

Curriculum Vitae



Associate Professor Jimmy Wong

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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

2024 - Present	Deputy Head, Master of Management Programme, School of Business, SUSS
2022 - Present	Associate Professor, School of Business, SUSS
2018 - 2021	Associate Lecturer, ESSEC Business School, Asia Pacific
2015 - 2021	Senior Lecturer, School of Business, SUSS
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

Memberships and Professional Activities

2022 - Present	Reviewer, Journal of Business Research
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 Grant Projects

- Co-Principal Investigator, 2021, NParks Research Grant. Social Research Study on Management of Cats.
- Principal Investigator, 2015, SIM University Applied Research Committee Grant. Developing Interactive e-Learning Tools to Build Student Persuasive Communication Skills.

Research Interests

- Artificial Intelligence and Service Robots
- Consumer Psychology; Consumer Behaviour; Cultural Psychology

Selected Publications

- Wong, A. and **Wong, J.** "Service robot acceptance in museums: An empirical study using the Service Robot Acceptance Model (sRAM)", Journal of Services Marketing, forthcoming.
- **Wong, J.**, Wang, J. J., and Lalwani, A. K. (2022). The interactive effects of power and self-construal on consumers' brand logo size preference. Journal of Business Research, 150(Nov), 279-296.
- Newton, J. D., **Wong, J.**, and Cassidy, R. (2018). Decking the halls with boughs of holly reduces dissatisfaction with service failures. Journal of Service Research, 21(4), 389-404.
- 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), 1139-1158.
- **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(June), 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.

Selected Conference Proceedings

- Wong, A. and **Wong, J.** (2023). Understanding the effects of robot anthropomorphism on consumer co-creation and wellbeing, Proceedings of the Global Marketing Conference, 20-23 July, Seoul, Korea.
- **Wong, J.** and Wong, A. (2023). Consumer resistance to service robots: The effects of anxiety, negative emotions, and intrusion. AIRSI2023 The Metaverse Conference.

- Kwan, V., Crabie, J., Morales, X., Pathare, A., Steyaert, L., Zorn, P., and **Wong, J.** (2021). The three themes of luxury – Testing a practical model for luxury brand managers. Australian and New Zealand Marketing Academy Conference, Melbourne, Australia.
- **Wong, J.** (2020). The effects of power distance belief on consumer preference for brand logos: The moderating role of symbolic products. International Academic Research Conference on Marketing, Bangkok, Thailand.
- Shen, D., **Wong, J.**, and Shavitt, S. (2019). “I can tolerate the manager, but not the receptionist”: How cultural orientation affects consumers’ reaction to service failure. Association for Consumer Research Conference, Atlanta, USA.
- **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.

Awards, Recognition, and Honours

2023	Psychology & Marketing Conference Award, Global Marketing Conference
2019	Faculty Teaching Award, Singapore University of Social Sciences
2015	Purple Letter of Teaching, Monash University, Australia
2011	List of Excellent Teachers, University of Illinois, Urbana-Champaign, USA
2010	Jagdish N. Sheth Research Fellowship, Jagdish N. Sheth Foundation, USA
2010	Sheth/Sudman Award for Excellence in Research, University of Illinois, Urbana Champaign, USA

- 2006 PhD Research Fellowship, University of Illinois, Urbana-Champaign, USA
- 2005 Letter of Teaching, Nanyang Business School, Nanyang Technological University
- 2005 MBA Dean's Honours List, Nanyang Business School, Nanyang Technological University

Updated on 23 January 2024