

## Catherine YEUNG

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### Education

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Ph.D. HKUST, Marketing, 2003

BBA HKUST, 1998

### Academic Positions

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2015 — Present Associate Professor, Chinese University of Hong Kong

2008 — 2015 Associate Professor, National University of Singapore

2003 — 2008 Assistant Professor, National University of Singapore

### Other Appointments

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2015 — Present Affiliated Researcher, Centre for Behavioural Economics (CBE),  
National University of Singapore

2019 — Present Affiliated Researcher, BI.Org Behaviorally Informed Organizations Partnership,  
BEAR @ the University of Toronto

2015 — 2016 Visiting Fellow, Civil Service College, Singapore

2013 — 2015 Economics Experts Group, Civil Service College, Singapore

### Journal Publications

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1. Lee, Yih Hwai and Catherine Yeung (forthcoming), "Incentives for Learning: How Free Offers Help or Hinder Motivation," *International Journal of Research in Marketing*. (Equal contribution)
2. Yeung, Catherine, Teck-Hua Ho, Ryoko Sato, Noah Lim, Rob M. van Dam, Hong-Chang Tan, Kwang-Wei Tham, and Rehan Ali (2021), "Cash Incentives for Weight Loss Work Only for Males," *Behavioral Public Policy*, forthcoming. (First two authors contributed equally)
3. Ho, Teck-Hua, Ching Leong and Catherine Yeung (2021), "Success at Scale: Six Suggestions from Implementation and Policy Sciences," *Behavioral Public Policy*, 5(1), 71-79. (Equal contribution)
4. Ho, Teck-Hua and Catherine Yeung (2015), "How a One-Time Incentive Can Induce Long-Term Commitment to Training?" *California Management Review*, Vol. 58, No. 2, 113-128. (Equal contribution)
5. Ho, Teck-Hua and Catherine Yeung (2014), "Giving Feedback to Clients," *Management Science*, Vol 60, no. 8, 1926-1944. (Equal contribution)
6. Hung, Yu-chen and Catherine Yeung (2011), "Cancellation Efficiency: Why the Effect of Comparison Direction Strengthens with Choice Set Size," *International Journal of Research in Marketing*, June, 28(2), 102-108. (Equal contribution)
7. Mukhopadhyay, Anirban and Catherine Yeung (2010), "Building Character: Effects of Lay Theories of Self-Control on the Selection of Products for Children," *Journal of Marketing Research*, 47 (April), no. 2, 240-250. (Equal contribution)
8. Cheng, Qiu, Yih Hwai Lee, and Catherine Yeung (2009), "Suppressing Feelings: A Double-edged Sword to Consumer Judgment and Choice," *Journal of Consumer Psychology*. Vol. 19, no. 3, 427-439. Winner of

2009 JCP Young Contributor Award. (Last two authors contributed equally)

9. Cheng, Qiu and Catherine Yeung (2008), "Mood and Comparative Judgment: Does Mood Influence Everything and Finally Nothing?" *Journal of Consumer Research*, 34 (Feb). (Equal contribution)
10. Yeung, Catherine and Dilip Soman (2007), "The Duration Heuristic," *Journal of Consumer Research*, 34 (Oct).
11. Yeung, Catherine and Dilip Soman (2005), "Attribute Evaluability and the Range Effect," *Journal of Consumer Research*, 32 (Dec).
12. Yeung, Catherine and Robert S. Wyer, Jr. (2005), "Does Loving a Brand Mean Loving Its Products? The Role of Brand-Elicited Affect in Brand Extension Evaluations", *Journal of Marketing Research*, Vol. 42 (Nov).
13. Yeung, Catherine and Robert S. Wyer, Jr. (2004), "Affect, Appraisal, and Consumer Judgments," *Journal of Consumer Research*, 31 (Sept).

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#### Edited Volume

Dilip Soman and Catherine Yeung (2021). *The Behaviourally Informed Organization*. Rotman-UTP Publishing.

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#### Book Chapter

Catherine Yeung and Sharon Tham (2021), "*Behavioral Science in Policy and Government: A Roadmap*," in *The Behaviourally Informed Organization*, edited by Dilip Soman and Catherine Yeung. Rotman-UTP Publishing.

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#### Conference Presentations

1. Catherine Yeung, Xiuping Li, and Leonard Lee, "Reducing Peak-Hour Subway Crowding: Investigating the Effectiveness of Financial Disincentives," Marketing and Public Policy Conference, Washington DC; EMAC, Groningen; 2017 June.
2. Catherine Yeung, Xiuping Li, and Leonard Lee, "Reducing Peak-Hour Subway Crowding: Investigating the Effectiveness of Financial Disincentives," SCP-JACS Collaborative Conference, Japan; 2017 May.
3. Teck-Hua Ho and Catherine Yeung, "Feedback Giving," the 9<sup>th</sup> Annual Southern Ontario Behavioral Decision Research (SOBDR) Conference, Ontario, Canada, 2013.
4. Hung Yu-Chen and Catherine Yeung, "The Effect of Option Number in Directional Comparison," the Association for Consumer Research Conference, San Francisco, 2008.
5. Anirban Mukhopadhyay and Catherine Yeung, "Building Character: Effects of Lay Theories of Self-Control on the Selection of Products for Children," the INFORMS Marketing Science Conference, Vancouver, 2008.
6. Hung Yu-Chen and Catherine Yeung, "More Options Means Smarter Choice?" the INFORMS Marketing Science Conference, Vancouver, 2008.
7. Anirban Mukhopadhyay and Catherine Yeung, "Building Character: Effects of Lay Theories of Self-Control on the Selection of Products for Children," the ACR Conference, Memphis, 2007.
8. Yeung, Catherine, "Affect and Comparative Judgment," MSI 4<sup>th</sup> Biennial Young Scholars Program 2007, Park City, Utah.
9. Qiu Cheng and Catherine Yeung, "Affect and Comparative Judgment," the ACR Conference, Orlando, 2006.
10. Yeung, Catherine and Qiu Cheng, "How Affect Influences Choice: An Investigation of the Comparison Process," the ACR Conference poster session, San Antonio, 2005.

11. Yeung, Catherine and Robert S. Wyer, "The Role of Brand-Elicited Affect in Brand Extension Evaluations," the ACR Conference, Portland, 2004.
12. Yeung, Catherine and Dilip Soman, "The Impact of the Range of Available Options on Choice: Asymmetric Range Effects," the ACR Conference, Atlanta, 2002.
13. Yeung, Catherine and Robert S. Wyer, "The Effect of Affect and Initial Expectation on information Seeking and Judgments," the ACR–Asia Pacific Conference, Beijing, China, 2002.
14. Yeung, Catherine and Dilip Soman, "The Role of Attribute-Specific Context Effect on Preference Reversal," INFORMS Marketing Science Conference, Wiesbaden, Germany, 2001.

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#### Invited Presentations

- "The Chasm between BI Knowledge and BI Practice: What Is It and How Does It Affect the Success of Your Own Project?" BEARxBIOrg Webinar, April 16, 2020.
- "Using Behavioral Economics to Promote Healthful behaviors" the Diabetes Preventing the Preventable Forum 2017, The Asia Diabetes Foundation, Hong Kong, 2017.
- "Reducing Peak-Hour Subway Crowding," Behavioral Exchange, 2017, Singapore.
- "Incentives and Behavioral Change: Randomized Controlled Trials on Transportation and Healthcare" presented at:
  - University of Macau, November 2016
  - Marketing Forum, University of Hong Kong, May 2017
- Behavioral Economics Community of Practice, Land Transportation Authority, Singapore, 2015.
- "Driving Behavioral Change to Improve Household Recycling," Clean Environment Convention, Singapore, 2014
- "Feedback Giving," presented at:
  - University of Hong Kong, October 2013
  - Melbourne Business School, The University of Melbourne, Marketing Camp August 2013
  - University of Toronto, May 2013
  - Columbia University, RED meetings, May 2013
  - Nanyang Technological University, Singapore, April 2013
  - Chinese University of Hong Kong, March 2013
  - Marketing Symposium 2012, University of Macau
- "Building Character: Effects of Lay Theories of Self-Control on the Selection of Products for Children," presented at:
  - Guanghua School of Management, Peking University, May, 2008
  - University of Hong Kong, April, 2008
  - UC Berkeley, December, 2007
  - Rice University, December, 2007
- "Mood and Comparative Judgment: Does Mood Influence Everything and Finally Nothing?" presented at:
  - University of British Columbia, September, 2006
  - Chinese University of Hong Kong, June, 2006
  - Hong Kong University of Science and Technology, June, 2006
  - Korea University, May, 2006
- "The Duration Heuristic," presented at:
  - The Marketing Scholar Forum IV, Hong Kong, June, 2006

- “The Influence of Brand-Elicited Affect on Brand Extension Evaluations,” presented at:
  - INSEAD, Singapore, February, 2006
  - University of Hong Kong, November, 2005
  - Chinese University of Hong Kong, November, 2005
  - SKK Graduate School of Business, Korea, December, 2005
- “Affect, Appraisal, and Consumer Judgments,” presented at:
  - Southern Methodist University, 2003
  - University of Toronto, 2002
  - University of Texas at San Antonio, 2002
  - Singapore Management University, 2002
  - National University of Singapore, 2002

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#### **Selected Work-in-Progress**

1. Diabetes Clinic of the Future, with Chong Juin Kuan, Bee Yong Mong, Tan Hong Chang (NUS-CBE and Singapore Health Services)
2. The Psychology of Risk, with Sabine Kroger, Min Zhao, Colin West (BI.Org and Ontario Securities Commission)
3. Should Surcharges be Donated? A Randomized Controlled Trial on the Effects of Surcharge Donation, with Xiuping Li, Leonard Li, Mandy Hu
4. Lives or Livelihood: Insights from the United States, Hong Kong, and Singapore during the COVID-19 Pandemic, with Leonard Lee, Nanjia Lin, Angela Lee, Jiaqian Wang, Ulf Bockenholt, Rafal Ohme and Dorota Reykowska
5. Falls Prevention, with Noah Lim, Ashley Hse, Lianjun Li (NUS-GAI and GERI Singapore)
6. Decision Delegation, with Xiuping Li

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#### **Academic Honor**

1. Faculty Teaching Merit Award, CUHK Business School, 2016, 17, 18, 19, 20
2. MSI 4th Biennial Young Scholars Program 2007
3. Faculty Outstanding Researcher Award, NUS Business School, 2006/07
4. Department Outstanding Research Award, NUS, 2006/07

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#### **Courses Taught**

- CUHK:
  - Consumer Behavior (UG): 5.25 (Scale: 1-6)
  - Marketing Strategy (MSc): rating: 5.9 (Scale: 1-6)
  - Strategic Consumer Insights (MiM): 5.8 (Scale: 1-6)
- NUS:
  - Consumer Behavior (NUS MBA); rating: 4.62 (Scale: 1-5)
  - Consumer Behavior (NUS BBA); rating: 4.52 (Scale: 1-5)
  - The Psychology of Judgment and Decision (NUS PhD)
  - Consumer Decision Processes (NUS PhD)
  - Advanced Consumer Decision Processes (NUS PhD)
  - Asian Markets and Marketing Management (NUS BBA)

- Civil Service College Singapore:
  - Randomized Controlled Trials for Ministry of National Development, 2014
  - Randomized Controlled Trials in Public Policy, 2013—2015

## Research Grants

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1. “Increasing Consumer Motivation for Disease Prevention: A Mental Model Perspective,” HK\$ 881,923. Hong Kong GRF, Yr 2018-2022.
2. “BE-Based Online Diabetes Prevention Program,” S\$225,200, Yr 2013-2015, NUS-Global Asia Institute NIHA Research Grant
3. “MRT Travel Research Study,” Yr 2015-2016, S\$69,840, Land Transportation Authority, Singapore
4. “Management of Emotions and Perceptions in Interaction,” S\$48,410, Yr 2013-2016, Academic Research Fund, Ministry of Education, Singapore
5. “The Influence of Affective Feelings on Consumer Behavior and the Regulation of Affective Influences,” S\$63,210, Yr 2011-2014, AcRF, MOE, Singapore
6. “Affective & Heuristic Processes in Consumer Decision Making: How Do Consumers Apprehend Product Information in an Intuitive, Spontaneous, or Experiential Way,” S\$57,760, Yr 2008-2011, AcRF, MOE, Singapore
7. “The Duration Heuristics,” S\$43,200, Yr 2006-2008, AcRF, MOE, Singapore
8. “The Role of Affect in Brand Extension Evaluations,” S\$66,900, Yr 2003-2006, Academic Research Fund, Ministry of Education, Singapore

## Other Professional Services

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### Editorial Review Board:

- Journal of Consumer Psychology, Associate Editor, 2021 – present
- Journal of Consumer Psychology, October 2007 — 2020
- International Journal of Research in Marketing, 2012 — present
- Journal of Marketing, 2018 – present
- Journal of Consumer Research, 2008 — 2017

### Community Services, Hong Kong:

- Honorary Marketing Consulting, Asia Diabetes Foundation, Feb 2017 – 2019.
- Invited Speaker, the Diabetes Preventing the Preventable Forum 2017, organized by the Asia Diabetes Foundation

### Community Services, Singapore:

- Community Engagement Advisory Committee (CEAC), Singapore National Environmental Agency; 2013 —2015
- Consulting for Green Campus Project, Ngee Ann Polytechnic, Singapore; 2013—2014
- Consulting for Singapore Workforce Development Agency; 2012—2014

### Committee Services @ CUHK:

- Academic Advisor, Dialogue with Women CEOs and Mentorship Programme. 2018/19
- Academic Conference Grant Committee, Lee Woo Sing College, 2016-present
- Senate Committee on Student Discipline, 2020-present
- Graduate School Disciplinary Committee, 2016-present

- Business School Disciplinary Committee, 2016-present
- Senate Committee, University Press, 2017-present
- MiM Task Force, 2015-17

#### Committee Services @ NUS:

- Faculty Promotion and Tenure Committee, NUS Business School, 2014—2015
- Faculty Teaching Excellence Committee, NUS Business School, 2014—2015
- Department Evaluation Committee, Department of Marketing, NUS, 2011—2015
- Branding and Development Council, NUS Business School, 2011—2014
- Faculty Search Committee, Department of Marketing, NUS, 2004—2008
- PhD Program Committee, Department of Marketing, NUS, 2003—2013
- PhD Program Review Committee (School Level), NUS, 2009—2010
- Faculty PhD Committee (School Level), NUS, 2008—2013

#### Ad-hoc Review for:

Journal of Marketing Research, Marketing Science, Management Science, Journal of International Business Studies, Journal of Behavioral Decision Making, Marketing Letters, and various conferences

#### Doctoral Advising

- Qiu Cheng, NUS (Ph.D. completed in 2007)
- Hung Yu-Chen, NUS (Ph.D. completed in 2013)

#### Professional Consulting Activities

- Provide consultation on randomized controlled trials and behavioral change for Ministry of Education and Land Transportation Authority, 2013-2015

#### Other Committees

- ACR Advisory Committee on Transformative Consumer Research (TCR), 2010—2014
- Program Committee, Society for Consumer Psychology, 2012
- Association for Consumer Research, 2007, 2009, 2011, 2012