

Curriculum Vitae



Associate Professor Joicey Wei Jie

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Education Qualifications

2015	PhD (Marketing), National University of Singapore
2008	MBA, University of Hong Kong
2003	BBA (double majored in Finance and English), Ocean University of China

Academic and Professional Experience

2024 - Present	Associate Professor, Singapore University of Social Sciences
2019 - 2023	Senior Lecturer, Singapore University of Social Sciences
2015 - 2019	Lecturer, SIM University/ Singapore University of Social Sciences
2015	Tutor, National University of Singapore
2010 - 2014	Teaching Assistant, National University of Singapore
2010 - 2014	Research Assistant, National University of Singapore
2003 - 2007	Analyst/Customer Relationship Manager, China Merchants Bank

Memberships and Professional Activities

- Association for Consumer Research
- Academy of Marketing Science

Research Interests

- Consumer Behaviour, Digital Marketing, Influencer Marketing, Services Marketing

Selected Publications

- Wong, A., & **Wei, J.** (2023). Persuasive cues and reciprocal behaviors in influencer-follower relationships: The mediating role of influencer defense. *Journal of Retailing and Consumer Services*, 75, 103507. <https://doi.org/10.1016/j.jretconser.2023.103507>

- Zhu, Y., Wang, Y., **Wei, J.**, & Hao, A. (2023). Effects of vividness, information and aesthetic design on the appeal of pay-per-click ads. *Journal of Research in Interactive Marketing*, (ahead-of-print). <https://doi.org/10.1108/JRIM-07-2022-0207>
- Zhu, Y., Lynette Wang, V., Wang, Y. J., & **Wei, J. J.** (2022). How to craft humorous advertisements across diverse cultures? Multi-country insights from Brazilian, Chinese and American consumers. *International Journal of Consumer Studies*, 46(3), 716-730. <https://doi.org/10.1111/ijcs.12720>
- Wang, V. L., Cruthirds, K. W., Wang, Y. J., & **Wei, J.** (2014). "Enculturated" pleasure: A study in multicultural engagement: How do Mexican and US consumers respond to humorous advertising differently? *Journal of Advertising Research*, 54(3), 320-331. <https://doi.org/10.2501/JAR-54-3-320-331>
- Cruthirds, K. W., Wang, V. L., Wang, Y. J., & **Wei, J.** (2012). A comparison of humor styles in US and Mexican television commercials. *Marketing Intelligence & Planning*, 30(4), 384-401. <https://doi.org/10.1108/02634501211231856>
- Wang, Y.J, Hernandez, M. D., Minor, M. S., & **Wei, J.** (2012). Superstitious beliefs in consumer evaluation of brand logos: Implications for corporate branding strategy. *European Journal of Marketing*, 46(5), 712-732. <http://dx.doi.org/10.1108/03090561211212485>
- Wang, Y. J., Hong, S., **Wei, J.**, & Cruthirds, K. W. (2011). Incorporating web aesthetics into e-tail atmospherics research: an evaluation of multiple theoretical frameworks. *International Journal of Electronic Marketing and Retailing*, 4(1), 80-99. <https://doi.org/10.1504/IJEMR.2011.039898>
- Wang, Y. J., Butt, O. J., & **Wei, J.** (2011). My identity is my membership: A longitudinal explanation of online brand community members' behavioral characteristics. *Journal of Brand Management*, 19, 45-56. <https://doi.org/10.1057/bm.2011.28>
- Wang, Y. J., Minor, M. S., & **Wei, J.** (2011). Aesthetics and the online shopping environment: Understanding consumer responses. *Journal of Retailing*, 87(1), 46-58. <https://doi.org/10.1016/j.jretai.2010.09.002>

Journal Editorial Work

- Wang, C. L., Wang, Y., **Wei, J.**, & Chung, H. (2020). Understanding experiential consumption: theoretical advancement and practical implication. *Asia Pacific Journal of Marketing and Logistics*, 32(6), 1173-1176. <https://doi.org/10.1108/APJML-08-2020-739>

Selected Book Chapter

- "Culture, Emotions, and Nation Equity", with Cathy Yi Chen, Durairaj Maheswaran, and Prashant Saxena (2015), in *Handbook of Culture and Consumer Behavior*, ed. by Sharon Ng and Angela Y. Lee, NY: Oxford University Press, 183-202.

Conference Discussions

- "A Multi-Cultural Examination of Organizational Citizenship Behaviour", AIB USNE Conference (2022), Washington, United States.

- “Investigating the Antecedents of Purchase Intention in Para-Social Relationships: The Mediating Role of Influencer Defense,” ANZMAC Conference (2022), Perth, Australia. (Session Chair)
- “The Effects of Influencer Persuasive Cues in Para-Social Relationships”, AMZMAC Conference 2021, Online.
- “Competing in Dynamic Marketplace: A Comparative Study on the Role of Market Orientation and Customer Satisfaction”, Academy of Marketing Science Annual Conference (2019), Edinburgh, UK. (Session Chair)
- “Incentivizing Distributor Sales Force: Lessons from China”, Academy of Marketing Science Annual Conference (2018), New Orleans, United States.
- “Distilling Distinctiveness from The Mystique: Trade Mark and Marketing Perspectives on Luxury Brand Management”, The Mystique of Luxury Brands Conference (2018), Singapore.
- Proceedings of the 17th Conference of the International Consortium on Electronic Business (2017), Dubai, UAE.
- "Winning Box Office with Right Movie Synopsis - A Text Analysis Perspective", ANZMAC Conference (2017) (Best Paper in the track), Melbourne, Australia.
- “Bidirectional Consumer Friends’ Knowledge Calibration- Overestimated or Underestimated? A Two-Stage Model”, Association for Consumer Research (2012), Vancouver, Canada.

Updated on 22 January 2024