HK\$45,000 (US\$5,700). Principal Investigator
- 24. Emotional Intelligence in Academic Settings: The Role of Implicit Theory and self-confidence (1997-1999), funded by Research Grant Council Competitive Earmarked Research Grant, HK\$200,000 (US\$25,600). Principal Investigator
- 25. Social Loafing Across Cultures (1999-2000), funded by Direct Allocation Grant, HK\$98,000 (US\$12,550). Principal Investigator
- 26. Improving Emotional Intelligence and Learning Motivation in Tertiary Education (1997-1999), funded by University Grant Council Teaching Development Grant, HK\$1.09 million (US\$139,540). Co-investigator
- 27. Psychological analysis of transitional Hong Kong (1995-1998), funded by an anonymous donor, HK\$2 million (US\$256,000). Co-investigator
- 28. The transition of 1997 and the development of social identity among Hong Kong adolescents (1995-1996), funded by Committee on Research and Conference Grants, University of Hong Kong, HK\$35,000 (US\$4,480). Co-investigator
- 29. The Hong Kong Transitions Project (1994-1996), funded by Research Grant Council Competitive Earmarked Research Grant, HK\$734,000 (US\$94,000). Co-investigator
- 30. The Hong Kong Transition Project (1996-1998), funded by Research Grant Council Competitive Earmarked Research Grant, HK\$646,000 (US\$82,700). Co-investigator

Editorship

Journal/Book series Editor

2008-now	Editor, Advances in Culture and Psychology, Oxford University Press.
2008-now	Series Editor, Frontiers in Cultural Psychology, Oxford University Press.
2016-now	Editor-in-chief, <i>Journal of Pacific Rim Psychology,</i> SAGE.
Special Issue Editor	for Journals
2022	Special Issue [Conspiracy Theories About Infectious Diseases] of <i>Journal of Pacific Rim Psychology.</i>
2012	Special Issue [Social Norms and Cultural Dynamics] of Organizational Behavior and Human Decision Processes.
2010	Special Section [Psychological Ramifications of 2008 Beijing Olympic Games] of <i>Asian Journal of Social</i> <i>Psychology.</i>
2008	Special Issue [Personality and Racial/Ethnic Relations] of <i>Journal of Personality</i>
2006	Special Issue [Lay Theories and Intergroup Relations] of Group Processes and Intergroup Relations
2001	Special Issue [<i>Culture and Social Cognition</i>] of Social Cognition
2001	Special Issue [Lay Theories: Their Role in the Perception of Social Groups] of <i>Personality and Social Psychology Review</i>
2000	Special Issue [The Psychology of Learning in Chinese Societies] of the <i>Journal of Psychology in Chinese</i> <i>Societies</i>
1999	Special Issue [Social Identifications during Political Transition: The Hong Kong 1997 Experience] of the <i>International Journal of Intercultural Relations</i> ,

Editorial Board of Journals

2023-now	European Review of Social Psychology
2022-now	Journal of International Business Studies
2021-now	Political Psychology
2011-now	Journal of Social Issues
2011-now	Management and Organization Review
2011-now	Asian Journal of Social Psychology
2008-now	Indigenous Psychological Studies
2008-now	Chinese Journal of Psychology
2008-2010	Journal of Personality and Social Psychology
2001-2007	Self and Identity
2003-2006	Journal of Research in Personality

Guest Editor for Proceedings of National Academy of Sciences;

Ad Hoc Reviewer for over 30 journals, including top journals such as Academy of Management Review, American Psychologist, Group Process and Intergroup Relations, Journal of Cross-cultural Psychology, Journal of Experimental Social Psychology, Journal of Personality, Journal of Personality and Social Psychology, Marketing Science, Personality and Social Psychology Bulletin, Personality and Social Psychology Review, Psychological Science, and Psychological Review.

Selected Keynote Addresses and Invited Talks (2008-now)

2022

"Multicultural Experience, Expressive Writing, and Intergroup Tolerance in the Heat of Armed Conflict, Social Unrest, and the COVID-19 Pandemic" Keynote address at the National Scientific Meeting, Indonesian Social Psychology Association, 14 October, 2022 (virtual presentation via zoom).

2021

"How does national identification matter for the fight against COVID-19?" Keynote address at The International Academy for Intercultural Research (IAIR), 2021 Webinar, 13 July, 2021.

2019

- "East-West Dialogue on Culture, Cognition, and Consciousness" Keynote address at International Conference on A Blank Slate? Brain Science and Cultures, Florence, Italy, April 4, 2019.
- "How do lay beliefs of race and socio-economic-status (SES) matter?" Invited talk at the Center for Advanced Study in the Behavioral Sciences at Stanford University, Palo Alto, January 15, 2019.

2018

- "How Does Culture Matter in the Face of Globalization?" Invited talk delivered at Georgia State University, Atlanta, November 30, 2018.
- "Do multicultural identities challenge traditions or create the future?" Invited talk at Psychology Department of Stanford University, Palo Alto, October 8, 2018.
- "A comparative study between Hong Kong people and American's identities" Keynote talk delivered at The First International Conference on Political Psychology in East Asia "Political Psychology: An East Asian Perspective", National Taiwan University, Taipei, July 27, 2018.
- "Is Environment Pollution Necessary for Getting Rich?" Invited talk delivered at the China Greater Bay Area Experimental Economics Workshop 2018, City University of Hong Kong, June 11, 2018.
- "How Does Culture Matter in the Face of Globalization?" Invited talk delivered at Jagiellonian University, Krakow, Poland, June 5, 2018.

- "Understanding Cultural Influences on Psychological Processes and Contents" Invited talk delivered at annual convention of Association for Psychological Science, San Francisco, May 25, 2018.
- "How Does Culture Matter in the Face of Globalization?" Invited talk delivered at University of Ghent, Ghent, Belgium, March 26, 2018.

2017

- "Cultural Attachment Applying Attachment Theory to Understand Multicultural Competence", Keynote talk delivered at the "Chinese Psychology: Current Theories and Models in Understanding 1.4 Billion People", Michigan State University Symposium on Multicultural Psychology, April 14, 2017.
- "From Parental Attachment to Cultural Attachment -- The Roles of Genes and Brain", Keynote talk delivered at the 「家庭、世代與多元文化」學術研討會, 中央研究院 民族學研究所, June 29, 2017, Taipei.
- "The Psychological Functions of Cultural Symbols", Keynote talk delivered at the International Conference of Culture and Creativity -- "Design Thinking for Social Innovation" National Cheng Kung University, Tainan, Taiwan, June 23-25, 2017.
- "主观社会经济地位对健康的潜在影响", keynote talk delivered at 中国社会心理学会 2017年学术年会, July 15-17, 2017, Guiyang, China.
- "How Does Culture Matter in the Face of Globalization", Invited talk delivered at the Business School, University of Auckland, New Zealand, August 25, 2017.
- "Applying Psychology To Understand World Events: Take 'Why Would Global Warming Intensity Intergroup Conflicts and Terrorism' as an Example ", Keynote talk delivered at 2017 AASP Conference in Auckland, New Zealand, August 26-28, 2017.

2016

- "Multicultural Mind versus Multicultural Self Linking Culture, Identity, and Brain" Keynote talk at the International Conference on Multiculture and Education, Inha University, Incheon, South Korea, November, 2016.
- "Do multicultural identities challenge traditions or create the future?" Keynote talk at the International Association for Cross-Cultural Psychology, Nagoya, Japan, August, 2016.
- "Why and how does culture matter for Chinese management?" Keynote talk at the International Association of Chinese Management Research, Hangzhou, China, June, 2016.

- "Multicultural Mind and Multicultural Self Linking Culture, Cognition, and Identity" invited talk delivered at the Departmental Colloquium, Psychology Department, University of Michigan, Ann Arbor, USA, April, 2016.
- "Dynamic Cultural Neuroscience" Keynote talk at the International Symposium on Cognition and Neuroscience, Singapore, February, 2016.
- "Perceiving low social status increases intake of high calorie foods" Paper presented at the International Behavioral Health Conference, Hong Kong, January, 2016. [This presentation received the Best Paper Award.]

2015

- "Cultural attachment" invited talk at the Advances in Cultural Science Preconference, Society of Personality and Social Psychology convention, CA: Long Beach, February, 2015.
- "Bidirectional Links between Epistemic Motivation and Cultural Processes" talk at the Annual Convention of Association of Psychological Science, NY: New York City, May, 2015.
- "Multicultural Mind versus Multicultural Self -- Cool versus Hot Responses toward Cultural Mixing" Keynote talk at the *Professional Development Workshop on Management & The New Demographic*, Academy of Management convention, Vancouver, Canada, August, 2015.

2014

- "Studying the Hong Kong Umbrella Movement through the lens of lay theory and identity" Invited talk at the Conference on Cultural Psychology and Globalization, Columblia Business School, New York, October, 2014.
- "What are the benefits of multicultural exposre? Linking culture, brain and genes" Invited talk at Kyoto University, Japan, March, 2014.
- "The impact of high versus low residential mobility on bribe giving in a Chinese context – A research in progress" Invited talk at the Department of Management, Hong Kong University of Science and Technology, April, 2014.

2013

- "A Dynamic Constructivist Approach to Culture" Invited talk at the 2nd Complexity Conference: "A CRUDE LOOK AT THE WHOLE," Nanyang Technological University, Singapore, March, 2013.
- "Dynamic Cultural Neuroscience" Invited talk at the 1st International Cultural Neuroscience Consortium Conference, Northwestern University, USA, May, 2013.

"How Does Epistemic Motivation Underlie Cultural Processes?" Invited talk at the European Association of Social Psychology (EASP) Small Group Meeting on: Motivational, cognitive and affective sources of knowledge formation process, Kraków, Poland, June, 2013.

2012

- "Learning to be a Chinese Psychologist with a Global Vision" Keynote talk at the International Conference on Chinese Voices in Psychology, Chinese University of Hong Kong, May, 2012.
- "On Bribery Giving and Nepotism: A View from Cultural Psychology" Keynote talk at the Chinese Forum, at the Fifth Biennial International Academy of Management Research Conference, Hong Kong, June, 2012.
- "Representations of Leaders among Singaporean and Americans" Invited talk at the Conference on Asian Ways of Leadership, Singapore Management University, December, 2012.

2011

- "Why does Taobao beat eBay in China? Individual- versus Group-based Trust among Consumers" Invited talk at the Department of Marketing, University of Texas, San Antonio, USA, April, 2011.
- "Applying Dynamic Constructivist Model: Culture, Brain, and Social Harmony" Keynote talk at the "Association of Asian Social Psychologists Convention" at Kunming, China, July, 2011.

2010

"Building and Testing Theories: Experiences from Conducting Social Identity Research" Invited talk at the Distinguished Scholars Lecture Series, Psychology Department, University of Hong Kong, Hong Kong, April, 2010.

"Multicultural Mind versus Multicultural Self -- Cool versus Hot Responses when East Meets West" Invited talk at the Yonsei 125th Anniversary International Symposium, Department of Psychology, Yonsei University, South Korea, May, 2010.

2009

"A Discussion on Culture and Learning in Schools" Invited talk at the National Tsinghua University, Taiwan, February, 2009.

"Cultural Neuroscience: Examples and Reflections" Keynote talk at "An International Conference on Psychology in Modern Cities: Promoting Growth and Well-Being amid Diversity" at City University of Hong Kong, June, 2009.

"Publishing in International Journals" Invited workshop at the Korean Psychology Association Conference, Seoul, South Korea, August, 2009.

"Cultural Impact on Behavioral Integrity: When is Promise not a Promise?" Invited talk at Hokkaido University, Japan, September, 2009.

"Building and Testing Theories: Bridging Social Psychology and Business Studies" Invited talk at the Business School, National University of Singapore, Singapore, November, 2009.

2008

"Cultural Mind and Cultural Self in Creativity and Innovation" Keynote address at "An International Conference on Culture and Creativity" at City University of Hong Kong, December, 2008.

"A socially grounded approach to test theories in psychology – experiences from conducting social identity research" Invited talk at Beijing Normal University, November, 2008.

"Toward a paradigm change in Cultural Psychology" invited talk at the Academic Sinica, Taiwan, February, 2008.

Conference Organizer

- Programme committee, Annual Convention of Association for Psychological Science, 2009. Boston: USA.
- Co-convenor of the International Conference on Cultural Influences on Behavior, December, 2006, Hong Kong.

Co-convenor of the International Conference on the Application of Psychology to the Quality of Learning and Teaching, June 13-18th 1998, Hong Kong.

Co-convenor of the International Conference on the Transition to Hong Kong Special Administrative Region, People of Republic of China, July 7-9th 1997, Hong Kong.

Name of Student	Degree, Institution	Completion Date	Placement
Lee Kam Ling	M. Phil, HKUST	August, 1997	Private sector
Li Qiong	PhD, HKUST	August, 2001	Post-doc fellow at Mershon Center of Ohio State University, 2001-2003; Department of Health, State of Tennessee, USA, 2004-2011; Associate Director, NCDR Research Scientist, Science, Education and Quality, American College of Cardiology, 2012-now.
Rosanna Wong	M. Phil, HKUST	April, 2002	Private sector
Vivienne Tao	PhD, HKUST	June, 2003	Associate Professor at University of Macau, 2003-now.
Jill Coleman	PhD, UIUC	February, 2005	Associate Professor at Roosevelt University, Illinois, USA.
Hsin-ya Liao	PhD, UIUC	June, 2006	Post-doc, Dept. of Psychology, UIUC, 2006-2008; Assistant Professor, San Francisco State University, USA, 2008- 2012; Associate Professor at Chinese University of Hong Kong, 2013-2014; Washington State University, 2014- now.
Jing Chen	PhD, UIUC	December 2007	Associate Professor at Gettysburg College, USA, 2007-now.
Sun No	PhD, UIUC	May, 2008	Private sector.

Post-doc and PhD Student Supervision (as Principal Adviser)

Melody Chao	PhD, UIUC	May, 2008	Tenured Associate Professor at Hong Kong University of Science and Technology
			Received the Early Career Award conferred by the International Academy for Intercultural Research, 2013; Early Career Award conferred by Asian Association of Social Psychology, 2013, and the Seisoh Sukemune/Bruce Bain Encouragement of Early Career Research Award conferred by the International Council of Psychologists (ICP), 2014.
Jennifer Rosner	PhD, UIUC	May, 2011	Project Manager, Leo J. Shapiro and Associates (Marketing firm)
Yung-jui Yang	PhD, UIUC	May, 2011	Assistant Research Professor, George Washington University and Children's National Health System, now
Letty Kwan	PhD, UIUC	June, 2011	Research fellow, Nanyang Business School, 2011-2013; Assistant Professor, Business School, Sun Yat- sen University, Guangzhou, China, 2013-2014; Assistant Professor, Psychology Department, CUHK, 2014- 2019; Macau University, 2019-now.
Yeo Su Lin	PhD, NTU	Sept, 2013	Post-doctoral fellow, WKW School of Communication, NTU, 2013-2014; Assistant Professor, Business Communication, Singapore Management University, 2014-2020. Associate Professor, Business Communication, Singapore Management University, 2020-now.
			Received the 2013 Top Paper Award in Health Communication conferred by the International Communication Association.
Bobby Cheon	Post-doc, NTU	October, 2014	Bobby joined my lab after receiving a PhD from Northwestern University in 2012; he is currently Nanyang Assistant Professor, Psychology Division, Nanyang Technological University, Singapore, 2014-now.
			Received the Early Career Award conferred by Asian Association of Social Psychology, 2017.

Liu Xiao Xiao	PhD, NTU	August, 2015.	Assistant Professor, Business School, Xiamen University, China, 2015-now.
			 Received the following awards: Rising Star Award, the 8th International Conference for Chinese Psychologists, Beijing, China, 2013. Li Ning Dissertation Proposal Award, International Association for Chinese Management Research, 2012. Outstanding Student Reviewer Award, Management and Cognition Division, Academy of Management, 2010.
Desiree Phua	PhD, NTU	Sept., 2016.	Post-doc Fellow at A*Star, Singapore.
Siran Zhan	PhD, NTU	August, 2017	Assistant Professor, Business School, University of New South Wales, Australia, 2017-now.
Koen Dijkskra	Research Associate	July, 2018	Private sector, the Netherlands.
Wei-Fen Chen	Research Associate	July, 2019	Lecturer, University of Leicester, United Kingdom.
William Chan	Impact Postdoc Fellow, CUHK	Sept., 2020	Assistant Professor, Hong Kong University of Polytechnic
WANG Xue	PhD, CUHK	July, 2021	Assistant Professor, Beijing Normal University.
GU Dian	PhD, CUHK	In progress	PhD candidate, Psychology Department.
Letitia Lee	PhD, CUHK	In progress	PhD candidate, Management Department.
Andrea Matos	Post-doc, CUHK	In progress	Postdoctoral fellow, Management Department.

HKUST=Hong Kong University of Science and Technology,

UIUC=University of Illinois at Urbana-Champaign.

NTU=Nanyang Technological University, Singapore.

CUHK=Chinese University of Hong Kong, Hong Kong.

Major University Administrative Positions

2017-now	Associate Director of Hong Kong Institute of Asia-Pacific Studies, Chinese University of Hong Kong (CUHK).
2017-now	Co-convenor of Global China Research Programme, CUHK.
2017-now	Coordinator of China Studies (University Research Strategy), CUHK.
2015-now	Faculty Academic and Personnel Committee (FAPC), CUHK Faculty of Business Administration.
2021-2023	Associate Dean for Research, CUHK Business School.
2013-2015	Chair, EP4 subcommittee (reviewing Tiers 1, 2, 3 grant proposals and Nanyang Assistant Professorship in the areas of Accountancy, Business, Humanities and Social Sciences), Nanyang Technological University (NTU) Research Council, Singapore.
2009-2015	Co-Director, Culture Science Institute (CSI), Business School, NTU, Singapore.
2012	Recruitment Committee of the Founding Director, Centre for Contemporary Art (CCA) Singapore, NTU, Singapore.
2008-2012	Tenure and Promotion Committee, Nanyang Business School, NTU, Singapore.
2007-2008	Award Committee, College of Liberal Arts and Sciences, University of Illinois at Urbana-Champaign.
2003-2007	Member and Chair, Social and Behavioral Sciences Area Committee, Graduate College Fellowship Board, University of Illinois at Urbana-Champaign.

Other Internal Services: Departmental Recruitment Committee, Chair of Faculty Lab and LAN Management Committee, Chung Chi College Assembly of Fellows, Chung Chi College Student Disciplinary Committee, Mentor of Female Professorial Staff Support Network, Member of MRI usage application review board, Gerald Choa Neuroscience Centre (GCNC) MRI Core Faculty, Member of the Research and Innovation subgroup and Social Responsibility & Sustainable Development subgroup of *University Strategic Plan* 2021-25.

Professional Leadership

2020-now	Governing Council, International Society of Political Psychology
2020-now	Scientific Advisory Committee, Future Resilient Systems, Singapore ETH-Centre
2019-now	Social Science and Humanities Research Expert Panel, Ministry of Education, Singapore
2019-now	President Nomination Committee, Association for Psychological Science (APS)
2016 – 2018	Integrative Science Steering Committee, Association for Psychological Science (APS)
2010 – 2012	Expert Panel of PISA (OECD Programme for International Student

External Assessor

Grant Assessment

National Science Foundation, USA

Assessment)

United States-Israel Binational Science Foundation

Norwegian-Estonian Research Cooperation Programme

Research Grants Council, Hong Kong

Research Grant Contract, Central Policy Unit, Hong Kong

PhD External Examiner

Business School, Hong Kong University of Science and Technology

Owen Graduate School of Management, Vanderbilt University, USA

University of British Columbia, Canada

Chinese University of Hong Kong, Hong Kong

Peking University, China

University of Melbourne, Australia

Tenure and Promotion Assessor

School of Business, National University of Singapore, Singapore Nanyang Business School, Nanyang Technological University, Singapore Department of Management, Jerusalem Business School, Israel Department of Psychology, Macau University, Macao Institute of Ethnology, Academia Sinica, Taiwan Anderson School of Business, University of California, Los Angeles, USA School of Business, University of Michigan, USA School of Business, The University of Texas at San Antonio, USA Department of Psychology, Brandeis University, USA Department of Psychology, University of Delaware, USA Department of Psychology, University of Michigan, USA College of Staten Island, City University of New York, USA London Business School, United Kingdom School of Business, Singapore Management University, Singapore School of Social Sciences, Singapore Management University, Singapore School of Business, City University of Hong Kong, Hong Kong Sun Yat-sen Business School, Sun Yat-sen University, Guangzhou, China Department of Psychology, National Taiwan University, Taiwan

External Program Examiner or Evaluator

Marketing and International Business Program, Lingnan University, 2019-2022.

Department of Psychology, National Taiwan University, 2018; 2023.

Department of Counselling and Psychology, Hong Kong Shue Yan University, 2014-2018.

Psychology Program, UniSim, Singapore, 2012-2015.