

YING-YI HONG

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Business School
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Education

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|------|------------------------------------------------|
| 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 Experiences

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| Oct.2015-now | Choh-Ming Li Professor of Marketing |
| 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 |
| 1989-1994 | Graduate Teaching Fellow, Columbia University, New York |
| 1988-1989 | Demonstrator, University of Hong Kong |

Visiting Faculty

- 2007 (September) School of Business, Columbia University, USA.
- 2006 (April) School of Business, Peking University, China.
- 2005 (March – May) School of Business, Peking University, China.
- 2001 (January) Department of Psychology, University of Michigan, Ann Arbor, USA.
- 1998 (November) Department of Psychology, University of California, Berkeley, USA.
- 1998 (October) Graduate School of Business, Stanford University, USA.

Courtesy Appointments

- 2011-2014 Global Talent Scholar (“千人计划” 专家), Beijing Normal University, China
- 2010-2015 Research Fellow, Hong Kong Institute of Asia-Pacific Studies, Chinese University of Hong Kong
- 2008-now Research Fellow, Institute of Sociology, Chinese Academy of Social Sciences.
- 2008-now Guest Professor, Beijing Normal University, China
- 2008-now Guest Professor, Hangzhou Normal University, China
- 2008-now Guest Professor, Northwestern Normal University, China
- 2009-now Guest Professor, Yunnan Normal University, China
- 2006-2008 Marketing Division, College of Business Administration, University of Illinois at Urbana-Champaign
- 2005-2008 East Asian and Pacific Studies, University of Illinois at Urbana-Champaign

Honors and Awards

- 2013 **Nanyang Award of Research Excellence**, conferred by Nanyang Technological University, Singapore
- 2009 Fellow, Society for Experimental Social Psychology (SESP).
- 2007 Associate, Center for Advanced Study, University of Illinois at Urbana-Champaign.
- 2005 Fellow, Association of Psychological Science (APS).
- 2003 International Society for Self and Identity **Outstanding Early Career Award**
- 2001 **Otto Klineberg Intercultural and International Relations Award**, 2001, conferred by the *Society for the Psychological Study of Social Issues*

Recent Book or Best Paper Awards

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). Oxford Handbook of Multicultural Identity. 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: Home-culture primes foster expatriates' adjustment through bolstering relational security. Received the Best Paper (Silver) award at the Human Capital International Conference 2014, China.

Zhang, Y., Hong, Y., & Guo, X. (2014). How do consumers in the developed regions evaluate global brands from emerging countries? Summer Marketing Educators' Conference 8/1-3/2014, Global & Cross-Cultural Marketing best in track paper award.

Professional Memberships

International Academy for Intercultural Research, Fellow

Association of Psychological Science, Fellow

Society for Personality and Social Psychology

Society for Experimental Social Psychology (SESP)

Asian Association of Social Psychology

Society for the Psychological Study of Social Issues

Publications

Citations

Based on a search at the user profile of the Google Scholar on September 10, 2017, Ying-yi Hong has citations of **13554**, **H-index=52**, and **i10-index=100**.

Journal Articles

1. Cheng, C-Y., & Hong, Y. (in press). Kiasu and Creativity in Singapore: An Empirical Test of the Situated Dynamics Framework. *Management and Organizational Review*.
2. Hong, Y., & Cheon, B. K. (in press). How does culture matter in the face of globalization. *Perspectives on Psychological Science*.
3. 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
4. Yap, W. J., Christopoulos, G., & Hong, Y. (2017). Physiological responses associated with cultural attachment. *Behavioural Brain Research*, 325 (Jan.), p. 214-222. DOI:10.1016/j.bbr.2017.01.017
5. Phua, D.Y., Meaney, M.J., Khor, C.C., Lau, I.Y.M., & Hong, Y. (2017). Effects of bonding with parents and home culture on intercultural adaptations and the moderating role of genes. *Behavioural Brain Research*, 325, 223-236.
6. Huff, S., Lee, F., & Hong, Y. (in press). Bicultural and Generalized Identity Integration Predicts Interpersonal Tolerance. *Journal of Cross-Cultural Psychology*.
7. 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.

8. Friedman, R., Hong, Y., Simons, T., Chi, S-C., Oh, S-H, Lachowicz, M. (in press). The Impact of Culture on Reactions to Promise Breaches: Differences between East and West in Behavioral Integrity Perceptions. *Group and Organization Management*.
9. Liu, Z., Liu, X-X., Hong, Y., Brockner, J., Tam, K., & Li, Y. (in press). 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*.
10. Cheon, B. K., Christopoulos, G. I., Hong, Y. (2016). Disgust associated with culture mixing: Why and Who? *Journal of Cross-Cultural Psychology*, 47 (November), 1268-1285, doi: 10.1177/0022022116667845
11. Wang, Y., Zhang, L., Kong, X., Hong, Y., Cheon, B., & Liu, J. (2016). Pathway to neural resilience: Self-esteem buffers against deleterious effects of poverty on the hippocampus. *Human Brain Mapping*, 37, 3757-3766.
12. Bendapudi, N., Zhan, S., & Hong, Y. (in press). Cultural values differentially moderate the benefits of basic education on two types of national innovation outputs. *Journal Cross-Cultural Psychology*.
13. Liao, H., Hong, Y., & J. Rounds (2016). Perception of subtle racism: The role of group status and legitimizing ideologies. *The Counseling Psychologist*, February, 44 (2), 237-266.
14. 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
15. Hong, Y., Zhan, S., Morris, M. W., & Benet-Martinez, V. (2016). Multicultural Identity Processes. *Current Opinion in Psychology*, Volume 8, April 2016, 49-53.
16. Chen, Y., & Hong, Y. (2015). Different ways to resolve discrepancy between descriptive and injunctive norms across cultures. *Journal of Cross-Cultural Psychology*. doi: 10.1177/0022022115600265, November 2015.
17. 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.
18. Morris, M. W., Hong, Y., Chiu, C., & Liu, Z. (2015). Normology: Integrating insights about social norms to understand cultural dynamics. *Organizational Behavior and Human Decision Processes*, 129, 1-13. July 2015.
19. 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*, 59, 24-31. Feb.2015.

20. 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.
21. Cheon, B. K., Livingston, R. W., Hong, Y., & Chiao, J. Y. (2014). Gene x Environment Interaction on Intergroup Bias: The Role of 5-HTTLPR and Perceived Outgroup Threat. *Social Cognitive and Affective Neuroscience*, 9, 1268-1275.
22. 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.
23. 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.
24. Gao, H., Zhang, Y., Wang, F., Xu, Y., Hong, Y., & Jiang, J. (2014). Regret causes ego-depletion and finding benefits in the regrettable events alleviates ego-depletion. *The Journal of General Psychology*, 141(3), 169–206.
25. Tao, V. Y. K., & Hong, Y. (2013). When Academic Achievement is an Obligation – Perspectives from Social-Oriented Achievement Motivation. *Journal of Cross-Cultural Psychology*. DOI: 10.1177/0022022113490072
26. Hong, Y., Fang, Y., Yang, Y., & Phua, D. P-L (2013). Cultural Attachment – A New Theory and Method to Understand Cross-cultural Competence. *Journal of Cross-Cultural Psychology*, 44, 1024-1044.
27. Christopoulos, G., & Hong Y. (2013). Turning two uninvited guests into prominent speakers: Toward a Dynamic Culture Neuroscience. *Psychological Inquiry*, 24, 20-25.
28. Chao, M. M., Hong, Y., & Chiu, C. (2013). Essentializing Race: Its Implications on Racial Categorization. *Journal of Personality and Social Psychology*, 104, 619-634.
29. Hong, Y., & Phua, D. Y-L (2013). In search of culture's role in influencing individual social behavior. *Asian Journal of Social Psychology*, 16, 26-29.
30. Sui, J., Hong, Y., Liu, C. H., Humphreys, G. W., & Han, S. (2013). Dynamic cultural modulation of neural responses to one's own and friend's faces. *Social Cognitive and Affective Neuroscience*, 8(3), 326-332. doi:10.1093/scan/nss001
31. Tadmor, C. T., Chao, M. M., Hong, Y., & Polzer, J. T. (2013). Not just for stereotyping anymore: Racial essentialism reduces domain-general creativity. *Psychological Science*, 24, 99-105.
32. 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.
33. Hong, Y. & Chao, M. (2012). Steps to building a good theory – Embracing diversity. *Acta Psychologica Sinica*, 44, 138-141.

34. Wu, L., Friedman, R., & Hong, Y. (2012). Culture and accountability in negotiation: Recognizing the importance of in-group relations. *Organizational Behavior and Human Decision Processes*, 117, 221-234.
35. Friedman, R., Liu, W., Chi, S., Hong, Y., & Sung, L. (2012). Cross-cultural management and bicultural identity integration: When does experience abroad lead to appropriate cultural switching? *International Journal of Intercultural Relations*, 36, 130-139.
36. Kim, H., Lee, L., & Hong, Y. (2012). Claiming the validity of negative in-group stereotypes when foreseeing a challenge: A self-handicapping account. *Self & Identity*, 11, 285-303.
37. Grossmann, I., Ellsworth, P.C., & Hong, Y. (2011). Culture, attention, and emotion. *Journal of Experimental Psychology: General*, 14, 31-36. doi: [10.1037/a0023817](https://doi.org/10.1037/a0023817)
38. Lee, S., Lau, I. Y., & Hong, Y. (2011). Effects of appearance and functions on likeability and perceived occupational suitability of robots. *Journal of Cognitive Engineering and Decision Making*, 5(2), 232-250.
39. Rosner, J. L., Gardner, W., & Hong, Y. (2011). The dynamic nature of being Jewish: Identity centrality and the acculturation of Russian Jews in the United States. *Journal of Cross-Cultural Psychology*, 42, 1341-1355.
40. Jiang, J. et al. (2011). Emotional Reactions to Scandals: When Does Moral Character Make a Difference? *Asian Journal of Social Psychology*, 14, 207-216.
41. Cheng, S.Y., Rosner, J.L., Chao, M.M., Peng, S., Chen, X., Li, Y., Kwong, J., Hong, Y-y., & Chiu, C-y. (2011). One world, one dream? Intergroup consequences of the 2008 Beijing Olympics. *International Journal of Intercultural Relations*, 35, 296-306.
42. Chao, M. M., Okazaki, S., & Hong, Y. (2011). The quest for multicultural competence: Challenges and lessons learned from clinical and organizational research. *Social and Personality Psychology Compass*, 5, 263-274.
43. Menon, T., Sim, J., Fu, J. H., Chiu, C., & Hong, Y. (2010). Blazing the Trail versus Trailing the Group: Culture and Perceptions of the Leader's Position. *Organizational Behavior and Human Decision Processes*, 113, 51-61.
44. Rosner, J. L., & Hong, Y. (2010). Lay theories of racial difference make a difference. *Psychological Inquiry*, 21, 160-163.
45. Jenkins, L. J., Yang, Y. J., Goh, J., Hong, Y., & Park, D.C. (2010). Cultural differences in the lateral occipital complex while viewing incongruent scenes. *Social Cognitive and Affective Neuroscience*. 5(2-3), 236-241.
46. Liu, L., & Hong, Y. (2010). Psychological ramifications of 2008 Beijing Olympic Games. *Asian Journal of Social Psychology*, 13, 102-108.
47. Rosner, J. L., Li, Y., Chao, M. M., & Hong, Y. (2010). One world, just a dream? Effects of the Beijing Olympic icon on perceived differences between

- Eastern and Western culture. *Asian Journal of Social Psychology*, 13, 139-151.
48. Yang, Y. J., & Hong, Y. (2010). Implicit theories of the world and implicit theories of the self as moderators of self-stereotyping. *Social Cognition*, 28, 253-264.
49. Hong, Y., Chao, M., Yang, Y. J., & Rosner, J. L. (2010). Building and Testing Theories: Experiences from Conducting Social Identity Research. *Acta Psychologica Sinica*, 42, 22-36.
50. Hong, Y., Chao, M., & No, S. (2009). Dynamic interracial/intercultural processes: The role of lay theories of race. *Journal of Personality*, 77, 1283-1309.
51. Mischel, W., Mendoza-Denton, R., & Hong, Y. (2009). Toward an integrative CAPS approach to racial/ethnic relations. *Journal of Personality*, 77, 1365-1379.
52. Kesebir, P. & Hong, Y. (2009). The Pain-buffering functions of money and social support: A motivational account. *Psychological Inquiry*, 19, 196 – 198.
53. Hong, Y., Wyer, R. Jr., & Fong, C. (2008). Chinese working in groups: Effort dispensability versus normative influence. *Asian Journal of Social Psychology*, 11, 187-195.
54. No, S., Hong, Y., Liao, H., Lee, K., Wood, D., & Chao, M. (2008). Lay Theory of Race Affects and Moderates Asian Americans' Responses toward American Culture. *Journal of Personality and Social Psychology*, 95, 991-1004.
55. Coleman, J., & Hong, Y. (2008). Beyond nature and nurture: The influence of lay gender theories on self-stereotyping. *Self & Identity*, 7(1), 34-53.
56. Chao, M., & Hong, Y. (2007). Being a bicultural Chinese: A multilevel perspective to biculturalism. *Journal of Psychology in Chinese Societies*, 8, 141-157.
57. Fu, H-y., Morris, M. W., Lee, S-I. Chao, M., Chiu, C., & Hong, Y. (2007). Epistemic motives and cultural conformity: Need for closure, culture, and context as determinants of conflict judgments. *Journal of Personality and Social Psychology*, 92, 191-207.
58. Chao, M., Chen, J., Roisman, G., & Hong, Y. (2007). Essentializing Race: Implications for bicultural individuals' cognition and physiological reactivity. *Psychological Science*, 18, 341-348.
59. Hong, Y., Liao, H., Wong, R., Chan, G., Chiu, C., Ip, G., Fu, H., & Hansen, I. (2006). The temporal causal link between outgroup attitudes and social categorization: The case of Hong Kong 1997 transition. *Group Processes and Intergroup Relations*, 9, 265-288.

60. Dach-Gruschow, K & Hong, Y. (2006). The Racial Divide in Response to the Aftermath of Katrina: A Boundary Condition for Common Ingroup Identity Model. *Analyses of Social Issues and Public Policy*, 6(1), 125-141.
61. Levy, S., Chiu, C., & Hong, Y. (2006). Lay theories and intergroup relations. *Group Processes and Intergroup Relations*, 9, 5-24.
62. Wong, R. Y-M., & Hong, Y. (2005). Dynamic Influences of Culture on Cooperation in the Prisoner's Dilemma. *Psychological Science*, 16, 429-434.
63. Liu, J. H., Goldstein-Hawes, R., Hilton, D., Huang, L., Gastardo-Conaco, C., Dresler-Hawke, E., Pittolo, F., Hong, Y. et al. (2005). Social renovations of events and people in world history across twelve cultures. *Journal of Cross-Cultural Psychology*, 36, 171-191.
64. Kashima, Y., Kashima, E., Chiu, C., Farsides, T., Gelfand, M., Hong, Y. et al. (2005). Culture, essentialism, and agency: Are individuals universally believed to be more real entities than groups? *European Journal of Social Psychology*, 35, 147-169.
65. Hong, Y., Coleman, J., Chan, G., Wong, R. Y. M., Chiu, C., Hansen, I. G., Lee, S., Tong, Y., & Fu, H. (2004). Predicting intergroup bias: The interactive effects of implicit theory and social identity. *Personality and Social Psychology Bulletin*, 30, 1035-1047.
66. Hong, Y., & Mallorie, L. M. (2004). A dynamic constructivist approach to culture: Lessons learned from personality psychology. *Journal of Research in Personality*, 38, 59-67.
67. Chiu, C., & Hong, Y. (2004). The identity of being a Hong Konger: Empirical evidence and implications for Hong Kong's strategic development. *Hong Kong Journal of Social Science*, 26, 43-58.
68. Lau, I. Y., Lam, S., Chiu, C., & Hong, Y. (2004). Social identity of Hong Kong adolescents: Intergroup perception and orientation in political transition. *Hong Kong Journal of Social Science*, 26, 25-41.
69. Hong, Y., Chan, G., Chiu, C., Wong, R. Y. M., Hansen, I. G., Lee, S., Tong, Y., & Fu, H. (2003). How are social identities linked to self-conception and intergroup orientation? The moderating effect of implicit theories. *Journal of Personality and Social Psychology*, 85, 1147-1160.
70. Hong, Y., Benet-Martinez, V., Chiu, C., & Morris, M. W., (2003). Boundaries of cultural influence: Construct activation as a mechanism for cultural differences in social perception. *Journal of Cross-cultural Psychology*, 34, 453-464.

71. Hong, Y., Levy, S. R., & Chiu, C. (2001). The contribution of the lay theories approach to the study of groups. *Personality and Social Psychology Review*, 5, 97-105.
72. Hong, Y., Ip, G., Chiu, C., Morris, M. W., & Menon, T. (2001). Cultural identity and dynamic construction of the self: Collective duties and individual rights in Chinese and American cultures. *Social Cognition*, 19, 251-268.
73. Hong, Y., & Chiu, C. (2001). Toward a paradigm shift: From cross-cultural differences in social cognition to social-cognitive mediation of cultural differences. *Social Cognition*, 19, 181-196.
74. Levy, S. R., Hong, Y., & Chiu, C. (2001). The contribution of the lay theories approach to the study of groups. *Personality and Social Psychology Review*, 5, 98-106.
75. Levy, S. R., Plaks, J., Hong, Y., Chiu, C., & Dweck, C. S. (2001). Static versus dynamic theories of groups: Different routes to different destinations. *Personality and Social Psychology Review*, 5, 156-168.
76. Li, Q. & Hong, Y. (2001). Intergroup perceptual accuracy predicts real-life intergroup interactions. *Group Processes and Intergroup Relations*, 4, 341-354.
77. Lau, I., Chiu, C., & Hong, Y. (2001). I know what you know: Assumptions about others' knowledge and their effects on message construction. *Social Cognition*, 19, 587-600.
78. Knowles, E., Morris, M. W., Chiu, C., & Hong, Y. (2001). Culture and the process of person perception: Evidence for automaticity among East Asians in correcting for situational influences on behavior. *Personality and Social Psychology Bulletin*, 27, 1344-1356.
79. Hong, Y., Wong, R. Y. M., & Liu, J. H. (2001). The history of war strengthens ethnic identification. *Journal of Psychology in the Chinese Societies*, 2, 7-35.
80. Cheng, C., Chiu, C., Hong, Y., & Cheung, J. S. (2001). Discriminative facility and its role in the perceived quality of interactional experiences. *Journal of Personality*, 69, 765-786.
81. Hong, Y., Morris, M. W., Chiu, C., & Benet-Martinez, V. (2000). Multicultural minds: A dynamic constructivist approach to culture and cognition. *American Psychologist*, 55, 709-720.
82. Chiu, C., Morris, M. W., Hong, Y., & Menon, T. (2000). Motivated cultural cognition: The impact of implicit cultural theories on dispositional attribution varies as a function of need for closure. *Journal of Personality and Social Psychology*, 78, 247-259.

83. Hong, Y., & Salili, F. (2000). Challenges ahead for research on Chinese students' learning motivation in the new millennium. *Journal of Psychology in the Chinese Societies*, 1(2), 1-12.
84. Tao, V., & Hong, Y. (2000). A meaning system approach to Chinese students' achievement goals. *Journal of Psychology in the Chinese Societies*, 1(2), 13-38.
85. Hong, Y., Chiu, C., Dweck, C. S., Lin, D. M-S, & Wan, W. (1999). Implicit theories, Attributions, and coping: A meaning system approach. *Journal of Personality and Social Psychology*, 77, 588-599.
86. Menon, T., Morris, M., Chiu, C., & Hong, Y. (1999). Culture and attributions to individuals versus groups: North Americans attribute to personal dispositions; East Asians attribute to the dispositions of social collectives. *Journal of Personality and Social Psychology*, 76, 701-717.
87. Hong, Y., Abrams, D., & Ng, S. H. (1999). Social Identifications during Political Transition: The Hong Kong 1997 Experience. *International Journal of Intercultural Relations*, 23, 177-185.
88. Hong, Y., Chiu, C., Yeung, G., & Tong, Y. (1999). Social comparison during political transition: Interaction of entity versus incremental beliefs and social identities. *International Journal of Intercultural Relations*, 23, 257-279.
89. Chiu, C., & Hong, Y. (1999). Social identification in a political transition: The role of implicit beliefs. *International Journal of Intercultural Relations*, 23, 297-318.
90. Tong, Y., Hong, Y., Lee, S., & Chiu, C. (1999). Language use as a carrier of social identity. *International Journal of Intercultural Relations*, 23, 281-296.
91. Fu, H., Lee, S., Chiu, C., & Hong, Y. (1999). Setting the frame of mind for social identity. *International Journal of Intercultural Relations*, 23, 199-214.
92. Lam, S., Lau, I. Y., Chiu, C., Hong, Y., & Peng, S. (1999). Differential emphases on modernity and Confucian values in social categorization: the case of Hong Kong adolescents in political transition. *International Journal of Intercultural Relations*, 23, 237-256.
93. Gervy, B.M., Chiu, C., Hong Y., & Dweck, C. S. (1999). Implicit theories: The impact of person information on decision-making. *Personality and Social Psychology Bulletin*, 25, 17-27.
94. Chiu, C., Hong, Y., Lam, I. C. M., Fu, H. Y., Tong, Y. Y., & Lee, S. L. (1998). Gender stereotyping and self-novation: Effects of gender stereotype activation. *Group Processes and Intergroup Relations*, 1, 25-40.

95. Lam S. F., Lau, I. Y. M., Chiu, C., & Hong, Y. (1998). Hong Kong adolescents' social identities and conceptualization of modernization. *Hong Kong Journal of Social Science*, 11, 83-99.
96. Hong, Y., Chiu, C., Dweck, C. S., & Sacks, R. (1997). Implicit theories and evaluative processes in person cognition. *Journal of Experimental Social Psychology*, 33, 296-323.
97. Chiu, C., Hong, Y., & Dweck, C. S. (1997). Lay dispositionism and implicit theories of personality. *Journal of Personality and Social Psychology*, 73, 19-30.
98. Chiu, C., Hong, Y., Mischel, W., & Shoda, Y. (1995). Discriminative facility in social competence. *Social Cognition*, 13, 49-70.
99. Dweck, C. S., Chiu, C., & Hong, Y. (1995). Implicit theories and their role in judgments and reactions: A world from two perspectives. *Psychological Inquiry*, 6, 267-285.
100. Dweck, C. S., Chiu, C., & Hong, Y. (1995). Implicit theories: Elaboration and extension of the model. *Psychological Inquiry*, 6, 322-333.
101. Dweck, C. S., Hong, Y., & Chiu, C. (1993). Implicit theories: Individual differences in the likelihood and meaning of dispositional inference. *Personality and Social Psychology Bulletin*, 19, 644-656.
102. Hong, Y. Y., & Chiu, C. (1992). A study of the comparative structure of guilt and shame in a Chinese society. *Journal of Psychology*, 126, 171-179.
103. Chiu, C., & Hong, Y. (1992). The effect of intentionality and validation on collective responsibility attribution among Hong Kong Chinese. *Journal of Psychology*, 126, 291-300.
104. Hong, Y., & Chiu, C. (1991). Reducing social desirability in attitude assessment through the enlightening effect. *Journal of Social Psychology*, 131, 585-587.
105. Hong, Y., & Chiu, C. (1988). Sex, locus of control, and illusion of control in Hong Kong as correlates of gambling involvement. *Journal of Social Psychology*, 128, 667-673.
106. Chiu, C., & Hong, Y. (1988). Relationship between length of questionnaire and response styles. *Acta Psychologica Sinica*, 20, 15-19. [in Chinese]

Authored Books

- Chiu, C., & Hong, Y. (2006). *The social psychology of culture*. New York: Psychology Press. (Chinese translation published by the People University of China Press, 2010.)
- Chiu, C., Hong, Y., Ip, G., & Lee, V. (2000). *Applying multiple competencies*. Hong Kong: Joint Publishing Co. [In Chinese]
- Chiu, C., Hong, Y., Cheng, C., & Ho P. (1998). *Multiple competencies: Abilities beyond IQ*. Taipei: Psychological Publishing Co. [In Chinese]

Edited Books

- Benet-Martinez, V., & Hong, Y. (Eds.) (2014). *Oxford Handbook of Multicultural Identity*. New York: Oxford University Press.
[This book won the American Psychological Association Division 52's (International Psychology) 2015 *Ursula Gielen Global Psychology Book Award*.]
- Gelfand, M., Chiu, C-y., & Hong, Y. (Eds.) (2016). *Advances in culture and psychology* (Vol. 6). New York: Oxford University Press.
- Gelfand, M., Chiu, C-y., & Hong, Y. (Eds.) (2015). *Advances in culture and psychology* (Vol. 5). New York: Oxford University Press.
- Gelfand, M., Chiu, C-y., & Hong, Y. (Eds.) (2014). *Advances in culture and psychology* (Vol. 4). New York: Oxford University Press.
- Gelfand, M., Chiu, C-y., & Hong, Y. (Eds.) (2013). *Advances in culture and psychology* (Vol. 3). New York: Oxford University Press.
- Gelfand, M., Chiu, C-y., & Hong, Y. (Eds.) (2012). *Advances in culture and psychology* (Vol. 2). New York: Oxford University Press.
- Gelfand, M., Chiu, C-y., & Hong, Y. (Eds.) (2011). *Advances in culture and psychology* (Vol. 1). New York: Oxford University Press.
- Leung, A., K, Chiu, C., & Hong, Y. (Eds.) (2010). *Cultural processes*. New York: Oxford University Press.
- Wyer, R. S. Jr., Chiu, C., & Hong, Y. (Eds.) (2009). *Understanding culture: Theory, research and application*. New York: Psychology Press.
- Chiu, C., Salili, F., & Hong, Y. (Eds.) (2001). *Multiple competencies and self-regulated learning: Implications for multicultural education*. Greenwich, CT: Information Age.

Salili, F., Chiu, C., & Hong, Y. (Eds.) (2001). *Student motivation: The culture and context of learning*. New York: Plenum.

Handbook Chapters

1. Chiu, C., & Hong, Y. (in press). Culture and creativity/innovation. In D. Cohen & S. Kitayama (Eds.) *The Handbook of Cultural Psychology*. New York: Guilford.
2. Roets, A., Kruglanski, A. W., Kossowska, M., Pierro, A., & Hong, Y. (2015). The motivated gatekeeper of our minds: New directions in need of closure theory and research. (pp.221-283). *Advances in Experimental Social Psychology*.
3. Cheon, B. K., & Hong, Y. (2015). Cultural neuroscience of intergroup bias. (pp. 249-270). In J. Chiao, S-C. Li, R. Seligman, & R. Turner (Eds.) *The Oxford Handbook of Cultural Neuroscience*. New York: Oxford University Press. December 2015.
4. Hong, Y., & Khei, M. (2014). Dynamic multiculturalism: The interplay of socio-cognitive, neural and genetic mechanisms. In V. Benet-Martinez & Y. Hong (Eds.). *The Oxford Handbook of Multicultural Identity: Basic and Applied Psychological Perspectives*. New York: Oxford University Press.
5. Chiao, J. Y., Cheon, B. K., Beoko, G. M., Livingston, R. W., & Hong, Y. (2012). Gene X Environment interaction in social cognition. In S. T. Fiske & C. N. Macrae (Eds.), *The Sage Handbook of Social Cognition*. 523-542.
6. Tadmor, C. T., Hong, Y., Chiu, C., & No, S. (2010). What I Know in My Mind and Where My Heart Belongs: Multicultural Identity Negotiation and Their Cognitive Consequences. In Richard Crisp (Ed.). *The Psychology of Social and Cultural Diversity*. Blackwell.
7. Hong, Y., Yang, Y. J., & Chiu, C. (2010). What is Chinese about Chinese psychology? Who are the Chinese in Chinese psychology? In M. H. Bond (Ed.), *Handbook of Chinese psychology*. New York: Oxford University Press.
8. Hong, Y., Wan, C., No, S., & Chiu, C. (2007). Multicultural identities. In S. Kitayama & D. Cohen (Eds.), *Handbook of cultural psychology*. (pp. 323-345). New York, NY: Guilford.
9. Chiu, C., & Hong, Y. (2007). Cultural processes: Basic principles. In E. T. Higgins, & A. E. Kruglanski (Eds.), *Social psychology: Handbook of basic principles*. New York: Guilford.
10. Chiu, C., & Hong, Y. (2005). Cultural competence: Dynamic processes. In A. Elliot & C. S. Dweck (Eds.), *Handbook of motivation and competence* (pp. 489-505). New York: Guilford.

Book Chapters

1. Wheeler, J. L., Gelfand, M. J., Hong, Y., & Chiu, Y. (in press). Culture, Work, and the Self: The Mutual Influence of Social and Industrial Organizational Psychology. In Lance Ferris, Russell Johnson, and Constantine Sedikides (Eds.). *The Self at Work: Fundamental Theory and Research*. Taylor & Francis/Routledge.
2. Kwan, L.Y-Y. & Hong, Y. (2013). Culture, group processes, and trust. In Yuki, M., & Brewer, M. (Eds.). *Culture and group processes*. (pp.93-117). New York: Oxford University Press.
3. Hong, Y. (2013). How to define Chinese psychology? Findings from social identity research. In Kuang-Hui Yeh (Ed.). *Chinese indigenous psychology in global context: Reflections and future direction*. (p.119-143.), Academic Sinica: Taipei, Taiwan.
4. Gelfand, M. J., Chiu, C., & Hong, Y. (2011). Situating ourselves linguistically and culturally in psychological reality. In M. J. Gelfand, C. Chiu, & Y. Hong (Eds.), *Advances in culture and psychology*, Vol.1.
5. Hong, Y. (2011). The dynamics of multicultural identities. In S. Wiley, T. Revenson, & G. Philogène (Eds). *Social Categories in Everyday Experience*. (pp.165-186). American Psychological Association Press.
6. No, S., Wan, C., Chao, M. M., Rosner, J., & Hong, Y-y. (2010). Bicultural identity negotiation. In A. K-y. Leung, C-y. Chiu, & Y-y. Hong, (Eds.), *Cultural processes: A social psychological perspective*. New York: Cambridge University Press.
7. Chiu, C-y., Leung, K-y., & Hong, Y-y. (2010). Cultural processes: An overview. In A. K-y. Leung, C-y. Chiu, & Y-y. Hong (Eds.), *Cultural processes: A social psychological perspective*. New York: Cambridge University Press.
8. Hong, Y. (2009). A dynamic constructivist approach to culture: Moving from describing culture to explaining culture. In Wyer, R. S. Jr., Chiu, C., & Hong, Y. (Eds.) *Understanding culture: theory, research and application*. (pp.3-23). New York: Psychology Press.
9. Bond, M. H., Brislin, R. W., Chiu, C-y. et al. (2009). The present and future state of cultural research and theory. In R. Wyer, C-y. Chiu, & Y. Hong (Eds.), *Understanding culture: Theory, research and application*. New York: Psychology Press.
10. Chiu, C., Hong, Y., & Dweck, C. (2008). Lay dispositionism and implicit theories of personality. *Chinese Social Psychological Review*.

11. Hong, Y., Roisman, G. I., & Chen, J. (2006). A Model of Cultural Attachment: A New Approach for Studying Bicultural Experience. In M. H. Bornstein & L. R. Cote (Eds.) *Acculturation and parent-child relationships: Measurement and development*. (pp.135-170). New Jersey: Lawrence Erlbaum Associates.
12. Hong, Y., & No, S. (2005). Bicultural individuals' renovation of cultures and the self: Comparing first and later generation Asian Americans. In P. K. Oles & H. J. M. Hermans (Eds.), *The dialogical self: Theory and research*. (pp. 61-70). Lublin: Wydawnictwo KUL.
13. Menon, T., Morris, M., Chiu, C., & Hong, Y. (2005). Culture and the construal of agency: Attribution to individual versus group dispositions. In D. L. Hamilton (Ed.) *Social Psychology: Key readings*. New York: Psychology Press.
14. Brewer, M. B., Hong, Y., & Li, Q. (2004). Dynamic Entitativity: Perceiving Groups as Actors. To appear in V. Yzerbyt, C. M. Judd, & O. Corneille (Eds.), *The Psychology of Group Perception: Perceived Variability, Entitativity, and Essentialism*. (pp.25-38). New York: Psychology Press.
15. Hong, Y. (2001). The role of beliefs about the relationship between effort and ability in Chinese culture. In F. Salili, C. Chiu, & Y. Hong (Eds.) *Student motivation: The culture of context of learning* (pp.105-120). New York: Plenum.
16. Chiu, C., Salili, F., & Hong, Y. (2001). The role of multiple competencies and self-regulated learning in multicultural education. In C. Chiu, F. Salili, & Y. Hong (Eds.), *Multiple competencies and self-regulated learning: Implications for multicultural education* (pp. 3-13). Greenwich, CT: Information Age.
17. Salili, F., Chiu, C., & Hong, Y. (2001). The culture and context of learning. In F. Salili, C. Chiu & Y. Hong (Eds.), *Student motivation: The culture and context of learning* (pp.1-14). New York: Plenum.
18. Hong, Y., & Liu, W. T. (2000). Generational dependency and elderly care: A psychological interpretation of cultural norms and exchange. In W. T. Liu and H. Kendig (Eds.) *Who cares for the elder? A East-West value divide*. (pp.165-182) Singapore: University of Singapore Press.
19. Chiu, C., & Hong, Y. (2000). Learning how to learn: Metacognition, implicit theories of intelligence and the mastery-oriented learning. In Graduate Association of Colleges of Education (Ed.), *The promotion of learning how to learn* (pp. 48-53). Hong Kong: Graduate Association of Colleges of Education.

20. Su, S. K., Chiu, C., Hong, Y., Leung, K., Peng, K., & Morris, M. W. (1999). Self organization and social organization: American and Chinese constructions. (pp. 193-222). In T. R. Tyler, R. Kramer, & O. P. John (Eds.), *The psychology of the social self*. Mahway, NJ: Lawrence Erlbaum.
21. Hong, Y., Chiu, C., & Kung, M. (1997). Bringing culture out in front: Effects of cultural meaning system activation on social cognition. In K. Leung, U. Kim, S. Yamaguchi, & Y. Kashima (Eds.), *Progress in Asian social psychology*, Vol.1. (pp.139-150) Singapore: Wiley.
22. Chiu, C., & Hong, Y. (1997). Justice from a Chinese perspective. In H. S. R. Kao & D. Sinha (Eds.), *Asian perspectives on psychology* (pp.164-184). Thousand Oaks, CA: Sage.
23. Hong, Y., Chiu, C., & Dweck, C. S. (1995). Implicit theories and self-confidence in achievement. In M. Kernis (Ed.), *Efficacy, agency and self-esteem* (pp.197-216). New York: Plenum.
24. Chiu, C., Hong, Y., & Dweck, C. S. (1994). Toward an integrative model of personality and intelligence: A general framework and some preliminary steps. In R. J. Sternberg & P. Ruzgis (Eds.), *Personality and intelligence* (pp. 104-134). Cambridge, UK: Cambridge University Press.
25. Hong, Y., & Lam, D. J. (1992). Appraisal, coping, and guilt as correlates of test anxiety. In K. A. Hagtvet & T. B. Johnsen (Eds.) *Advances in test anxiety research*, Vol. 7. (pp. 277-287). Amsterdam: Swets & Zeitlinger.
26. Lam, D. J., & Hong, Y. (1992). Strategies and dimensions of coping with examination stress. In K. A. Hagtvet & T. B. Johnsen (Eds.) *Advances in test anxiety research*, Vol. 7. (pp. 304-312). Amsterdam: Swets & Zeitlinger.

Book Review

1. Hong, Y. & Rosner, J.L. (2008, June 18). A timely read for understanding the challenges ahead in our globalizing world [Review of the book *Multiculturalism and Intergroup Relations: Psychological Implications for Democracy in Global Context*]. *PsycCRITIQUES – Contemporary Psychology: APA Review of Books*, 53 (No. 25), Article 1. Retrieved [[June 18, 2008]], from the PsycCRITIQUES database.
2. Hong, Y. (1999). Ideals of human development. *Contemporary Psychology*, 44, 83-84.

Dictionary Entries

1. Hong, Y. (in press). *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.
3. Hong, Y. (2009). Collective self-esteem. In D. Matsumoto (Ed.) *Dictionary of psychology*. Cambridge University Press.
4. Hong, Y. (2009). Self-construal. In D. Matsumoto (Ed.) *Dictionary of psychology*. Cambridge University Press.

Magazine Publication

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.

Research Grants

Current grants

1. Culture, diversity, and financial market bubbles: How does global vs. local processing impact investment decision making? Funded by General Research Fund, Hong Kong Research Grants Council, Hong Kong. (September 2016 to August 2019). Total amount funded: HK\$996,596. Principal-Investigator.
2. 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: S\$50,000. Co-Investigator.
3. 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: S\$199,514. Principal Investigator.

Completed grants

4. 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: S\$473,120. Principal Investigator.

5. 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: S\$175,000. Principal Investigator.
6. 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: \$2,281,141 (directs & indirects). Role: Co-investigator.
5. Folk Theories of Race: A Preliminary Test (January 2008 to December 2008), funded by the University of Illinois, Urbana-Champaign, Campus Research Board (\$11,823). Principal Investigator.
6. 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 \$ 25,518.75. Role: Co-investigator.
7. 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: \$17,600 (directs). Role: Principal Investigator.
8. 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: \$ 361,189 (directs & indirects) Role: Co-investigator.
9. 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.
10. 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). Principal Investigator
11. Center for Experimental Business Research (1999-2002), funded by RGC Central Allocation Fund (HK\$ 2 million). Co-investigator
12. A Knowledge Activation Model of Cultural Influence on Normative Judgment (1999-2001), funded by Research Grant Council Competitive Earmarked Research Grant (HK\$651,000). Co-investigator
13. Enhancement of Learning Motivation in Schools (ELMS Project) (1999-2001), funded by Quality Education Fund (HK\$1.5 million). Co-investigator
14. 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). Principal Investigator

15. 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). Principal Investigator
16. 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). Principal Investigator
17. The anatomy of social intelligence (1997-1998), funded by Research Grant Council Direct Allocation Grant (HK\$45,000). Principal Investigator
18. 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). Principal Investigator
19. Social Loafing Across Cultures (1999-2000), funded by Direct Allocation Grant (HK\$98,000). Principal Investigator
20. Improving Emotional Intelligence and Learning Motivation in Tertiary Education (1997-1999), funded by University Grant Council Teaching Development Grant (HK\$ 1.09 million). Co-investigator
21. Psychological analysis of transitional Hong Kong (1995-1998), funded by an anonymous donor (HK\$2 million). Co-investigator
22. 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). Co-investigator
23. The Hong Kong Transitions Project (1994-1996), funded by Research Grant Council Competitive Earmarked Research Grant (HK\$734,000). Co-investigator
24. The Hong Kong Transition Project (1996-1998), funded by Research Grant Council Competitive Earmarked Research Grant (HK\$646,000). Co-investigator

Editorship

Journal/Book series Editor

- | | |
|----------|-----------------------------------------------------------------------------------|
| 2008-now | Editor, <i>Advances in Culture and Psychology</i> , Oxford University Press. |
| 2008-now | Series Editor, <i>Frontiers in Cultural Psychology</i> , Oxford University Press. |

2016-now Editor-in-chief, *Journal of Pacific Rim Psychology*,
Cambridge University Press.

Special Issue Editor for Journals

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 *Asian Journal of Social
Psychology*.

2008 Special Issue [Personality and Racial/Ethnic Relations]
of *Journal of Personality*

2006 Special Issue [Lay Theories and Intergroup Relations] of
Group Processes and Intergroup Relations

2001 Special Issue [Culture and Social Cognition] of *Social
Cognition*

2001 Special Issue [Lay Theories: Their Role in the Perception
of Social Groups] of *Personality and Social Psychology
Review*

2000 Special Issue [The Psychology of Learning in Chinese
Societies] of the *Journal of Psychology in Chinese
Societies*

1999 Special Issue [Social Identifications during Political
Transition: The Hong Kong 1997 Experience] of the
International Journal of Intercultural Relations,

Editor-in-Chief

2016-now *Journal of Pacific Rim Psychology*

Editorial Board of Journals

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*

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*.

2010 – 2012 Member, expert panel of PISA (OECD Programme for International Student Assessment)

Major University Administrative Positions

- | | |
|-----------|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 2017-now | Associate Director of Hong Kong Institute of Asia-Pacific Studies, Chinese University of Hong Kong |
| 2017-now | Co-convenor of Global China Research Programme, Chinese University of Hong Kong |
| 2017-now | Coordinator of China Studies (University Research Strategy), Chinese University of Hong Kong |
| 2015-now | Faculty Academic and Promotion Committee (FAPC), 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), NTU Research Council, Singapore. |
| 2009-2015 | Co-Director, Culture Science Institute (CSI), Nanyang Business School, Singapore. |
| 2012 | Recruitment Committee of the Founding Director, Centre for Contemporary Art (CCA) Singapore, NTU, Singapore. |
| 2010-2014 | Recruitment Committee of Professors, WKW School of Communication and Information, NTU, Singapore. |
| 2008-2012 | Tenure and Promotion Committee, Nanyang Business School, NTU, Singapore. |

- 2008-2012 Faculty Search Committee, Division of Marketing, Nanyang Business School, NTU, Singapore.
- 2007-2008 Award Committee, College of Liberal Arts and Sciences, University of Illinois at Urbana-Champaign.
- 2005-2007 Chair, Social and Behavioral Sciences Area Committee, Graduate College Fellowship Board, University of Illinois at Urbana-Champaign.
- 2003-2005 Member, Social and Behavioral Sciences Area Committee, Graduate College Fellowship Board, University of Illinois at Urbana-Champaign.

External Assessor

Grant Assessment

National Science Foundation, USA
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
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

Selected Keynote Addresses and Invited Talks (2008-now)

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

“How does Culture matter for Business Research?” Graduate Lecture at Academic Inviting Plan, School of Journalism and Communication, South China University of Technology, Guangzhou, China, December, 2016.

“Global Marketing – Insights from Culture Psychology” Undergraduate Lecture at Academic Inviting Plan, School of Journalism and Communication, South China University of Technology, Guangzhou, China, December, 2016.

“Multicultural Mind versus Multicultural Self – Linking Culture, Identity, and Brain” Keynote Speech 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 Speech at the International Association for Cross-Cultural Psychology, Nagoya, Japan, August, 2016.

“Why and how does culture matter for Chinese management?” Keynote Speech 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 Speech 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 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” talk at the Conference on Cultural Psychology and Globalization, Columbia Business School, New York, October, 2014.

“What are the benefits of multicultural exposé? – 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 address 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 address 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 address 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 address 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?” at
Hokkaido University, Japan, September, 2009.

“Building and Testing Theories: Bridging Social Psychology and Business
Studies” 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.

Courses taught

Global Marketing (undergraduate level)

Introduction to Social Psychology (undergraduate level)

Psychology of Personality (undergraduate level)

Experimental Social Psychology (senior undergraduate level)

Interpersonal and Intergroup Communication (senior undergraduate level)

The Social Psychology of Group Identifications and Intergroup Relations (senior undergraduate level)

Culture and Psychology (senior undergraduate level)

Social Psychology (graduate level)

Cultural Psychology (graduate level)

Topics in Individuals in Society (graduate level)

Design Thinking (EMBA)

Graduate Student Supervision (as Principal Adviser)

<i>Name of Student</i>	<i>Degree, Institution</i>	<i>Completion Date</i>	<i>Placement</i>
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, Macau, 2003-now.
Jill Coleman	PhD, UIUC	February, 2005	Assistant Professor at Ohio State University, Newark, 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	Assistant Professor at Gettysburg College, USA, 2007-now.
Sun No	PhD, UIUC	May, 2008	Assistant Professor at Macalester College, USA, 2008-now.

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	Post-doc, Yale University
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-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-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.

HKUST=Hong Kong University of Science and Technology,
UIUC=University of Illinois at Urbana-Champaign.
NTU=Nanyang Technological University, Singapore.