

## YIMIN CHENG

Department of Marketing, Monash Business School  
Room S6.01, Level 5, Building S, 26 Sir John Monash Drive  
Caulfield East VIC 3145, Australia

Phone: +61 3 9903 2864

Email: [yimin.cheng@monash.edu](mailto:yimin.cheng@monash.edu)

### ACADEMIC POSITION

---

<b>Jul 2024– present</b>	<b>Associate Professor of Marketing</b>
<b>Jul 2020– Jun 2024</b>	<b>Senior Lecturer in Marketing</b>
<b>Jul 2017– Jun 2020</b>	<b>Lecturer (Assistant Professor) in Marketing</b> Monash Business School Monash University
<b>Jan 2023 – Jul 2023</b>	<b>Visiting Assistant/Associate Professor on Academic Sabbatical</b> Nanyang Technological University, Singapore Renmin University of China, Beijing, China
<b>Jan 2017 – Jun 2017</b>	<b>Visiting Assistant Professor of Marketing</b> School of Business and Management Hong Kong University of Science and Technology
<b>Aug 2014 – Dec 2014</b>	<b>Visiting Scholar</b> Department of Marketing, the Wharton School, University of Pennsylvania

### EDUCATION

---

**Ph.D., Marketing, June 2017**

HKUST Business School

Hong Kong University of Science and Technology, Hong Kong

**M.Sc., (with Distinction), Enterprise Management, June 2011**

Guanghua School of Management

Peking University, Beijing, China

**B.B.A., (with Distinction), Marketing, June 2009**

Wuhan University, Wuhan, China

RESEARCH EXPERTISE	AREAS OF INTEREST
<ul style="list-style-type: none"><li>Consumer Psychology</li><li>Consumer beliefs &amp; lay theories</li><li>Heuristics &amp; bias</li><li>Emotions &amp; experiential consumption</li><li>Signaling &amp; inference-making</li><li>Secondary data &amp; field Experiments</li></ul>	<ul style="list-style-type: none"><li>Verbal, non-verbal &amp; digital communication</li><li>Product aesthetics, design &amp; new technology</li><li>Social influences &amp; branding</li><li>Individual wellbeing &amp; public welfare</li><li>Inclusion, equality &amp; disadvantaged groups</li><li>Sustainability, health &amp; policymaking</li></ul>

## PUBLICATIONS

---

1. Cheng, Yimin, Anirban Mukhopadhyay, and Rom Y. Schifft (2017), “Do Costly Options Lead to Better Outcomes? How the Protestant Work Ethic Influences Cost-Benefit Heuristics in Goal Pursuit,” *Journal of Marketing Research*, 54, 4 (August), 636-49. <https://doi.org/10.1509/jmr.15.0105> **(UTD 24/ FT 50/ ABDC A\*/ AJG 4\*/ Monash Group 1+ and Dean’s list)**

--- Media Coverage: *South China Morning Post*. The largest English-language newspaper and newspaper of record in Hong Kong.

**Abstract:** People often assume that costlier means lead to better outcomes, even in the absence of an objective relationship in the specific context. Such cost–benefit heuristics in goal pursuit have been observed across several domains, but their antecedents have not been fully explored. In this research, the authors propose that a person's tendency to use cost–benefit heuristics depends on the extent to which that person subscribes to the Protestant Work Ethic (PWE), an influential concept originally introduced to explain the rise of capitalism. The PWE is a core value predicated on the work-specific belief that hard work leads to success, but people who subscribe strongly to it tend to overgeneralize and align other work-unrelated cognitions for consistency. Across ten studies (N = 1,917) measuring and manipulating PWE, robust findings show that people who are high (vs. low) in PWE are more likely to use cost–benefit heuristics and are more likely to choose costlier means in pursuit of superior outcomes. Suggestions are provided for how marketers may identify consumers high versus low in PWE and tailor their offerings accordingly.

2. Cheng, Yimin, Anirban Mukhopadhyay and Patti Williams (2020), “Smiling Signals Intrinsic Motivation,” *Journal of Consumer Research*, 46, 5 (February), 915-35, <https://doi.org/10.1093/jcr/ucz023> **(UTD 24/ FT 50/ ABDC A\*/ AJG 4\*/ Monash Group 1+ and Dean’s list)**

--- Featured article in *JCR* newsletter “Advance Access Highlights”.

--- Featured in iScientist and Guokr.com, achieving 100k+ reads in the first three days

--- Featured in Wharton Stories & Wharton Business Daily Podcast

**Abstract:** The nature of a person’s motivation (whether it is intrinsic or extrinsic) is a key predictor of how committed they are to a task, and hence how well they are likely to perform at it. However, it is difficult to reliably communicate and make inferences about such fine nuances regarding another person’s motivation. Building on the social functional view of emotion and the evolutionary and psychophysical characteristics of facial expression of emotions, this research suggests that displayed enjoyment, as evidenced by the size and type of someone’s smile, can serve as a strong non-verbal signal of intrinsic motivation. Across five studies, taking the perspective of both actors and observers, we find that people infer greater intrinsic motivation when they see others display large Duchenne (vs. small) smiles, and that actors intuit this relationship, strategically displaying larger and more Duchenne-like smiles if they have an accessible goal to signal intrinsic (vs. extrinsic or no specific) motivation.

3. Cheng, Yimin, Xiaoyu Zhou, and Kai Yao (2023), “LGBT-inclusive Representation in Entertainment Products and Its Market Response: Evidence from Field and Lab”, *Journal of Business Ethics*, 183, 1189-1209 <https://doi.org/10.1007/s10551-022-05075-4> **(FT 50/ Monash Group 1/ ABDC A/, acceptance rate 9%)**

--- Covered by Joy FM 94.9, Monash University News, Monash Lens, The National Tribune, Star Observer, LOTL, OUTinPerth, Global Travel Media, The Carousel, Mirage News, India Education Diary, KAOS GL, Youth Jam, myScience, NewsExplorer.

**Abstract:** A growing body of business ethics research has shown that firms are beginning to embrace the lesbian, gay, bisexual, and transgender (LGBT) community with internal organizational policies and temporary activism activities. Despite these positive developments, little research has examined firms' LGBT-inclusion strategy at the product level and whether adding LGBT representation to products helps, hurts, or has no impact on corporate products' market performance. Prior studies have examined LGBT-themed and LGBT-vague representations and identified limitations of both. The current research presents an alternative LGBT-inclusive representation in which heterosexual and LGBT imagery are both presented, with the former receiving more exposure than the latter. A secondary analysis of 4,216 movies and a controlled experiment reveal converging evidence: movies with LGBT-inclusive representation outperform those with no LGBT representation or with LGBT-themed representation. The superiority of LGBT-inclusive representation comes from its ability to appeal to consumer segments holding favorable and unfavorable LGBT attitudes. While cultural and entertainment products often play profound roles in changing society's ethical standards and moral attitudes, they are rarely studied in the business ethics literature. Our findings fill this gap while answering a multimillion-dollar question for the entertainment industry.

4. Orazi, Davide C. Bhoomija Ranjan, Yimin Cheng (2023), "Non-Face Emojis in Digital Marketing: Effects, Contingencies, and Strategic Recommendations", *Journal of the Academy of Marketing Science*, 51, 570-597. <https://doi.org/10.1007/s11747-022-00917-z> **(FT 50/ ABDC A\*/ AJG 4\* /Monash Group 1+)**

--- Covered by Radio New Zealand(RNZ), The Canberra Times, The National Tribune, 6PR 882, the Customer Experience (CX) Management Podcast Series at BI Norwegian Business School, Monash University News, Camden Haven Courier, WiT, JoyFM.

**Abstract:** Non-face (NF) emojis are increasingly used to complement or substitute words in digital marketing messages, yet the effects, mechanisms, and contingencies of this communication strategy remain underexplored. In a large-scale longitudinal study of Airbnb listings, we show that NF emojis (vs. simple text) lead to an increase in eWOM volume, an effect we replicate experimentally. This effect is qualified by important boundary conditions whose underlying mechanisms are investigated in two additional experimental studies. At the message level, using multiple substitutive (vs. complementary) NF emojis reduces message evaluations and eWOM volume due to reduced processing fluency. At the source level, seller quality further moderates the interaction between emoji function and emoji number: for premium sellers, using multiple NF emojis reduces message evaluations and eWOM volume irrespective of their function due to reduced perceptions of competence. We distill these findings into detailed managerial guidelines for using NF emojis in digital marketing.

5. Cheng, Yimin\* and Davide C. Orazi (2024)\*, "Coincidental Brand Origins Influence Persuasion Based on Need for Cognition", 58, 1, 255-89, *European Journal of Marketing* **(ABDC A\*/ Monash Group 1)** <https://www.emerald.com/insight/content/doi/10.1108/EJM-09-2022-0681/full/html>

**Abstract:** Many brands claim they were born by coincidence, yet the effects and contingencies of this communication strategy are little understood by extant marketing research on unexpected events. This study aims to investigate how consumers react to brand communications portraying a coincidental vs planned origin. We find that coincidental brand origins increase persuasion (measured as money pledged to a crowdfunding campaign, overall brand equity and purchase intention) but only for consumers high in need for cognition (NFC). This effect is mediated by processing enjoyment, as the intrinsic need for thinking that characterizes high NFC consumers is satisfied by the opportunity to process the coincidence. Further to process, the authors show that explicitly providing an explanation for the coincidence makes the effect disappear, as this deprives high-NFC consumers of the opportunity to autonomously engage in and enjoy the cognitive process. This research advances the limited literature on how consumers react to coincidences in a marketing context, the understanding of how brand communication strategies persuade consumers through information processing and the NFC literature. Brand managers able to leverage coincidences in their storytelling efforts should target high-NFC consumers and should not provide an explanation for the coincidences.

6. Cheng, Yimin\*, Kuangjie Zhang\*, and Xuhong Zhuang (2024), “Follow Your Heart or Your Mind: The Effect of Consumption Frequency on Consumers' Reliance on Feelings”, Vol. 175, *Journal of Business Research* (ABDC A)

[https://authors.elsevier.com/sd/article/S0148-2963\(24\)00047-X](https://authors.elsevier.com/sd/article/S0148-2963(24)00047-X)

**Abstract:** All consumers have experiences that are rare or infrequent, be it a birthday or a trip to a new destination, but consumer decision making on such rare consumption occasions is poorly understood. Across five studies, we show that consumers are more likely to rely on feelings over reasons on rare (vs. frequent) consumption occasions, leading to a greater preference for affectively-superior (vs. cognitively-superior) options and greater scope insensitivity. We further show that this effect occurs because rare occasions allow consumers to justify their deviation from the decision norm. Thus, this effect is further moderated by consumers' lay belief that reliance on reasons (vs. reliance on feelings) is the norm. Together, this research deepens the current understanding of consumption frequency as a novel dimension of consumption. It also informs marketers about the possibility of promoting affect-rich products by leveraging natural rare occasions or framing an otherwise usual occasion as rare.

7. Cheng, Yimin and Anirban Mukhopadhyay (2024), “An Aversion to Intervention: How the Protestant Work Ethic Influences Preferences for Natural Healthcare”, 51, 4 (December), *Journal of Consumer Research* (UTD 24/ FT 50/ ABDC A\*/ AJG 4\*/ Monash Group 1+ and Dean's list).

<https://doi.org/10.1093/jcr/ucae033>

--- Editor's Choice Article

---Covered by SCIENMAG, Phys.org, Mirage.News, Bayes Business School News

**Abstract:** The term “natural” is ubiquitous in advertising and branding, but limited research has investigated how consumers respond and relate to naturalness. Some researchers have documented preferences for natural products, specifically food, but there has been scant investigation of the psychological antecedents of such preferences, especially in the critical, multi-trillion dollar domain of healthcare. Using both publicly available country-level data from 41 countries and individual-level experimental and survey data from the lab and online panels, we find converging evidence that consumers do indeed differ in their preferences for relatively natural versus artificial healthcare

options. These differences are influenced by the extent to which they subscribe to the Protestant Work Ethic (PWE)—a belief system that influences judgments and behaviors across diverse domains—such that people who subscribe strongly (vs. weakly) to the PWE are more likely to prefer natural healthcare options, because they are more averse to external intervention in general. Further, belief in the PWE makes consumers more sensitive to the intrusiveness of an intervention than its extent. Theoretical and substantive implications are discussed.

8. Cheng, Yimin, Yuansi Hou, and Anirban Mukhopadhyay (2025), “Overconsumption and Tourist Ideology: How and Why the Protestant Work Ethic moderates the Effect of Spending on Consumption Quantity under Flat-rate Pricing”, *Journal of Sustainable Tourism* (**ABDC A\***) <https://doi.org/10.1080/09669582.2025.2473384>

**Abstract:** Overconsumption, which leads to considerable adverse effects on sustainability, is a significant concern in the tourism sector, especially under flat-rate pricing (e.g., buffets), where consumption is unlimited after consumers pay a fixed price. When charged with higher prices, will people consume more regardless of how much they need? Previous findings are mixed. To answer this question, by conducting three laboratory experiments and one field experiment, our research introduces an influential ideology and shows that this higher-price-driven overconsumption behavior only holds among people who believe in the Protestant Work Ethic, an influential concept used to explain the historical rise of capitalism. People who believe in the Protestant Work Ethic emphasize input-outcome correspondence and are therefore more likely to feel entitled to consume more as their expenditure increases. This belief leads them to overconsume under flat-rate pricing. In contrast, people who do not subscribe to the Protestant Work Ethic consume similar quantities regardless of their spending. Our findings extend the Protestant Work Ethic literature, revealing how this virtuous construct can lead to not-so-virtuous behavior like overconsumption. Marketers can leverage this to influence consumer overconsumption, enhancing profitability and sustainability.

## **TOPICS OF SELECTED RESEARCH UNDER RIVISION, REVIEW OR IN-PROGRESS**

---

Exposure to nature, consumer responses to artificial intelligence, service personalization and frontline service employee, product packaging, sustainable corporate and consumer behaviors, diversity and inclusion, etc.

## **INVITED TALKS**

---

October 2025: University of Macau (Scheduled)  
 September 2025: University of Tasmania (Scheduled)  
 August 2025: University of Technology Sydney  
 June 2025: University of Amsterdam, the Netherlands  
 April 2025: Universidad de Los Andes, Bogota, Colombia  
 October 2024: HSBC Hong Kong (Industry audience)  
 June 2023: National School of Development, Peking University, China  
 June 2023: Zhejiang University, China  
 June 2023: Nanjing University, China  
 June 2023: Central University of Finance and Economics, China  
 May 2023: Hong Kong University of Science and Technology (HKUST)

April 2023: Guanghua School of Management, Peking University, China  
 April 2023: Nanyang Technological University, Singapore  
 August 2022: University of Adelaide, Australia  
 August 2022: Deakin University, Australia  
 July 2020: Macquarie University, Australia  
 July 2020: Sun Yat-sen University, China  
 June 2019: Annual Melbourne Consumer Behaviour Research Camp, Melbourne  
 June 2019: Shanghai University of Finance and Economics, China  
 June 2019: Wuhan University, China  
 May 2019: Peking University, China  
 May 2019: Renmin University of China, China  
 June 2018: Monash Sustainable Development Workshop, Prato, Italy  
 December 2017: ShanghaiTech University, China  
 December 2016: Hong Kong Polytechnic University  
 November 2016: University of Sydney, Australia  
 November 2016: University of Technology Sydney, Australia  
 November 2016: Monash University, Australia  
 November 2016: Deakin University, Australia  
 October 2016: Xiamen University, China  
 October 2016: Koc University, Turkey  
 September 2016: McGill University, Canada  
 September 2016: University of Cincinnati, USA  
 October 2014: Department of Psychology, University of Pennsylvania, USA

## SERVICE TO ACADEMIC COMMUNITY

---

Associate Editor  
     Journal of Business Research 2024-present  
 Editorial Board Member  
     Journal of Business Research 2022-2024  
 External Reviewer for University Grants Committee (UGC)/Research Grants Council (RGC) of Hong Kong 2022-present  
 Conference Track Chair  
     Australian & New Zealand Marketing Academy (ANZMAC) 2024 Conference, Hobart, Australia  
     (Consumer Behaviour Track). Recruited reviewers and processed 100+ conference submissions. 2024  
 Recurring invited survey participant for QS and THE university ranking & subject ranking 2022-present  
 Ad-Hoc Journal Reviewer  
     Journal of Marketing  
     Journal of Marketing Research  
     Journal of Consumer Research  
     Journal of Consumer Psychology  
     Journal of the Academy of Marketing Science  
     Journal of Business Ethics  
     Journal of Business Research  
     Australasian Marketing Journal  
     Service Science

Acta Psychologica Sinica (The best Psychology journal in China)

#### Conference Program Committee

Association for Consumer Research 2024 Asia-Pacific Conference, Bali, Indonesia 2024  
 Association for Consumer Research 2015 Asia-Pacific Conference, Hong Kong 2015

#### Session Chair and Invited Commentator for the Parallel Forum on Consumer Behavior

The 4th International Conference on Marketing Science and Innovation, China (Co-chaired by Robert W. Palmatier, Anders Gustafsson, Yonggui Wang, Tao Wang etc.) 2020

#### Competitive Paper Reviewer

ANZMAC 2022 Conference, Perth, Australia 2022  
 Association for Consumer Research 2020 Conference, Paris, France 2020  
 Association for Consumer Research 2019 Conference, Atlanta, USA 2019  
 ANZMAC 2019 Conference, Wellington, New Zealand 2019  
 Association for Consumer Research 2018 Conference, Dallas, USA 2018  
 Association for Consumer Research 2015 Asia-Pacific Conference, Hong Kong 2015  
 Society for Consumer Psychology 2015 Conference, Phoenix, USA 2014

#### Working Paper Reviewer

Association for Consumer Research 2016 North American Conference, Berlin, Germany 2016  
 Association for Consumer Research 2015 North American Conference, New Orleans, USA 2015  
 Society for Consumer Psychology 2015 Conference, Phoenix, USA 2014

### AWARDS & HONORS

Monash Business School Dean's Award for Excellence in Research by an Early Career Researcher 2024  
 Monash Business School Dean's Commendation for Excellence in Research by an Early Career Researcher 2020  
 'Purple Letter' for Outstanding Teaching Performance at Monash University 2019-2025  
 HKUST Business School Recognition of Excellent Teaching Performance 2017  
 Honorable Mention (i.e., Runner-up), Society for Consumer Psychology Dissertation Proposal Competition 2015-2016  
 Fellow, the 50<sup>th</sup> American Marketing Association (AMA)-Sheth Foundation Doctoral Consortium 2015  
 Hong Kong Research Grant Council PhD Fellowship (HKPFS) 2011-2015

### RESEARCH GRANTS

National Natural Science Foundation of China Grant (Co-investigator) 2023-2026  
 National Natural Science Foundation of China Grant (Co-investigator) 2022-2025  
 Monash Business School Australia-Malaysia Research Collaboration Scheme (Co-investigator) 2023  
 Monash Business School Research Support Grant (Principle investigator) 2022  
 Monash Business School Research Support Grant (Co-investigator) 2022  
 Monash Business School Early Career Researcher Grant 2021  
 Monash Business School Early Career Researcher Small Grant 2020

### SUPERVISION & PANEL MEMBER

#### PhD Supervision

Sri Vishnu Srinivasa Raja, awardee of the Maxwell King Scholarship  
 (as principal supervisor, Davide Orazi as associate supervisor) 2023-present  
 Xubei Jin (as associate supervisor, Hean Tat Keh as principal supervisor) 2023-present  
 Dr. Jungsun Cho (as associate supervisor, Gerri Spassova as principal supervisor) 2019-2023

## Undergraduate Honors Supervision

Sri Vishnu Srinivasa Raja (awardee of Sir John Monash Medal)	2022
Sophie Bevan (Co-supervised with Junzhao Ma)	2018

## PhD Milestones Chair

Yubo Wang (Supervisors: Jungzhao Ma and Dewi Tojib)	2025-present
---	--------------

## PhD Panel Member

Xiangchen Li (Supervisors: Harmen Oppewal and Beatriz Pereira)	2025-present
Dongyu Li (Supervisors: Jiemiao Chen and Gerri Spassova)	2025-present
Tianyu Han (Supervisors: Gerri Spassova and Satheesh Seenivasan)	2025-present
Xihan Cheng (Supervisors: Dominic Thomas and Jasmina Ilicic).	2025-present

**SERVICE TO MONASH UNIVERSITY**

Member, Department of Marketing Research Committee	2025-present
Monash Business School academic staff representative for Monash Open Day in Shanghai	2023
Mentor, Monash University Global Staff Mentoring Program	2023, 2025
Monash Business School Regional Reference Group for International Engagement	2021-2024
Monash Business School Academic Progress Committee	2018-2024

**CONFERENCE ACTIVITY (\* presenter unless otherwise specified)**

Xu, Sunxu, Ying Ding, Yimin Cheng\*, “Exposure to Nature Reduces Desire for Money”

- *Association for Consumer Research Annual Conference*, Paris, France, 2024
- *Australian & New Zealand Marketing Academy Conference*, Hobart, Australia, 2024
- *European Marketing Academy Conference*, Madrid, Spain, 2025

Cheng, Yimin\* and Anirban Mukhopadhyay, “The Protestant Work Ethic and Preference for Natural Healthcare”

- *Australian & New Zealand Marketing Academy Conference*, Melbourne, Australia, 2021
- *Association for Consumer Research Annual Conference* (chaired special session), San Diego, CA, 2017
- *Society for Consumer Psychology Annual Conference* (chaired symposium), San Francisco, CA, 2017
- *Society for Consumer Psychology Annual Conference* (poster session), Phoenix, AZ, 2015

Cheng, Yimin and Davide C. Orazi, “Brand Biographies,”

- *European Marketing Academy Conference*, (competitive paper), Budapest, Hungary, 2020. Paper was accepted but the conference was cancelled due to the COVID-19 pandemic.

Cheng, Yimin\*, Yuansi Hou and Anirban Mukhopadhyay, “Qualifying the Sunk Cost Effect: How the Protestant Work Ethic Influences Overconsumption under Flat-Rate Pricing”

- *Association for Consumer Research Annual Conference* (competitive paper), Atlanta, GA, 2019
- *Australian & New Zealand Marketing Academy Conference*, Wellington, New Zealand, 2019



- *Society for Consumer Psychology Boutique Conference on Vice and Virtue Consumption*, Sydney, Australia, 2018

Cheng, Yimin\*, Anirban Mukhopadhyay, and Patti Williams, “Smiling Signals Intrinsic Motivation”

- *Society for Consumer Psychology Annual Conference* (chaired symposium), San Francisco, CA, 2017
- *Society for Consumer Psychology Boutique Conference on Motivation and Emotion*, New York, NY, 2017 (presented by Anirban).
- *Association for Consumer Research Annual Conference* (chaired special session), Berlin, Germany, 2016

Cheng, Yimin\*, Anirban Mukhopadhyay, and Rom Y. Schrift, “Do Costly Options Lead to Better Outcomes? How the Protestant Work Ethic Influences Cost-Benefit Heuristics in Goal Pursuit,”

- *Association for Consumer Research Annual Conference* (chaired special session), New Orleans, LA, 2015
- *Society for Consumer Psychology Annual Conference* (chaired symposium), Phoenix, AZ, 2015
- *Association for Consumer Research Annual Conference* (poster session), Baltimore, MD, 2014.

### TEACHING EXPERIENCE (“course” is called “unit” in Australia)

Monash Business School, Monash University

Chief Examiner & Unit Coordinator

MKF5911 Theory and Process of Buyer Behavior (Master’s)

Scheduled for Semester 1 in 2026

Semester offered	Unit Evaluation	Teacher Evaluation	Enrollment	Teaching Award
2025 Semester 1	4.82/5	93/100	491	University Purple Letter
2024 Semester 2	4.78/5	CE role only	270	University Purple Letter
2024 Semester 1	4.82/5	89/100	165	University Purple Letter
2023 Semester 2	4.68/5	93/100	189	University Purple Letter
2023 Semester 1	Not offered due to my overseas academic sabbatical			
2022 Semester 2	4.72/5	88/100	115	University Purple Letter
2022 Semester 1	4.44/5	89/100	90	
2021 Semester 2	4.72/5	83/100	131	University Purple Letter
2021 Semester 1	4.50/5	89/100	103	
2020 Semester 2	4.72/5	4.90/5	100	University Purple Letter
2020 Semester 1	4.53/5	4.88/5	55	Faculty Blue Letter
2019 Semester 2	4.76/5	4.85/5	69	University Purple Letter
2019 Semester 1	4.63/5	4.84/5	67	
2018 Semester 2	4.42/5	4.85/5	152	

Chief Examiner & Unit Coordinator

MKX4050 Marketing Theory (Undergraduate Research Honours Students)

Unit Evaluation 4.25/5    Teacher Evaluation 98/100    Enrollment 6    Semester 1, 2025

Unit Evaluation 4.75/5    Teacher Evaluation 100/100    Enrollment 5    Semester 1, 2024

Scheduled for Semester 1 in 2026

Lecturer for Week 3 Seminar: Affect and Emotions  
BEX6401 Theories of Marketing (PhD)

Semester 1, 2022

Instructor/Tutor  
MKF2111 Buyer Behavior (Undergraduate)  
Teacher evaluation: 4.84/5 (faculty average: 4.43)

Semester 2, 2017

HKUST Business School

Instructor  
MARK2120 Marketing Management (Undergraduate)  
Unit and teaching evaluation 81.5/100, 86.4/100  
\*Awarded HKUST Business School Recognition of Excellence Teaching Performance

Feb-Jun 2016, 2017

## **MEDIA COVERAGE & CONTRIBUTION**

---

**SBS**, one of the two largest national broadcasters in Australia  
“*Why Do I Eat More During the Pandemic? Expert Analysis of Changes in Consumer Behaviours*”,  
March 14, 2020

–Invited by SBS Mandarin Radio to analyze the impact of COVID-19 pandemic on the changes in purchase and consumption behavior, as well as how to stay healthy in the lockdown,

**SBS**, “*Facing the Second Wave of COVID-19, Has Your Mental State Changed?*” July 13, 2020  
–Invited by SBS Mandarin Radio to analyze the changes in people’s mental state from the first wave to the second wave of COVID-19, the gender difference in COVID-19 responses based on Dr. Cheng’s recent research, and how the government could upgrade its communication strategy to facilitate public behavior change,

**South China Morning Post**, the largest English-language newspaper and newspaper of record in Hong Kong– “*The Protestant Work Ethic Effect on Consumer Choice*”, May 24, 2019.

**TASTE**, a division of Penguin Random House– “*Seeking Manuka’s Sticky Truth*”, March 4, 2020.

**Joy FM 94.9**, one of the most influential LGBTQIA+ media organizations in Australia with monthly 620,000 listeners in Melbourne and more online internationally – “*LGBT Representation in movies*”, interviewed for my recent research findings published in JBE, by *Saturday Magazine*, the flagship current affair program at Joy FM. March 26, 2022.

**Customer Experience (CX) Management Podcast Series**– “*(Non-face) Emotions in Digital Customer Experiences*”, February 12, 2023.

A 45-min interview with podcast co-host and Associate Professor Carlos Velasco at BI Norwegian Business School about my research and recent publication on non-face emojis.

**Radio New Zealand (RNA)** – the national radio and broadcaster of New Zealand

“*Using emojis instead of words isn’t a great idea online*”

An 8-min interview with my co-author Bhoomija Ranjan based on our JAMS publication on emojis.

**Wharton Business Daily Podcast** – “*The Implications of Smiling at Work*”, March 16, 2020. A 12-min interview with host Dan Loney based on the *JCR* paper on smiling.

**LinkedIn**– “*Two Graphs Everybody Needs to Know During the COVID-19 Pandemic*”, March 14, 2020

**我是科学家(iScientist) & 果壳(Guokr.com)**, two largest Chinese social media public accounts covering science and technology discoveries of interest to the public.

–“同一个直播间，为什么杨幂像被迫营业，金靖却获好评”，based on the *JCR* paper on smiling.

## **AFFILIATIONS**

---

Association for Consumer Research (ACR)	2012-present
Society for Consumer Psychology (SCP)	2014-present
Australian & New Zealand Marketing Academy (ANZMAC)	2019-present
Australian Marketing Institute (AMI)	2023-present
Monash Business School Opportunity Tech Lab (as a program lead)	2023-present
Monash Data Futures Institute	2020-present
Monash Business Digitalisation Research Network (MBDRN)	2019-present
Beta Gamma Sigma	2018-present

## **CONSULTING**

---

Colour Analysis Studio	2025-present
------------------------	--------------