

Jing (Alice) Wang

S332 Pappajohn Business Bldg
The University of Iowa
Iowa City, IA 52242

Ph: 319-335-0843
Fax: 319-335-3690
jing-wang@uiowa.edu

EDUCATION

- | | |
|----------|---|
| Ph. D. | Marketing, Northwestern University |
| M. Phil. | Marketing, Hong Kong University of Science and Technology |
| B. A. | Economics, Nankai University
English Literature, Nankai University |

PROFESSIONAL EXPERIENCE

- | | |
|-------------|---|
| 2012 - | Tenured Associate Professor, University of Iowa |
| 2005 - 2012 | Assistant Professor, University of Iowa |

PUBLICATIONS

- Wang, Jing and Catherine A. Cole (2016), “The Effects of Age and Expertise on Product Evaluations: Does the Type of Information Matter?” *Management Science*, 62(7), 2039-2053.
- Sinha, Jayati and Jing Wang (2013), “How Time Horizon Perceptions and Relationship Deficits Affect Impulsive Consumption,” *Journal of Marketing Research*, 50(5), 590-605.
- Nam, Myungwoo, Jing Wang, and Angela Y. Lee (2012), “The Difference between Differences: How Expertise Affects Diagnosticity of Attribute Alignability,” *Journal of Consumer Research*, 39, 736-750.
- Wang, Jing, Rui (Juliet) Zhu, and Baba Shiv (2012), “The Lonely Consumer: Loner or Conformer?” *Journal of Consumer Research*, 38, 1116-1128.
- Wang, Jing and Bobby J. Calder (2009), “Media Engagement and Advertising: Transportation, Matching, Transference and Intrusion,” *Journal of Consumer Psychology*, 19, 546-555.

- Zhang, Meng and Jing Wang (2009), “Psychological Distance Asymmetry: The Spatial Dimension vs. Other Dimensions,” *Journal of Consumer Psychology*, 19, 497-507.
- Wang, Jing and Bobby J. Calder (2006), “Media Transportation and Advertising,” *Journal of Consumer Research*, 33, 151-162.
- Wang, Jing and Angela Y. Lee (2006), “The Role of Regulatory Focus in Preference Construction,” *Journal of Marketing Research*, 43, 28-38.
- Wang, Jing and Robert S. Wyer (2002), “Comparative Judgment Processes: The Effects of Task Objectives and Time Delay on Product Evaluations,” *Journal of Consumer Psychology*, 12, 327-340.

RESEARCH UNDER REVIEW

Wang, Jing, Jiewen Hong, and Rongrong Zhou, “How Long Have I Waited? The Influence of Construal Level on Waiting Time Judgment”, invited 3rd revision at *Journal of Consumer Research*.

Jiao, Jinfeng and Jing Wang, “Loneliness and Moral Identity,” invited 3rd revision at *Journal of Consumer Psychology*.

WORK IN PROGRESS

Wang, Jing and Jennifer Edson Escalas, “Loneliness and Transportation”

Wang, Jing and Meng Zhang, “Loneliness and Construal levels”

Jiao, Jinfeng and Jing Wang, “Loneliness and Consumer Moral Judgments”

Zhang, Yan, Jing Wang, and Juliet Zhu, “Social Exclusion and Brand Loyalty”

Fang-Chi Lu, Yun Lee, and Jing Wang, “Communicating with Loners: The Effects of Message Framing on Loners’ Self-Regulatory Behaviors”

HONORS AND AWARDS

- Wendell Smith Research Award 2016
- American Marketing Association Sheth Foundation Doctoral Consortium, Distinguished Consortium Faculty, 2014
- Henry B. Tippie Research Fellow, Henry B. Tippie College of Business, University of Iowa, August 2013 – present

- Dean's Teaching Award, Henry B. Tippie College of Business, University of Iowa, 2011
- Leonard A. Hadley Research Fellow, Henry B. Tippie College of Business, University of Iowa, 2010 – July 2013
- Wendell R. Smith Award for Excellence in Research in the Field of Marketing, Henry B. Tippie College of Business, University of Iowa, 2009
- Center for Asian and Pacific Studies Research Grant, University of Iowa, 2008, 2010
- International Travel Grant, University of Iowa, 2008, 2009, 2010
- Iowa Center for Research by Undergraduates (ICRU) Scholarship, University of Iowa, 2007, 2014
- Old Gold Summer Fellowship, University of Iowa, 2006
- Instructional Improvement Award, University of Iowa, 2005 – 2006
- American Marketing Association Sheth Doctoral Consortium Fellow, University of Connecticut, 2005
- Albert Haring Symposium Fellow, Indiana University, 2004
- Graduate Fellowship, Northwestern University, 2000-2004
- Best Graduate Award, Nankai University, 1998
- University Fellowship, Nankai University, 1994-1998
- Academic Excellence Award, Nankai University, 1994-1998

CONFERENCE PRESENTATIONS AND PROCEEDINGS

- Roundtable: Advancing Connections between Consumption and the Elderly: Consumer Research Issues, Opportunities and Challenges, Association of Consumer Research North American Conference, 10/2/2015.
- Nostalgia on Local Consumption Behavior, Association of Consumer Research North American Conference, 10/2/2015.
- Loneliness and Moral Judgment (Does Loneliness Make Moral Judgment More Permissible?), Association of Consumer Research North American Conference, 10/4/2013.
- The Effects of Loneliness on Product/Service Failure Attribution, Society for Consumer Psychology Winter Conference, 02/28/2013.
- The Effects of Social Relationships on Narrative Persuasion, Association of Consumer Research North American Conference, 10/6/2012.
- Unveiling the Underlying Mechanism for the Matching Effect between Construal Levels and Message Frames, Society for Consumer Psychology Winter Conference, 02/18/2012.
- Loneliness and Construal Level, Association of Consumer Research North American Conference, 10/15/2010.
- Assessing Consumer Reaction to New Product Ideas: Does it matter how old you are and what your regulatory focus is? Society for Consumer Psychology Winter Conference, 02/27/2010.

- The Effects of Self-Affirmation on Willingness to Help: The Mediating Role of Positive Other-Directed Feelings, Society for Consumer Psychology Winter Conference, 02/27/2010.
- Communicating with Loners: The Effects of Message Framing, Society for Consumer Psychology Winter Conference, 02/26/2010.
- The Effects of Values-Affirmation on Charity Support Behavior: The Mediating Role of Positive Other-Directed Feelings, Association of Consumer Research North American Conference, 10/23/2009.
- The Effects of Expertise on the Processing of Alignable versus Nonalignable Attributes, Society for Consumer Psychology Winter Conference, 02/13/2009.
- The Interaction of Media Content and Advertising, Society for Consumer Psychology Winter Conference, 02/13/2009.
- We want Popular Brands, but I Don't Care: Understanding how Our versus My Brand Attitudes Interplay with Brand Popularity, Society for Consumer Psychology Winter Conference, 02/13/2009.
- The Effects of Expertise on the Processing of Alignable versus Nonalignable Features, Association of Consumer Research North American Conference, 10/25/2008.
- Taking Cues from Others: The Interplay of Self-Construal and Product Popularity on Product Evaluations, Association of Consumer Research North American Conference, 10/25/2008.
- Assessing Consumer Reaction to New Product Ideas: Does it matter how old you are and what your regulatory focus is? Society for Consumer Psychology Winter Conference, 02/21/2008.
- How Media and Advertising Jointly Affect Ad Effectiveness, Association of Consumer Research North American Conference, 10/26/2007.
- Assessing Consumer Reaction to New Product Ideas: Does it matter where you live and how old you are? Association of Consumer Research North American Conference, 10/26/2007.
- When Advertising Integration with Media Content Fails and Succeeds, Association of Consumer Research North American Conference, 09/30/2006.
- Narrative Transportation and Advertising Effectiveness, Association of Consumer Research North American Conference (also served as the session chair), 10/01/2005.
- Effects of Regulatory Fit on Information Search and Persuasion, Society for Consumer Psychology Winter Conference (also served as the session co-chair), 02/20/2004.
- The Influence of Self-Regulatory Focus on Consumers' Information Search Behaviors, Association for Consumer Research Annual Conference, 10/18/2002.

INVITED PRESENTATIONS

2017 Iowa State University

2016 University of Manitoba

Cheung Kong Graduate School of Business, Beijing, China

Peking University, Beijing, China
 2015 Indiana University
 University of Texas at San Antonio
 2014 Temple University
 2013 Hong Kong University of Science and Technology
 Hong Kong University
 Chinese University of Hong Kong
 National University of Singapore
 Marketing Research Forum, SCHFE, China
 2012 Cheung Kong Graduate School of Business, Beijing, China
 2004 University of Iowa
 Penn State University
 Virginia Tech
 Tulane University
 University Wisconsin, Milwaukee
 National University of Singapore

TEACHING

- Courses Taught
 - ✦ Marketing Management (MBA; University of Iowa)
 - ✦ Advertising Theory (undergraduate; University of Iowa)
 - ✦ Advertising & Promotion Strategy; Marketing Communications (MBA; University of Iowa, Hong Kong)
 - ✦ PhD Seminar in Consumer Behavior (University of Iowa)
 - ✦ Directed Readings in Marketing (undergraduate and MBA; University of Iowa)
 - ✦ Academic Internship (undergraduate; University of Iowa)
 - ✦ International Studies Senior Project (undergraduate; University of Iowa)
- Student Advisory
 - ✦ Ph.D. Dissertation Co-Chair (Yun Lee)
 - ✦ Ph.D. Dissertation Committee Member (Beth Bellman, Rob Rouwenhorst, Fang-Chi Lu, Jinfeng Jiao, Zhengjia Liu)
 - ✦ Supervisor for Undergraduate and MBA Students (Jack Kluesner, Macey Greiner, Kristen Moe, Lauren Peoples, Jordan Handmaker, Abigail Sojka, Xiaoyi Yuan, Brandon W. Upton, Julie A. Heikkinen, Brittany Lisa, Tom Pritchard, Laurel Benson, Laura G. Cyrek, Hannah Erb)

SERVICE

- Service to the Profession

- ✦ Associate Editor for Journal of Consumer Psychology (Special Issue: Emotion, Self, and Identity)
- ✦ Editorial Board Member, Journal of the Academy of Marketing Science, 2015 – present
- ✦ Society for Consumer Psychology Advisory Panel, 2017 – present

- ✦ Ad hoc Reviewer:
 - Journal of Consumer Research
 - Journal of Consumer Psychology
 - Journal of Marketing
 - Journal of Marketing Research
 - Research Grants Council (RGC) of Hong Kong

- ✦ Conferences:
 - Society for Consumer Psychology Winter Conference, *Working Paper Track Co-Chair*, 2018
 - Association of Consumer Research North American Conference *Travel Stipend Committee*, 2015
 - Association of Consumer Research Asian-Pacific Conference *Roundtable Chair*, 2015
 - Association of Consumer Research North American Conference *Program Committee*, 2007, 2011, 2012
 - Association of Consumer Research North American Conference *Reviewer Committee*, 2008, 2009, 2010, 2012, 2013, 2014, 2015
 - Chair of special sessions at the Association of Consumer Research North American Conference 2005, 2013
 - Chair of special sessions at the Society for Consumer Psychology Winter Conference 2004, 2007

- ✦ Professional Affiliations:
 - Association for Consumer Research
 - American Marketing Association
 - Society for Consumer Psychology
 - American Psychological Association

- Service to the University
 - ✦ Faculty Senate, 2014 – present

- College and Department Committees
 - ✦ 2017 AMA Sheth Consortium Committee Co-Chair, 2015 - 2017
 - ✦ Tippie Elected Faculty Council, 2013 – 2015; chair: 2014 - 2015
 - ✦ Tippie Diversity Committee, Jan 2013 – 2015; chair: 2014 – 2015
 - ✦ Tippie College Women Faculty Committee, co-chair, 2013 – present
 - ✦ Tippie Behavioral Research Steering committee, 2012 – present

- ✦ International Student Task Force Committee, Jan 2013 – July 2014
- ✦ Tippie College Teaching Award Evaluation Committee, 2014
- ✦ Tippie Collegiate / Dean's Teaching Award Committee, 2014
- ✦ Tippie College Campaign Committee, 2013
- ✦ Tippie College of Business MBA Curriculum Review Committee 2005, 2006
- ✦ Faculty Representative to the Albert Haring Symposium, 2006, 2011, 2012
- ✦ Marketing Department Faculty Recruiting Committee 2006, 2011, 2012, 2013, 2015
- ✦ Marketing Department PhD and Research Committee, 2014
- ✦ Marketing Camp Planning Committee Chair, 2006, 2009 – present
- ✦ Marketing Department Research Committee, 2013 – present
- ✦ Marketing Department Marketing Management Track Committee, 2014 – present
- ✦ Marketing Brown Bag Seminar Coordinator, 2009 - present
- ✦ Tippie Fashion Management Club, Faculty Advisor, 2012 – present