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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

Sept.2025-now	Choh-Ming Li Professor of Psychology, Department of Psychology, Chinese University of Hong Kong
Oct.2020-2025	Choh-Ming Li Professor of Management, Department of Management, Chinese University of Hong Kong
2015-2020	Choh-Ming Li Professor of Marketing, Department of Marketing, Chinese University of Hong Kong
2014-2015	Canon Chair Professor, Business School, Nanyang Technological University
2008-2014	Professor, Business School, Nanyang Technological University, Singapore
2005-2008	Professor, Department of Psychology, University of Illinois at Urbana-Champaign
2002-2005	Associate Professor (with tenure), Department of Psychology, University of Illinois at Urbana-Champaign, USA
2000-2002	Associate Professor (with tenure), Division of Social Science, Hong Kong University of Science and Technology
1994-2000	Assistant Professor, Division of Social Science, Hong Kong University of Science and Technology

Honors and Awards

2025	Fellow , Asian Association of Social Psychology (AASP)
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 September 15, 2025, Ying-yi Hong's publications have gathered **31346** citations, and she obtained **H-index=76**, and **i10-index=170**.

Journal Articles

1. Hong, Y., Lee, L., & Matos, A. (in press). Multicultural Experiences: Impacts on the Mind and Self. *Current Directions in Psychological Science*.
2. Chan, H-W., Tam, K-P, Wang, X., & Hong, Y. (in press). The bidirectional relationship between interpersonal climate change discussion and climate change anxiety. *Journal of Environmental Psychology*.
3. Hong, Y., Chan, H-W, & Chiu, C. P-Y (2025). Understanding social divides in the Hong Kong 2019 social unrest: A combination of person- and variable-centred approaches. *European Journal of Social Psychology*, 0:1–17. <https://doi.org/10.1002/ejsp.70001>
4. Madan, S., Savani, K., Mehta, P., Phua, D-Y., Hong, Y., & Morris, M.W. (2025). Stress Reactivity and Sociocultural Learning: More Stress-Reactive Individuals are Quicker at Learning Sociocultural Norms from Experiential Feedback. *Journal of Personality and Social Psychology*. 128(6), 1292-1314. <http://doi.org/10.1037/pspi0000487>
5. Choi, H., Gelfand, M. J., Hong, Y., Oishi, S., Rentfrow, J., Saucier, G., & Benet-Martinez, V., (2025). Culture & personality: Five expert visions. *Personality Science*, 6, 1-11. DOI: 10.1177/27000710241309798
6. Kossowska, M., Szumowska, E., Chan, H-W., & Hong, Y. (2024). Longitudinal effects of helping war refugees on intergroup threat and fear of war: The role of perceived helping functionality. *Group Processes and Intergroup Relations*, 28(3), <https://doi.org/10.1177/13684302241297927>
7. Chan, H-W., Lin, L., Tam, K-P., & Hong, Y. (2024). From negative feelings to impairments: A longitudinal study on the development of climate change anxiety. *Journal of Anxiety Disorders*, 107 (2024) 102917.
8. Chan, H-W., Wang, X., Tam, K-P., Hong, Y., & Huang, B. (2024). Hotter weather, less of a hoax? Testing the longitudinal association between experience of temperature anomalies and belief in climate change conspiracy theories. *Journal of Environmental Psychology*, 98, 102409.

9. 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](https://doi.org/10.1017/jdm.2023.34)
10. 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
11. 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.
12. Clist, P., & Hong, Y. (2023). Do international students learn foreign preferences? The interplay of language, identity and assimilation. *Journal of Economic Psychology*, 98, 102656, DOI: <https://doi.org/10.1016/j.joep.2023.102658>.
13. 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>.
14. Zuo, S., Wang, F., Hong, Y., Chan, H-W., Chiu, C. P-Y., & 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.
15. 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>
16. 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>
17. 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.
18. 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.
19. 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*. DOI: [10.1111/asap.12316](https://doi.org/10.1111/asap.12316)
20. 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*. 16(3), 485–498.
<https://doi.org/10.1080/1553118X.2022.2036742>
21. 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*, 18(1), DOI: [10.1037/aca0000473](https://doi.org/10.1037/aca0000473)
22. 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>.
23. 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.
<https://doi.org/10.3390/vaccines10040495>.
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25. 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.
26. 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). <https://doi.org/10.1111/ajsp.12492>
[This paper received the Association of Asian Social Psychology (AASP) Misumi Award in 2023.]
27. 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

28. 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. <https://doi.org/10.1177/18344909211034928>
29. 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
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31. 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*, 5, 695-705. <https://doi.org/10.1038/s41562-021-01063-2>.
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33. 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*. 46(6), 1469-1499. <https://doi.org/10.1177/1042258720952291>
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37. 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.
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40. Sprong, S. et al. (2019). "Our country needs a strong leader right now": Economic inequality enhances the wish for a strong leader. *Psychological Science*. <https://doi.org/10.1177/0956797619875472>
41. 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.
42. Yap, W-J, Cheon, B., Hong, Y., & Christopoulos, G. (2019). Cultural attachment: From behavior to computational neuroscience. *Frontiers in Human Neuroscience*, Vol.13, <https://doi.org/10.3389/fnhum.2019.00209>
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47. Smith, H. et al. (2018). Cultural values moderate the impact of relative deprivation, *Journal of Cross-Cultural Psychology*, 49(8), 1183-1218.

48. 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.
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52. Hong, Y., & Cheon, B. K. (2017). How does culture matter in the face of globalization. *Perspectives on Psychological Science*, 12, 810-823.
53. 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
54. 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
55. 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.
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57. 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.
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(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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Pathway to neural resilience: Self-esteem buffers against deleterious effects
of poverty on the hippocampus. *Human Brain Mapping*, 37, 3757-3766.
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of group status and legitimizing ideologies. *The Counseling Psychologist*,
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Dynamic Moral Decision Making: Model-Free and Model-Based Learning.
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Identity Processes. *Current Opinion in Psychology*, Volume 8, April 2016, 49-
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Home culture primes foster expatriates' adjustment through bolstering
relational security. *Journal of Experimental Social Psychology*, 59, 24-31.
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70. Cheon, B. K., Livingston, R. W., Chiao, J. Y., & Hong, Y. (2015). Contribution
of Serotonin Transporter Polymorphism (5-HTTLPR) to Automatic Racial
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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). <https://doi.org/10.1111/ajsp.12492>
[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,

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[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.

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.
2. Attitudinal effects of emigration opportunities. Funded by General Research Fund (Ref. No. 12606124), Research Grant Council, Hong Kong. (Sept. 1, 2024 to Aug. 31, 2027). Total amount funded: HK\$1,017,250. Role: Co-Investigator.
3. 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.

Completed grants

1. 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.
2. 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.
 3. 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.
 4. 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.
 5. 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.
 6. 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. Co-investigator.
 7. 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.
 8. 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.

9. 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.
10. Gene and Culture: Genetic Influences on Individual's Multicultural Experience and Epigenetic Changes, funded by Academic Research Fund (AcRF) Tier 1 [Grant number: RG7/13 (M4011098.010)] of the Ministry of Education, Singapore. (November 2013 to October 2016). Total amount funded: SGD199,514 (US\$147,000). Principal Investigator.
11. 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.
12. 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.
13. 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.
14. 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.
15. 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.
16. 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.
17. 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: Co-investigator.
18. 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.

19. 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
20. Center for Experimental Business Research (1999-2002), funded by RGC Central Allocation Fund, HK\$2 million (US\$256,000). Co-investigator
21. 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
22. Enhancement of Learning Motivation in Schools (ELMS Project) (1999-2001), funded by Quality Education Fund, HK\$1.5 million (US\$192,000). Co-investigator
23. 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
24. 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
25. 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
26. The anatomy of social intelligence (1997-1998), funded by Research Grant Council Direct Allocation Grant, HK\$45,000 (US\$5,700). Principal Investigator
27. 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
28. Social Loafing Across Cultures (1999-2000), funded by Direct Allocation Grant, HK\$98,000 (US\$12,550). Principal Investigator
29. 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
30. Psychological analysis of transitional Hong Kong (1995-1998), funded by an anonymous donor, HK\$2 million (US\$256,000). Co-investigator

31. 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
32. The Hong Kong Transitions Project (1994-1996), funded by Research Grant Council Competitive Earmarked Research Grant, HK\$734,000 (US\$94,000). Co-investigator
33. 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, <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, <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 <i>Organizational Behavior and Human Decision Processes</i> .
2010	Special Section [Psychological Ramifications of 2008 Beijing Olympic Games] of <i>Asian Journal of Social 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 <i>Group Processes and Intergroup Relations</i>
2001	Special Issue [Culture and Social Cognition] of <i>Social Cognition</i>

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

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)

2025

“From Description to Explanation: A Dynamic Approach to Understanding Culture”
Invited public talk at the Academic Sinica, Taipei, 18 March, 2025.

“Mind and Status: Interdisciplinary Insights on Poverty and Well-being” Keynote
delivered at the *International Postgraduate Roundtable and Research Forum
cum Summer School [IPRRFSS]*, The Education University of Hong Kong, 30
July 2025.

2024

“Social Identity in Hong Kong -- 27 Years after Handover to China” Invited talk at the
Social Identity Meeting, University of Kent, 5-6 June, 2024

“Uncovering political subgroups in the Hong Kong 2019 social unrest – implications
for social resilience” paper presented at the International Conference on
Resilient Systems, Singapore, 28-30 August, 2024.

2023

“How to tame the BANI world” Invited talk at the 2nd Thailand International
Conference on Psychology, Chulalongkorn University, Thailand, 4 August,
2023.

“Using Behavioral Games to Simulate Evolution of Culture and Leadership” Keynote
address at the SZU Public Policy and Experimental Economics Workshop,
Shenzhen Audencia Financial Technology Institute, Shenzhen, 25 November,
2023.

“Nation=State? Using a Cognitive Method to Study a Political Sensitive Issue” Paper
presented at the International Research Forum on Global Political Economy,
Hong Kong, 20 April, 2023.

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, Columbia 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.

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

<i>Name of Student</i>	<i>Degree</i>	<i>Completion Date</i>	<i>Placement</i>
<i>Hong Kong University of Science and Technology</i>			
Lee Kam Ling	M. Phil	August, 1997	Private sector
Li Qiong	PhD	August, 2001	Post-doc fellow at Merston 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	April, 2002	Private sector
Vivienne Tao	PhD	June, 2003	Associate Professor at University of Macau, 2003-now.
<i>University of Illinois at Urbana-Champaign</i>			
Jill Coleman	PhD	February, 2005	Associate Professor at Roosevelt University, Illinois, USA.
Hsin-ya Liao	PhD	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	December 2007	Associate Professor at Gettysburg College, USA, 2007-now.
Sun No	PhD	May, 2008	Private sector.
Melody Chao	PhD	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	May, 2011	Project Manager, Leo J. Shapiro and Associates (Marketing firm)
Yung-jui Yang	PhD	May, 2011	Assistant Research Professor, George Washington University and Children's National Health System

Letty Kwan	PhD	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.
Nanyang Technological University, Singapore			
Yeo Su Lin	PhD	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	October, 2014	Bobby joined my lab after receiving a PhD from Northwestern University in 2012; he was Nanyang Assistant Professor, Psychology Division, Nanyang Technological University, Singapore, 2014-2022; and currently a Principal Investigator at National Institute of Health, USA. Received the Early Career Award conferred by Asian Association of Social Psychology, 2017.
Liu Xiao Xiao	PhD	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	Sept., 2016.	Post-doc Fellow at A*Star, Singapore.
Siran Zhan	PhD	August, 2017	Assistant Professor, Business School, University of New South Wales, Australia, 2017-now.
Chinese University of Hong Kong			
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	Post-doc	Sept., 2020	Assistant Professor, Hong Kong Polytechnic University.
WANG Xue	PhD	July, 2021	Assistant Professor, Marketing Dept., Beijing Normal University.
GU Dian	PhD	July, 2023	Received the CUHK Young Scholars Thesis Award, 2023; Assistant Professor, Department of Psychology, Chongqing Normal University.
Branda Yu	Post-doc	August, 2025	Research Assistant Professor, Department of Social Work, University of Hong Kong.
Letitia Lee	PhD	In progress	
Xinquan Lin	PhD	In progress	
Teresa Xiao	PhD	In progress	
Dominic Amstutz	PhD (co-supervision)	In progress	
Yuanyan Qiang	PhD (co-supervision)	In progress	
Andrea Matos	Post-doc	In progress	Received RGC postdoctoral fellowship
Jack Klein	Research Assistant Professor	In progress	

Major University Administrative Positions

2024-2025	University Academic and Personnel Committee (UAPC), CUHK
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.
2015-2024	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: Search Committee for the Vice-President for Administration, Dean Search Committees (for the Dean of Faculty of Law, Dean of Faculty of Business Administration), 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

- 2025-now Board of Directors, Society for Personality and Social Psychology
- 2019-now co-Chair, Social Science and Humanities Research Expert Panel, Ministry of Education, Singapore
- 2020-2023 Scientific Advisory Committee, Future Resilient Systems, Singapore ETH-Centre
- 2020-2023 Governing Council, International Society of Political Psychology
- 2019-2022 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 Assessment)

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
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.