

Curriculum Vitae



Associate Professor Jimmy Wong

Associate Professor, 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

2022 - Present	Associate Professor, School of Business, Singapore University of Social Sciences
2018 - 2021	Associate Lecturer, ESSEC Business School, Asia Pacific
2015 - 2021	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

Consultation and Executive Training

- SUSS-NTUC U SME Workshop – Digital Branding and Social Media Marketing for SME owners
- SUSS-Insurance and Financial Practitioner Association of Singapore – Digital Training for Financial Planners

- Lazada-SUSS Workshop in eCommerce – Social Media Marketing for online sellers
- Carl Zeiss-SUSS Business Management Programme for Young Ophthalmologist – Social Media Marketing

Research Interests

- Consumer Psychology
- Consumer Behaviour
- Cultural Psychology

Selected Publications

- Wong, J., Wang, J. J., and Lalwani, A. K. (Forthcoming). The interactive effects of power and self-construal on consumers' brand logo size preference. *Journal of Business Research*.
- 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).
- 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

- Co-investigator, 2021 NParks Research Grant (\$345,000).
Project title: *Social Research Study on Management of Cats*.
- 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

- 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

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| 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 18 February 2022