

WONG, Vincent Chi

Department of Marketing
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ACADEMIC POSITIONS

City University of Hong Kong, Department of Marketing
Associate Professor (with tenure), 2022 – present
Founding Director of CityU-Columbia University Joint BBA Marketing, 2025 – present
Deputy Programme Director of BBA Marketing, 2022 – present
Assistant Professor, 2019 – 2022

Lingnan University, Hong Kong, Department of Marketing and International Business
Assistant Professor, 2016 – 2019

EDUCATION

The Chinese University of Hong Kong
Ph.D. in Marketing, 2012 – 2016

Hong Kong Baptist University
M.Phil. in Marketing, 2010 – 2012
M.A. in Communication, 2006 – 2007

Sun Yat-Sen University
B.Eng. in Electronic Engineering, 2002 – 2006

RESEARCH PROFILE

Behavioral scientist and Marketing professor specializing in how culturally and socioeconomically shaped mindsets influence consumers' processing of and responses to marketplace communications amid sustainability and AI-driven market transitions, integrating behavioral experiments with digital and field evidence.

RESEARCH INTERESTS

Mindsets, Lay Beliefs, and Consumer Information Processing
AI-Mediated Consumer Decision-Making
Sustainable Consumption
Cultural Cognition
Message Framing and Endorser Effects

PUBLICATIONS

Journal Articles:

1. Huang, Feifei and **Vincent Chi Wong** (2024), "From Second-Hand to Third-Hand: Reuse and Resale Cycle," **Journal of Consumer Research**, 51 (1), 104-113. (UTD 24 & FT 50)
 - 50 Years of JCR: Special Anniversary Issue
2. **Wong, Vincent Chi**, Robert S. Wyer, Natalie A. Wyer, and Rashmi Adaval (2021), "Dimensions of Holistic Thinking: Implications for Nonsocial Information Processing Across Cultures," **Journal of Experimental Psychology: General**, 150 (12), 2636-2658.
 - Media Coverage (Hong Kong): China Business Knowledge
3. **Wong, Vincent Chi**, Lei Su, and Howard Pong-Yuen Lam (2020), "When Less is More: How Mindset Influences Consumers' Responses to Products with Reduced Negative Attributes," **Journal of Marketing**, 84 (5), 137-153. (UTD 24 & FT 50)
 - Top 5% of all research outputs tracked by Altmetric
 - Feature by Ivey Publishing as a business case study
 - Featured by American Marketing Association (AMA)'s Scholarly Insights Series
 - Media Coverage (International): EurekAlert! of AAAS (host of Science Magazine), Sciencenewsnet, PHYS.ORG
 - Media Coverage (Hong Kong): Hong Kong Economic Journal, China Business Knowledge
 - Hong Kong Research Grants Council (RGC) Public Lecture
4. **Wong, Vincent Chi**, Henry K. Y. Fock, and Candy K. Y. Ho (2020), "Toward a Process-Transfer Model of the Endorser Effect," **Journal of Marketing Research**, 57 (3), 565-81. (UTD 24 & FT 50)
 - M.Phil. Thesis based article
5. Huang, Feifei, **Vincent Chi Wong**, and Echo Wen Wan (2020), "The Influence of Product Anthropomorphism on Comparative Judgment," **Journal of Consumer Research**, 46 (5), 936-55. (UTD 24 & FT 50)
 - Best Student Paper Award (First Prize), Annual Conference of JMS China 2017
 - Media Coverage: Ponte do Marketing, Bilibili
6. **Wong, Vincent Chi** and Robert S. Wyer (2016), "Mental Traveling Along Psychological Distances: The Effects of Cultural Syndromes, Perspective Flexibility and Construal Level," **Journal of Personality and Social Psychology**, 111 (1), 17-33.
 - Ph.D. Thesis based article
 - Media Coverage: South China Morning Post, China Business Knowledge, Sohu.com

Book Chapters:

1. Lam, Howard Pong-Yuen and **Vincent Chi Wong** (2022), "Hierarchical Branding Strategy for New Product Launch," **Chinese Innovation and Branding Leaps**, Serdar S. Durmusoglu (Ed.), World Scientific Publishing.

MANUSCRIPTS IN THE REVIEW PROCESS AND ON-GOING PROJECTS

Advanced Stage Manuscripts:

1. "Mobility Mindset," *Third-Round Revise & Resubmission*, **Journal of Marketing**. (Lead and Corresponding Author)
2. "Mindset and Artificial Intelligence," *Revising for Invited Resubmission*, **Journal of Consumer Research**. (Corresponding Author)
3. "Purchase Framing of Near-Expiry Food," *Second-Round Revise & Resubmission*, **International Journal of Research in Marketing**.
4. "The Green Buffer During Natural Disasters," *Second-Round Revise & Resubmission*, **Journal of Retailing**.

Manuscripts Under Review:

5. "Gift Giving," *Under Review* at **Journal of Marketing Research**.

Selected Working Papers:

6. "The Disposable Self," *Ready to Submit* at **Nature Human Behaviour**.
7. "Product Self-Continuity," *Ready to Submit* at **Journal of Consumer Research**.
8. "Time Metaphor and Responses to Service Failure," *Ready to Submit* at **Journal of Consumer Research**.

RESEARCH GRANTS

1. **General Research Fund (GRF)**, Hong Kong Research Grants Council
Principal Investigator, 2027 – 2029, HKD 537,000, #CityU11509726
Project Title: “The Green Paradox: Reconciling Consumer Forgiveness and Punishment of Sustainable Product Failure”
2. **Teaching Development Grant (TDG)**, The University Grants Committee of Hong Kong
Principal Investigator, 2026 – 2028, HKD 240,000, #CityU6000983
Project Title: “The GenAI Socratic Arena: ‘Business Debating Game’ via GenAI-Powered Multi-Agent Systems for Cultivating Entrepreneurial Mindset and Communication Excellence”
3. **NSFC General Project**, National Natural Science Foundation
Co-Investigator, 2025 – 2028, RMB 420,000, #NSFC72472163
Project Title: “The Effect and Underlying Mechanism of AI Avatar Supervision on Consumers’ Adherence to Social Norms in the Online Consumption Setting”
4. **Early Career Scheme (ECS)**, Hong Kong Research Grants Council
Principal Investigator, 2019 – 2021, HKD 235,000, #CityU23500218
Project Title: “Perspective Flexibility Matters: The Effects of Cultural Syndromes on Attribution of Service Failure”
5. **General Research Fund (GRF)**, Hong Kong Research Grants Council
Co-Investigator, 2015 – 2018, HKD 300,000, #HKBU12502514
Project Title: “Communication Strategies for When a Product’s Negative Attributes Are Only Partially Reduced”

HONORS AND AWARDS

College of Business Teaching Excellence Award, City University of Hong Kong	2024
Outstanding Teaching Performance (Top 5%), City University of Hong Kong	2023
University Outstanding Research Award (Finalist), City University of Hong Kong	2020
Dean’s Research Excellence Award, City University of Hong Kong	2020
Research and Knowledge Transfer Excellence Award, Lingnan University, Hong Kong	2019
Dean’s Excellent Performance Award in Research, Lingnan University, Hong Kong	2018
University Teaching Excellence Award, Lingnan University, Hong Kong	2018
Best Student Paper Award (First Prize), Annual Conference of JMS China	2017
Golden Jubilee PGD Scholarship, The Chinese University of Hong Kong	2014
Ph.D. Fellowship, The Chinese University of Hong Kong	2012-2016
Beta Gamma Sigma, Hong Kong Baptist University	2012
M.Phil. Fellowship, Hong Kong Baptist University	2010-2012
International Leadership Programme (HK representative), U.S. State Department	2010

ACADEMIC CONFERENCES

Committee Member:

APMA 2024	Hong Kong
APACR 2015	Hong Kong

Chaired Sessions:

APMA 2024	"Consumer Behavior," Hong Kong.
ISMS 2019	"Consumer Behavior," Rome, Italy.
ACR 2016	"Anthropomorphism and Consumer Behaviors," Berlin, Germany.
APACR 2015	"Cultural and Consumer Behavior," Hong Kong.

Paper Presentations:

IAMCR 2026	"ESG Communication" & "Product Self-Continuity" (two papers), Galway, Ireland
AMA 2024	"Firms' Carbon Emission Performance," Boston, MA
APMA 2024	"Mortality Salience and Materialism," Hong Kong.
ISMS 2019	"Communicating Negativity," Rome, Italy.
ACR 2018	"Cultural Syndromes and Attribution," Dallas, TX.
ACR 2017	"Communicating Negativity," San Diego, CA.
AMS 2017	"Cultural Syndromes and Environmental Protection," Coronado, CA.
ACR 2016	"Anthropomorphism and Comparative Judgment," Berlin, Germany.
ACR 2015	"Communicating Negativity," New Orleans, LA.
ACR 2015	"Materialism and Injustice," New Orleans, LA.
APACR 2015	"Cultural Syndromes and Construal Level," Hong Kong.
SCP 2014	"Cultural Syndromes and Construal Level," Miami, FL.
ACR 2012	"Mortality Salience and Materialism," Vancouver, BC, Canada.
AM 2012	"Cultural Syndromes and Affinity Marketing," Southampton, UK.

INVITED TALKS

Fudan University 2026
Xiamen University 2023
KAIST 2023
Shanghai Jiao Tong University 2023
The Hang Seng University of Hong Kong 2023, 2026
City University of Hong Kong 2019
Sun Yat-Sen University 2019
Dalian University of Technology 2018
The Hong Kong Polytechnic University 2016
Lingnan University, Hong Kong 2016

TEACHING EXPERIENCES

Recipient of university/college-level teaching excellence awards at both City University of Hong Kong and Lingnan University, Hong Kong, and recipient of Teaching Development Grant from UGC, with demonstrated ability to teach effectively in English, Mandarin, and Cantonese.

Courses	Year	TE
DBA (Average TE: 4.92 / 5.0)		
Methodology for Applied Business Research (DBA CityU+FudanU)	2025 Fall	5.0/5
	2025 Spring	4.8/5
	2024 Fall	4.8/5
	2024 Spring	4.9/5
Methodology for Applied Business Research (DBA CityU Chinese)	2026 Spring	4.8/5
	2024 Fall	4.9/5
	2023 Fall	5.0/5
Methodology for Applied Business Research (DBA CityU English)	2025 Fall	5.0/5
EMBA/MBA/MSc/MA (Average TE: 4.84 / 5.0)		
Consumer Behavior (EMBA Chinese CityU)	2025 Fall	4.9/5
	2024 Fall	5.0/5
	2023 Summer	5.0/5
Consumer/Buyer Behavior (MSc CityU)	2025 Fall	4.8/5
	2024 Fall	4.7/5
	2023 Fall	4.8/5
	2022 Fall	4.7/5
	2021 Fall	6.3/7
	2020 Fall	6.6/7
Services Marketing (MBA CityU)	2024 Summer	5.0/5
Integrated Marketing Communications (MSc LingU)	2016 – 2019	5.8/6
Marketing Communication Management (MBA/MSc HKBU)	2015 – 2016	4.8/5
Youth, Media and Consumption (MA HKBU)	2015 – 2016	4.7/5
Undergraduate (Average TE: 4.68 / 5.0)		
Consumer Behavior (BBA CityU)	2025 Fall	4.4/5
	2024 Fall	4.5/5
	2024 Spring	4.7/5
	2022 Fall	4.6/5
	2021 Fall	6.5/7
	2020 Fall	6.6/7
	2019 Fall	-
Buyer Behavior (BBA LingU)	2017 – 2019	5.8/6
Marketing Management (BBA LingU)	2017 – 2018	5.5/6

SERVICES TO ACADEMIC ASSOCIATIONS

Journal Reviewer:

Journal of Consumer Research (UTD 24 & FT 50), *MIS Quarterly* (UTD 24 & FT 50),
Information Systems Research (UTD 24 & FT 50), *Personality and Social Psychology Bulletin*,
Journal of Personality, Cognition and Emotion, *Journal of Marketing Communications*, *Young Consumers*,
Advances in Consumer Research

Grant Reviewer:

Hong Kong Research Grants Council, Israel Science Foundation, University of Macau

Conference Reviewer:

Association for Consumer Research Conference, Society for Consumer Psychology
Conference, American Marketing Association Conference, Academy of International Business
Annual Meeting, JMS (Journal of Marketing Science, China), Asia Pacific Marketing Academy

RGC Public Lecture Speaker:

Hong Kong Research Grants Council

ACADEMIC LEADERSHIP AND UNIVERSITY SERVICE

Programme Leadership:

Founding Director of CityU-Columbia University Joint BBA Marketing, 2025 –
Deputy Programme Leader, BBA in Marketing, City University of Hong Kong, 2022 –
Departmental AoL Coordinator (MKT), City University of Hong Kong, 2024 –

Committee Member:

Departmental Staffing Committee, College of Business, City University of Hong Kong, 2022 –
Business College Board, City University of Hong Kong, 2022 –
Ph.D. Recruitment Committee, Dept. of Marketing, City University of Hong Kong, 2021 –
College Research Excellence Award Selection Panel, City University of Hong Kong, 2021 –

Additional college and university service includes examination boards, admissions committees,
program validation, student selection, and outreach activities.

POSTGRADUATE STUDENTS ADVISING

Principal/Co-Principal Supervisor:

Principal/co-principal supervisor of six Ph.D. students and twelve DBA candidates.

John Kin Ning Cheng, *Ph.D.* in Marketing (**HKPFS**), CityU, 2025 –
Aoqi Zhang, *Ph.D.* in Marketing (Outstanding Academic Performance Award), 2024 –
Yanning Zhang, *Ph.D.* in Marketing, CityU × XMU, 2024 –
Zeming Ren, *Ph.D.* in Marketing, 2023 –
Yuki Chen, *Ph.D.* in Marketing, CityU × ZhejiangU, 2021 – 2024
Placement: Central South University (985 Project; ARWU World 94)
Xiao Su, *Ph.D.* in Marketing, CityU × ZhejiangU, CityU, 2021 –
Shuman Liu, *M.Phil.* in Marketing, LingnanU, Hong Kong, 2018

Arie Raditya, *DBA* in Marketing, CityU, 2026 –
Lina Bai, *DBA* in Marketing, CityU × FudanU, 2025 –
Foster Jianbo Zheng, *DBA* in Marketing, CityU, 2025 –
Chuxiao Li, *DBA* in Marketing, CityU × FudanU, 2024 –
Peng Shen, *DBA* in Marketing, CityU × FudanU, 2024 –
Liping Huang, *DBA* in Marketing, CityU × FudanU, 2024 –
Ruobin Xu, *DBA* in Marketing, CityU, 2024 –
Chao Yang, *DBA* in Marketing, CityU, 2023 – 2026
Chao Yuan, *DBA* in Marketing, CityU × FudanU, 2023 – 2026
Zhenqiang Weng, *DBA* in Marketing, CityU × FudanU, 2023 – 2026
Fengjiang Liu, *DBA* in Marketing, CityU × FudanU, 2023 – 2025
Haibo Chen, *DBA* in Marketing, CityU, 2023 – 2026

Dissertation and Thesis Committee Chair/Member:

Chair/member of more than 30 Ph.D., DBA, and M.Phil. dissertation committees at CityU, HKU, PolyU, Curtin University, and other institutions.

EXTERNAL CONSULTING

Academic Institutions:

The University of Hong Kong, DBA in Marketing (External Examiner)
The Hang Seng University of Hong Kong, Postgraduate Modules
Hong Kong Chu Hai College, BBA Programme

Government Agencies:

Civil Service Bureau, Hong Kong (External Examiner)

Companies:

Jinrirencai, Hisense, Acesobee, AIA

INDUSTRIAL EXPERIENCES

Metro Finance Broadcast, Hong Kong

TV/Radio Financial Programs Producer/Host, 2008 – 2010

Hong Kong Commerce Daily

Columnist, 2008 – 2010

Radio Television Hong Kong

Radio Financial Programs Host, 2006 – 2008

ACADEMIC/PROFESSIONAL AFFILIATION

Association for Consumer Research

The Society for Consumer Psychology

American Marketing Association

INFORMS Society for Marketing Science

Academy of Marketing

International Association for Media and Communication Research

Hong Kong China Bodybuilding and Fitness Association

LANGUAGES

English: Full Professional Proficiency

Mandarin: Native

Cantonese: Second Native