

Hao Shen

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Education

Ph.D. (Marketing), Hong Kong University of Science and Technology 2008

(Thesis advisor: Robert S. Wyer)

Mphil (Communication), Fudan University, Shanghai, China 2003

B.A. (Journalism), China University for Political Science, Beijing, China 2000

Academic Position

August, 2018, Professor of Marketing, Chinese University of Hong Kong

2017 – present, Director of MSc program in Marketing, Chinese University of Hong Kong

August, 2014 – July, 2018 Associate Professor of Marketing, Chinese University of Hong Kong

August, 2008 – July, 2014 Assistant Professor of Marketing, Chinese University of Hong Kong

Biography

Prof. Hao Shen is Professor of Marketing at The Chinese University of Hong Kong. Prof. Shen's research interests include: digital marketing, culture, and sensory marketing. Prof. Shen's research has been published in journals such as *Journal of Consumer Research*, *Journal of Marketing Research*, *Journal of Consumer Psychology*, *Journal of Experimental Psychology (applied)*, *Journal of Experimental Social Psychology*, and *Journal of Personality and Social Psychology*. He won young contributor award from *Journal of Consumer Psychology* in 2008, young researcher award from the university in 2011, and was named as Marketing Science Institute (MSI) 2015 young scholar. Prof. Shen is on the Editorial Review Boards of *Journal of Consumer Research*, *Journal of Consumer Psychology*, and *Journal of Retailing*. Prof. Shen also teaches courses for MBA, FMBA and MSc programs.

Research Interests

Digital Marketing; Procedural Knowledge; Affect and Consumer Information Processing; Processing Fluency; Social/cultural influence; Embodied Cognition; Sensory Marketing

Publications (Note: papers with * refer to those I worked with doctoral students)

Refereed Publications

1. **Shen, Hao**, Aparna Labroo, and Robert S. Wyer, “So Difficult to Smile: Why Unhappy People Avoid Enjoyable Activities,” *Journal of Personality and Social Psychology*, forthcoming. [PDF](#)
2. **Shen, Hao** and Jaideep Sengupta (2018), “Word of Mouth vs. Word of Mouse: How Speaking vs. Writing about a Brand Affects the Communicator,” *Journal of Consumer Research*, 45(3), 595-614. [PDF](#)
3. *Yunhui, Huang, Yanli Jia, Robert S. Wyer and, **Hao Shen** (2017), “Physical Proximity Increases Persuasive Effectiveness through Vivid Mental Imaging,” *Journal of Consumer Psychology*, 27(4), 435-447. [Download PDF](#)
4. *Rong, Chen, Xiaobing Xu and **Hao Shen** (2017), “Go beyond just paying: Effects of payment method on level of construal,” *Journal of Consumer Psychology*, 27(2), 207-217. (Equal authorship) [PDF](#).
5. **Shen, Hao**, Meng Zhang, and Aradhna Krishna (2016), “Computer Interfaces and the “Direct-Touch” Effect: Can iPads Increase the Choice of Hedonic Food?” *Journal of Marketing Research*, Oct, 745-758. (Equal authorship) [PDF](#).
6. **Shen, Hao** and Akshay Rao (2016), “Looks good to me: how eye movements influence product evaluation,” *Journal of Consumer Psychology*, 435-40. [PDF](#)
7. *Chen, Fangyuan, Robert S. Wyer, and **Hao Shen** (2015), “The Interactive Effects of Affect and Shopping Goal on Information Search and Product Evaluations,” *Journal of Experimental Psychology: Applied*, 21(4), 429-42. [PDF](#)
8. **Shen, Hao** and Jaideep Sengupta (2014), “The Crossmodal Effect of Attention on Preferences: Facilitation vs. Impairment,” *Journal of Consumer Research*, 40(5), 885-903. [PDF](#)
9. Wyer, Robert S., Alison Jing Xu, **Hao Shen** (2012), “The Effect of Past Behavior on Future Goal-Directed Activity,” in *Advances in Experimental Social Psychology*, 46, 237-76. [PDF](#)
10. *Cai, Fengyan, **Hao Shen**, and Michael King-man Hui (2012), “The Effect of Location on Price Estimation: Understanding Number-Location and Number-Order Associations,” *Journal of Marketing Research*, 49 (5), 718-24. [PDF](#)

11. Xu, Jing, **Hao Shen**, and Robert S. Wyer (2012), “Does the Distance Between us Matter? Influences of Physical Proximity to Others on Consumer Choice,” *Journal of Consumer Psychology*, 22(3), 418-23. [PDF](#)
12. **Shen, Hao** and Jaideep Sengupta (2012), “If You Can't Grab It, It Won't Grab You: The Effect of Restricting the Dominant Hand on Target Evaluations,” *Journal of Experimental Social Psychology*, 48 (2), 525-29. [PDF](#)
13. ***Shen, Hao**, Robert S. Wyer, and Fengyan Cai (2012), “The Generalization of Deliberative and Automatic Behavior: The Role of Procedural Knowledge and Affective Reactions,” *Journal of Experimental Social Psychology*, 48 (4), 819-28. [PDF](#)
14. **Shen, Hao**, Wan Fang, and Robert S. Wyer (2011), “Cross-Cultural Differences in the Refusal to Accept a Small Gift: The Differential Influence of Reciprocity Norms on Asians and North Americans,” *Journal of Personality and Social Psychology*, 100(2), 271-81. (Equal authorship). [PDF](#)
15. **Shen, Hao**, Yuwei Jiang, and Rashmi Adaval (2010), “Contrast and Assimilation Effects of Processing Fluency,” *Journal of Consumer Research*, 36 (5), 876-88. [PDF](#)
16. **Shen, Hao** and Robert S. Wyer (2010), “The Effect of Past Behavior on Variety Seeking: Automatic and Deliberative Influences,” *Journal of Consumer Psychology*, 20 (1), 33-42. [PDF](#)
17. **Shen, Hao** and Robert S. Wyer (2008), “Procedural Priming and Consumer Judgments: Effects on the Impact of Positively and Negatively Valenced Information,” *Journal of Consumer Research*, 34 (5), 727-37. [PDF](#)
18. **Shen, Hao** and Robert S. Wyer (2008), “The Impact of Negative Affect on Responses to Affect-Regulatory Experiences,” *Journal of Consumer Psychology*, 18 (1), 39-48. [PDF](#)

Book Chapters

Wyer, R. S., **Hao Shen**, Alison Jing Xu (2013), “The Role of Procedural Knowledge in the Generalization of Social Behavior”, in *Handbook of Social Cognition* (3rd ed.), ed. Donal E. Carlston, New York: Oxford University Press, 257-81. [PDF](#)

Other Manuscripts

*Yanli Jia, Robert S. Wyer and **Hao Shen** (2020), “The Effect of Social Power on Consumers’ Reaction to Waiting,” invited for revision under *Journal of Experimental Psychology, Applied*.

Chen, Rui, **Hao Shen** and Junming Yang (2020), “Chooser or Suitor: The Effects of Mating Cues on Men’s vs. Women’s Reaction to Brand Rejection,” invited for revision under *Marketing letters*.

Shen, Hao, Suntong Qi and Jaideep Sengupta (2020), “Will Using a Pink Product Make Males Become Risk Averse? The Effect of Taking a User’s Perspective on Self-Evaluation,” under review at *Journal of Consumer Research*.

Xiaoying, Zheng, Jing Xu and **Hao Shen** (2020), “To Be Respected or Be Liked: How Social Comparisons Influence Consumer Preference for Competence and Warmth in Choice Making?” under review at *Journal of International Research in Marketing*.

Shen, Hao and Jonah Berger (2020), “Does Focusing on Individuals versus Companies Shape Service Evaluations?” under review at *Journal of Consumer Research*.

Shen, Hao, Robert S. Wyer and Defeng Yang (2020), “The face is the index of the mind: predicting self-construal from facial expression,” to be submitted to *Journal of Consumer Psychology*. [PDF](#)

Shen, Hao and Jun Pang (2020), “Will it taste better if you think about what you are eating? Cross-cultural differences in seeking information about food ingredients,” to be submitted to *Journal of Consumer Research*.

*Defeng Yang, Yue Lu, and **Hao Shen** (2020), “Just Talk about it: How does Communication Enhance Social Influence on Brand Attitude,” to be submitted to *Journal of Consumer Psychology*.

***Shen, Hao**, Yanli Jia, and Jaideep Sengupta (2020), “The Effect of Gender and Experience of Speed on Product Judgments,” to be submitted to *Journal of Consumer Research*.

Shen, Hao and Rashmi Adaval (2020), “How Changes in Spatial Magnitude Affect Estimations of Time and Quantity”, to be submitted to *Psychological Science*.

Conference Presentations

Shen, Hao, Aparna Labroo, and Robert S. Wyer, “So Difficult to Smile: Why Unhappy People Avoid Enjoyable Activities,” SCP annual conference 2020.

Shen, Hao, Suntong Qi and Jaideep Sengupta (2019), “Will Using a Pink Product Make Males Become Risk Averse? The Effect of Taking a User’s Perspective on Self-Evaluation,” ACR annual conference 2019.

Shen, Hao and Jun Pang (2017), “Will it taste better if you think about what you are eating? Cross-cultural differences in seeking information about food ingredients,” ACR annual conference 2017.

Shen, Hao and Jaideep Sengupta (2016), “Word of Mouth vs. Word of Mouse: How Speaking vs. Writing about a Brand Affects the Communicator,” ACR annual conference 2016; Workshop at the University of Chicago Hong Kong Center.

Shen, Hao, Meng Zhang, and Aradhna Krishna (2015), ““Virtual Touch” and the Effect of Computer Interfaces on Consumer Choice: Can iPads make us Unhealthy?” Vienna SCP conference 2015; ACR AP conference 2015; SCP annual conference 2015.

Shen, Hao and Aparna Labroo, “So Difficult to Smile: When and Why Unhappy People Avoid Enjoyable Experiences,” SCP Annual conference 2015; La Londe conference 2013, France; ACP conference 2012, Singapore; ACHP 2013, Korea; University of Chicago Beijing Workshop, 2013.

Shen, Hao and Jaideep Sengupta, “The Crossmodal Effect of Attention on Preferences,” ACR Annual Conference 2012, Vancouver; SCP Annual Conference 2012, Las Vegas.

Shen, Hao and Akshay Rao, “Just Do It: Motor Fluency Effects on Product Evaluations,” SCP Annual Conference 2011, Atlanta; ACR Asia Pacific Conference 2011, Beijing

Cai, Fengyan, Hao Shen, and Michael King-man Hui, “The Number-Location Association and Its Marketing Implications,” ACR Annual Conference 2011, St. Louis.

Shen, Hao, Jiang Yuwei and Rashmi Adaval, “Contrast and Assimilation Effects of Processing Fluency,” SCP Annual Conference 2009, San Diego; ACR Annual Conference 2008, San Francisco.

Shen, Hao, Wan Fang, and Robert S. Wyer, “Cross-Cultural Differences in the Refusal to Accept a Small Gift: The Differential Influence of Reciprocity Norms on Asians and North Americans,” ACR Annual Conference 2008, San Francisco.

Shen, Hao and Robert S. Wyer, “Procedural Priming and Consumer Judgments: Effects on the Impact of Positively and Negatively Valenced Information,” ACR Annual Conference 2007, Memphis.

Shen, Hao and Robert S. Wyer, “You Do not Like it, but You Want to Get it: Informational and Motivational Influences of Affect on Consumer Preferences,” SCP Annual Conference, 2006, Miami.

Shen, Hao, “Contrast Effect on Consumer Choice,” ACR Asia Pacific Conference, 2002, Beijing.

Research Grants

Competitive Grants (Total Amount: HK\$2281,813+RMB3600,000)

“Social influences on consumers’ reactions to affect-eliciting experiences,” RGC Competitive Earmarked Research Grants, CUHK14502517, 2018-20, Funding level: HK\$ \$675,992 (Principal Investigator).

“Different modes of communication: Your decision may depend on how you communicate it,” RGC Competitive Earmarked Research Grants, CUHK14502114, 2015-18, Funding level: HK\$ 645,660 (Principal Investigator).

“The Effect of Sensory Restriction on Consumer Behavior,” RGC Competitive Earmarked Research Grants, CUHK451812, 2012-14, Funding level: HK\$ 361,270 (Principal Investigator).

“Whether You Like it Depends on How You Process it: Effects of Procedures on Consumer Judgment,” RGC Competitive Earmarked Research Grants, CUHK453110, 2010-12, Funding level: HK\$ 598,891 (Principal Investigator).

“Understanding family decision making from the perspective of social comparison”, NSFC71632001, 2017-2021, Funding level: RMB 2,400,000 (Co-investigator)

“The Influences of Brand Image, Country of Origin, and Self-image on Consumers’ Attitude toward the Brand”, NSFC71472181, 2015-2018, Funding level: RMB 600,000 (Co-investigator)

“The Effects of Product Scarcity on Consumer Behavior”, NSFC71372099, 2014-2017, Funding level: RMB 600,000 (Co-investigator)

Non-Competitive Grants (Total Amount: HK\$255,000)

“Gender differences in response to time restriction,” Direct Allocation Grant, 2016-2017, Funding level: HK\$ 40,000 (Principal Investigator).

“Looks good to me: how eye movements influence product evaluation,” Direct Allocation Grant, 2015-2016, Funding level: HK\$ 40,000 (Principal Investigator).

“So difficult to smile: when and why unhappy consumers avoid enjoyable experiences,” Direct Allocation Grant, 2014-2015, Funding level: HK\$ 50,000 (Principal Investigator).

“Contrast and Assimilation Effects of Processing Fluency,” Direct Allocation Grant, 2010-now, Funding level: HK\$ 50,000 (Principal Investigator).

“The Influence of Past Behavior on Consumer Decision Making,” Direct Allocation Grant, 2012-2013, Funding level: HK\$ 75,000 (Principal Investigator).

Awards and Honors

2015 Marketing Science Institute (MSI) Young Scholar, which is granted biennially to some of the most promising young scholars in marketing and closely related fields.

2011 Young Researcher Award, Chinese University of Hong Kong.

Winner, Journal of Consumer Psychology 2008 Young Contributor Award for the publication “The Impact of Negative Affect on Responses to Affect-Regulatory Experiences”.

Honorable Mention Award for Best Competitive Paper at the 2008 Society for Consumer Psychology Annual Conference.

Service to the Conference

Program Committee member: Association for Consumer Research Asia Pacific Conference 2015; Association for Consumer Research Annual Conference (2013, 2019); Society for Consumer Psychology Annual Conference (2012, 2018, 2020).

Competitive paper reviewer: Association for Consumer Research Annual Conference (2010-2017), Society for Consumer Psychology Annual Conference (2010-2017)

Service to the Journals

Editorial Review Board: *Journal of Consumer Research*, *Journal of Consumer Psychology*, *Journal of Retailing*

Ad hoc reviewer for: *Journal of Marketing Research*, *Marketing letter*, *Journal of Business Research*, *Journal of Asian Social Psychology*; *Journal of Marketing Science*; PLOS ONE.

Invited Talks

National Taiwan University (2019)
Renmin University (2019)
South China University of Technology (2019)
Jinan University (2019)
Dongbei University of Finance and Economics (2019)
Dalian University of Technology (2019)
Waseda University, Japan (2018)
University of Queensland, Australia (2018)
University of New South Wales, Australia (2018)
Northwestern University, United States (2017)
University of Cambridge, United Kingdom (2017)
University of Illinois Urbana-Champaign, United States (2017)
Monash University, Australia (2017)
Melbourne Business School, Australia (2017)
University of Florida, United States (2017)
University of California, Riverside, United States (2017)
Huangnan Technology University (2017)
Sun Yat-Sen University (2017)
National University of Singapore (2016)
China Europe International Business School (CEIBS) (2016)
Cheung Kong Graduate School of Business (CKGSB) (2016)
Peking University (2016)
Xiamen University (2016)
Shenzhen University (2016)
Zhejiang University (2016)
Jinan University (2016)
University of Southern California, United States (2015)
Tsinghua University (2015)
Remin University (2015)
Fudan University (2015)
Xiamen University (2015)

Jinan University (2015)
 Sun Yat-Sen University (2014)
 SKK GSB, Korea (2013)
 City University of Hong Kong (2013)
 Sun Yat-Sen University (2013)
 University of Hong Kong (2009)
 National University of Singapore (2008)
 Peking University (2007)

Keynote Speeches

2017 Journal of Marketing Science (JMS) Annual Conference, Jinan University (the biggest marketing conference in China, around 600-700 doctoral students and faculty members participate in this conference)

2016 Consumer Behavior Conference, Sun Yat-Sen University

2016 Consumer Behavior Research International Conference, Zhejiang University

2015 The LuoJia Marketing Research Summit, Wuhan University

2014 Journal of Marketing Science (JMS) Annual Conference, Xiamen University

2014 Consumer Research Conference in China, NanKai University

2013 Marketing and Consumer Behavior Research Conference, Sun Yat-Sen University

2012 Consumer Research Conference in China, NanKai University

Teaching Experience

Course name	Teaching evaluation for the sections taught in the most recent year
MKTG5011 (Marketing Management; MBA)	5.44 out of 6.0
MKTG6032W (Digital Marketing; MBA)	5.76 out of 6.0
MKTG6032W (Digital Marketing; FMBA)	5.93 out of 6.0
MKTG6033 (Digital Marketing; MSc)	6.00 out of 6.0
MKTG5013 MA (Buyer Behavior; MSc)	5.66 out of 6.0

Ph.D. Co-Supervisor

Graduated PhD students (Cai Fengyan, associate professor of Marketing, Antai College of Economics & Management, Shanghai Jiaotong University; Yanli Jia, assistant professor of Marketing, Xiamen University)

Internal Service

Department

Department Academic Personnel Committee (2019-2020)
Director of the MSc program in marketing (2017-2020)
The chairperson of the department assessment panel (2017-2020)
Department Academic Advisor for IBBA with Marketing Concentration (2014-2020);
Graduate Student Committee (2008-2017);
Ph.D. qualifying exam coordinator at Marketing Department (2009-2014);
Ph.D. recruitment coordinator at Marketing Department (2014-2017);
The convener of the Task Force on Behavioral Laboratory (2016-2017)
The chairperson of the MSc program review panel (2017)
Acting Chairman of Marketing Department (07/2017)

Faculty

Member of research panel (2018-2020)
Member of the Integrated BBA Committee (Bachelor of Business Administration) (2009-2016);
IBBA Grade Review Committee (2009-2017)
Member of the FMBA program review panel (2017-2020)
Member of the FMBA program committee (2017-2020)
Member of admission panel for the FMBA program (2017-2020)
Member of the faculty service assessment committee (2016)

College

Member of student hostel committee at New Asia College (2011-2020)

University

Speaker at Grant Writing Workshops for the GRF and ECS 2016/17 Exercise (2016);

Member of the University selection panel for HSBC overseas scholarship scheme (2014)

External Service

External reviewer for DBA candidates Ms Kitty Yam, Mr. YIN Ching Yuen Christopher from the Hong Kong Polytechnic University.

External reviewer for the Qunxian Program of Xiamen University

Industry Experience

2003-2004 Senior Research Executive United Research China, Shanghai
(serving for clients such as McKinsey, L'Oréal, Philips, Pepsi, etc).

2002-2003 Marketing Research Assistant Auchan Group, Shanghai