

## Curriculum Vitae



### **Dr Wong Shiang Yang Jimmy**

Senior Lecturer, Marketing Programme  
School of Business

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### **Education Qualifications**

2011	PhD (Marketing), University of Illinois at Urbana Champaign, USA
2005	MBA (Honours), Nanyang Technological University, Singapore
1997	BBus, Nanyang Technological University, Singapore

### **Academic and Professional Experience**

2015 - Present	Senior Lecturer, School of Business, Singapore University of Social Sciences
2011 - 2015	Lecturer, Monash University, Australia
2009, 2011	Instructor, University of Illinois at Urbana Champaign, USA
2003 - 2006	Tutor, Nanyang Technological University, Singapore
1999 - 2003	Sales Team Leader, Johnson & Johnson Singapore Pte Ltd
1997 - 1999	Sales Engineer, Ranoda Electronics Singapore Pte Ltd

### **Membership & Professional Activities**

2015 - Present	Reviewer, Australian and New Zealand Marketing Academy
2013 - Present	Reviewer, International Journal of Marketing Research
2013 - Present	Reviewer, Hospitality Management
2009	Reviewer, Society for Consumer Psychology
2008 - 2009	Association for Consumer Research

### **Research Interests**

- Consumer Psychology
- Consumer Behaviour
- Cultural Psychology

## Selected Publications

- Newton, J. D., Wong, J., and Cassidy, R. (forthcoming). Decking the halls with boughs of holly reduces dissatisfaction with service failures. *Journal of Service Research*.
- Newton, F. J., Newton, J. D., and Wong, J. (2017). This is your stomach speaking: Anthropomorphized health message reduce portion size preferences among the powerless. *Journal of Business Research*, 75(June), 229-239.
- Newton, J. D., Wong, J., and Newton, F. J. (2016). Listerine – for the bridesmaid who's never a bride: Disparaging humour increases brand attitude and recall among the powerless. *European Journal of Marketing*, 50(7/8).
- Wong, J., Newton, J. D., and Newton, F. J. (2016). Powerlessness following service failure and its implications for service recovery. *Marketing Letters*, 27(1), 63-75.
- Newton, J. D., Wong, J., and Newton, F. J. (2015). The social status of health message endorsers influences the health intentions of the powerless. *Journal of Advertising*, 44(2), 1-10.
- Wong, J., Newton, J. D., and Newton, F. J. (2014). Effects of power and individual-level cultural orientation on preferences for volunteer tourism. *Tourism Management*, 42, 132-140.
- Shavitt, S., Torelli, C., & Wong, J. (2009). Identity-based motivation: Constraints and opportunities in consumer research. *Journal of Consumer Psychology*, 19(3), 261-266.

## Research Grants

- Principle Investigator, 2016 SIM University Applied Research Committee Grant (\$100,000).  
*Project title: Developing Interactive e-Learning Tools to Build Student Persuasive Communication Skills.*

## Selected Conference Proceedings

- Wong, J., Newton, J. D., Tsarenko, Y., and Newton, F. J. (2017). *The benefits of allowing consumers to choose their online advertisements*. Australian and New Zealand Marketing Academy Conference, Victoria, Australia.
- Newton, J. D., Wong, J., and Cassidy, R. (2017). *Decking the halls with boughs of holly reduces dissatisfaction with service failures*. Summer American Marketing Association Conference, San Francisco, CA.
- Nallaperuma, K., Newton, J. D., Robertson, N., and Wong, J. (2017). *How to make the powerful focus on other people?* Summer American Marketing Association Conference, San Francisco, CA.
- Newton, J. D., Wong, J., and Newton, F. J. (2015). *Disparaging humour increases brand attitude among the powerless*. Australian and New Zealand Marketing Academy Conference, Sydney, Australia.
- Wong, J., & Wan, E. (2012). *Power intensifies action consistent with self-regulatory orientation*. 2012 Asia Pacific Conference of the Association for Consumer Research, New Zealand. 10th Marketing Scholar Forum at the University of Hong Kong, June 24th – 26th, 2012.
- Wong, J., & Wan, E. (2011). *Effects of regulatory mode on power*. Conference of the Society for Consumer Psychology, Atlanta, Georgia, USA.
- Koo, M., Wong, J., & Shavitt, S. (2011). *Embodied cognition, power, and culture*. Conference of the Society for Consumer Psychology, Atlanta, Georgia, USA.

Wong, J., & Shavitt, S. (2010). *Be rude to me and I will buy a Rolex: Effects of cultural orientation on responses to power threat in a service setting*. Conference of the Society for Consumer Psychology, Tampa, Florida, USA.

*Updated on 18 January 2018*