

Michelle YIK

PhD in Social/Personality Psychology (University of British Columbia)

Division of Social Science
The Hong Kong University of Science and Technology
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[Homepage](#) | [Google Scholar](#) | [ORCID](#) | [ResearchGate](#)

ACADEMIC POSITIONS

Since 2014 Professor, Division of Social Science, concurrent as affiliated faculty of Interdisciplinary Programs Office (since 2020) and Director of Undergraduate Recruitment and Admissions (2016-20), HKUST
2008-2014 Associate Professor, concurrent as Acting Head (2011-13), Division of Social Science, HKUST
2002-2007 Assistant Professor, Division of Social Science, HKUST
1999-2001 Assistant Professor, Department of Marketing, HKU
1999 Instructor, Department of Psychology, UBC, Canada

AWARDS

2011 Finalist for UGC Teaching Award, Hong Kong
2010 Medalist for the Michael G. Gale Award for Distinguished Teaching, HKUST
2007 SHSS Teaching Award, HKUST
1999-2001 SSHRC post-doctoral fellowship, Canada
1998 American Psychological Association Dissertation Research Award

RESEARCH INTERESTS

Emotion: Architecture of emotion, Chinese emotion, romantic love
Personality: Personality and well-being, personality and language

PROFESSIONAL EXPERIENCE

Editorial Boards

- Personality and Individual Differences (Section Editor-in-Chief since 2022)
- Personality Science (Associate Editor since 2020)
- Cognition and Emotion (2013-17)
- Asian Journal of Social Psychology (2002-14)

Ad hoc Reviewers

American Psychologist, Psychological Bulletin, Psychological Science, Journal of Personality and Social Psychology, Personality and Social Psychology Review, Personality and Social Psychology Bulletin, Journal of Personality, European Journal of Personality, Emotion, Assessment, Psychological Assessment, Psychological Methods, Journal of Cross-Cultural Psychology, Pacific Affairs, MIS Quarterly

Conference Committees

- Scientific Committee of the 21st European Conference on Personality; 6-9 Aug 2024, Berlin, Germany
- International Society for Research on Emotion 2017; 26-29 Jul 2017, Washington University, St. Louis, USA

Professional Associations

- European Association of Personality Psychology <https://eapp.org/>
Regional Advocate for Asia (since 2022)
- International Society for Research on Emotion <http://isre.org/>
Membership Secretary (2017-18)
Board of Directors (2013-19)

Membership in Professional Associations

- International Society for the Study of Individual Differences (since 2022)
- European Association of Personality Psychology (since 2022)
- Society for Affective Science (since 2021)
- International Society for Research on Emotion (since 2001)
- Association for Psychological Science (2007-22)
- American Psychological Association (1999-22)

PUBLICATIONS (10059 Google citations; h-index = 36; i10-index = 46)
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Student or postdoc authors are underlined.

52. **Yik, M.**, & Siu, N. Y.-F. (in press). Extraverts suffer from social distancing: A 30-day diary study. *Personality and Individual Differences*.
51. **Yik, M.**, Sze, I. N. L., Kwok, F. H. C., & Lin, S. (2023). Mapping Chinese personality: An assessment of the psychometric properties of the NEO-PI-3 in monolingual and bilingual studies. *Assessment*, 30(7), 2031–2049.
50. **Yik, M.**, & Chen, C. Z. (2023). Unravelling Chinese talk about emotion. *Frontiers in Psychology*, 14:1157863.
49. **Yik, M.**, et al. (2023). On the relationship between valence and arousal in samples across the globe. *Emotion*, 23(2), 332-344.
48. **Yik, M.**, Pun, W. K., Kwok, F. H. C., Pho, J., & Ng, C. W. W. Ng (2023). Perceptions of landslide risks and warnings in Hong Kong. *Landslides*, 20(60), 1211-1224.
47. Chen, X., & **Yik, M.** (2022). The emotional anatomy of the Wuhan lockdown: Sentiment analysis using Weibo data. *JMIR Formative Research*, 6(11): e37698.
46. **Yik, M.**, Wong, K. F. E., & Zeng, K. J. (2019). Anchoring-and-adjustment during affect inferences. *Frontiers in Psychology*, 9:2567.
45. **Yik, M.** (2018). Where do the affect and interpersonal circles meet? *European Journal of Personality*, 32, 597-598.
44. Kuppens, P., Tuerlinckx, F., **Yik, M.**, Koval, P., Coosemans, J., Zeng, K. J., & Russell, J. A. (2017). The relation between valence and arousal in subjective experience varies with personality and culture. *Journal of Personality*, 85, 530-542.
43. De Bolle, M., ...**Yik, M.**, & Terracciano, A. (2015). The emergence of sex differences in personality traits in early adolescence: A cross-sectional, cross-cultural study. *Journal of Personality and Social Psychology*, 108, 171-185.
42. Van Oudenhoven, J. P., ... & **Yik, M.** (2014). Are virtues national, supranational, or universal? *SpringerPlus*, 3, 223.

41. Löckenhoff, C. E., ... **Yik, M.**, & Terracciano, A. (2014). Gender stereotypes of personality: Universal and accurate? *Journal of Cross-Cultural Psychology, 45*, 675-694.
40. McCrae R. R., ... **Yik, M.**, ... & Terracciano, A. (2013). The inaccuracy of national character stereotypes. *Journal of Research in Personality, 47*, 831-842
39. **Yik, M.**, Widen, S. C., & Russell, J. A. (2013). The within-subject design in the study of facial expressions. *Cognition and Emotion, 27*, 1062-1072.
38. Chan, W., ... **Yik, M.**, ... & Terracciano, A. (2012). Stereotypes of age differences in personality traits: Universal and accurate? *Journal of Personality and Social Psychology, 103*, 1050-1066.
37. Marinetti, C., Mesquita, B., **Yik, M.**, Cragwall, C., & Gallagher A. H. (2012). Threat advantage: perception of angry and happy dynamic faces across cultures. *Cognition and Emotion, 26*, 1326-1334.
36. **Yik, M.**, Russell, J. A., & Steiger, J. H. (2011). A 12-point circumplex model of core affect. *Emotion, 11*, 705-731.
35. **Yik, M.** (2010). How unique is Chinese emotion? In M. H. Bond (Ed.), *The Oxford handbook of Chinese psychology* (2nd ed., pp. 205-220). Hong Kong: Oxford University Press.
34. **Yik, M.** (2010). Affect and interpersonal behaviors: Where do the circumplexes meet? *Journal of Research in Personality, 44*, 721-728.
33. McCrae, R. R., Terracciano, A., De Fruyt, F., De Bolle, M., Gelfand, M. J., Costa, P. T., Jr., & 42 Collaborators of the Adolescent Personality profiles of Cultures Project (2010). The validity and structure of culture-level personality scores: Data from ratings of young adolescents. *Journal of Personality, 78*, 815-838.
32. Löckenhoff, C. E., ... & **Yik, M.** (2009). Perception of aging across 26 cultures and their culture-level associates. *Psychology and Aging, 24*, 941-954.
31. De Fruyt, F., De Bolle, M., McCrae, R. R., Terracciano, A., Costa, P. T., Jr., & 43 Collaborators of the Adolescent Personality Profiles of Cultures Project (2009). Assessing the universal structure of personality in early adolescence: The NEO-PI-R and NEO-PI-3 in 24 cultures. *Assessment, 16*, 301-311.
30. **Yik, M.** (2009). Studying affect among the Chinese: The circular way. *Journal of Personality Assessment, 91*, 416-428.
29. **Yik, M.** (2009). The bipolarity of momentary affect: Reply to Schimmack. *Cognition and Emotion, 23*, 605-610.
28. **Yik, M.** (2007). Culture, gender, and the bipolarity of momentary affect. *Cognition and Emotion, 21*, 664-680.
27. Wong, K. F. E., **Yik, M.**, & Kwong, J. Y. Y. (2006). Understanding the emotional aspects of escalation of commitment: The role of negative affect. *Journal of Applied Psychology, 91*, 282-297.
26. Terracciano, A., ... **Yik, M.**, ... & McCrae, R. R. (2005). National character does not reflect mean personality trait levels in 49 cultures. *Science, 310*, 96-100.
25. McCrae, R. R., Terracciano, A., & 79 Members of the Personality Profiles of Cultures Project. (2005a). Personality profiles of cultures: Aggregate personality traits. *Journal of Personality and Social Psychology, 89*, 407-425.
24. McCrae, R. R., Terracciano, A., & 78 Members of the Personality Profiles of Cultures Project. (2005b). Universal features of personality traits from the observer's perspective: Data from 50 cultures. *Journal of Personality and Social Psychology, 88*, 547-561.
23. **Yik, M.**, & Russell, J. A. (2004). On the relationship between circumplexes: Affect and Wiggins' IAS. *Multivariate Behavioral Research, 39*, 203-230.
22. **Yik, M.**, & Russell, J. A. (2003). Chinese affect circumplex: I. Structure of recalled momentary affect. *Asian Journal of Social Psychology, 6*, 185-200.
21. **Yik, M.**, Russell, J. A., & Ahn, C. (2003). Affect among Koreans: New scales and their structure. *Korean Journal of Psychology, 22*, 115-136.
20. **Yik, M.**, Russell, J. A., & Suzuki, N. (2003). Relating momentary affect to the five-factor model of personality: A Japanese case. *Japanese Psychological Research, 45*, 80-93.
19. Lam, S. S. K., **Yik, M.**, & Schaubroeck, J. (2002). Reacting to performance appraisal feedback: The role of Negative Affectivity. *Journal of Applied Psychology, 87*, 192-201.

18. Paulhus, D. L., Duncan, J. H., & **Yik, M.** (2002). Patterns of shyness in East-Asian and European-heritage students. *Journal of Research in Personality, 36*, 442-462.
17. **Yik, M.**, Russell, J. A., Ahn, C.-K., Fernández Dols, J. M., & Suzuki, N. (2002). Relating the five-factor model of personality to a circumplex model of affect: A five language study. In R. R. McCrae & J. Allik (Eds.), *The five-factor model of personality across cultures* (pp. 79-104). New York: Kluwer Academic/Plenum Publishers.
16. **Yik, M.**, & Russell, J. A. (2001) Predicting the Big Two of affect from the Big Five of personality. *Journal of Research in Personality, 35*, 247-277.
15. **Yik, M.**, Russell, J. A., Oceja, L. V., & Fernandez Dols, J. M. (2000). Affect in Spanish: Scales, their structure, and their relation to personality. *European Journal of Psychological Assessment, 16*, 160-176.
14. **Yik, M.**, Russell, J. A., & Barrett, L. F. (1999). Structure of self-reported current affect: Integration and beyond. *Journal of Personality and Social Psychology, 77*, 600-619.
13. **Yik, M.**, & Russell, J. A. (1999). Interpretation of faces: A cross-cultural study of a prediction from Fridlund's Theory. *Cognition and Emotion, 13*, 93-104.
12. Carroll, J. M., **Yik, M.**, Russell, J. A., & Barrett, L. F. (1999). On the psychometric principles of affect. *Review of General Psychology, 3*, 14-22.
11. **Yik, M.**, Meng, Z., & Russell, J. A. (1998). Adults' freely produced emotion labels for babies' spontaneous facial expressions. *Cognition and Emotion, 12*, 723-730.
10. **Yik, M.**, Bond, M. H., & Paulhus, D. L. (1998). Do Chinese self-enhance or self-efface? It's a matter of domain. *Personality and Social Psychology Bulletin, 24*, 399-406.
9. McCrae, R. R., **Yik, M.**, Trapnell, P. D., Bond, M. H., & Paulhus, D. L. (1998). Interpreting personality profiles across cultures: Bilingual, acculturation, and peer rating studies of Chinese undergraduates. *Journal of Personality and Social Psychology, 74*, 1041-1055.
8. Paulhus, D. L., Lysy, D. C., & **Yik, M.** (1998). Self-report measures of intelligence: Are they useful as proxy IQ tests? *Journal of Personality, 66*, 525-555.
7. McCrae, R. R., Costa, P. T., Jr., & **Yik, M.** (1996). Universal aspects of Chinese personality structure. In M. H. Bond (Ed.), *The handbook of Chinese psychology* (pp. 189-207). Hong Kong: Oxford University Press.
6. Russell, J. A., & **Yik, M.** (1996). Emotion among the Chinese. In M. H. Bond (Ed.), *The handbook of Chinese psychology* (pp. 166-188). Hong Kong: Oxford University Press.
5. **Yik, M.**, & Tang, C. S. (1996). Linking personality and values: The importance of a culturally relevant personality scale. *Personality and Individual Differences, 21*, 767-774.
4. Tang, C. S., **Yik, M.**, Cheung, F. M., Choi, P., & Au, K. (1996). Sexual harassment of Chinese college students. *Archives of Sexual Behavior, 25*, 201-215.
3. Tang, C. S., **Yik, M.**, Cheung, F. M., Choi, P., & Au, K. (1995). How do Chinese college students define sexual harassment? *Journal of Interpersonal Violence, 10*, 503-515.
2. **Yik, M.**, & Bond, M. H. (1993). Exploring the dimensions of Chinese person perception with indigenous and imported constructs: Creating a culturally balanced scale. *International Journal of Psychology, 28*, 75-95. [Also in G. Davidson (Ed.) (1994). *Applying psychology: Lessons from Asia-Oceania* (pp. 15-34). Australia: The Australian Psychological Society.]
1. Lee, H. C. B., Chan, D. W., & **Yik, M.** (1992). Coping styles and psychological distress among Chinese adolescents in Hong Kong. *Journal of Adolescent Research, 7*, 494-506.

WORK IN PROGRESS

Book Contract

- **Yik, M.** (Ed.). (2025). *The Oxford Handbook of Emotion and Culture*.

Special Issue In Preparation

- Götz, F. M., & **Yik, M.** (Eds.). (2023). *Personality science around the world* [Special issue]. *Personality Science*.

Manuscripts Under Revision

- Gallo, I. S., et al. (2023). Mapping the everyday concept of disgust in five cultures. *Current Psychology*.

Manuscripts In Preparation

- Hello, Nei Hou: Are Chinese not hardworking?
- Emotion mapped across the globe: Similarities and differences
- Assessing Chinese personality in seven minutes
- Decoupling Chinese talk about love: A prototype approach
- Mapping ideal affect among the Chinese
- Brief Affect Measure (BAM): An adjective-based measure of core affect
- What's emotional about anhedonia?

CONFERENCES/SPEAKING ENGAGEMENTS

Invited Talks/Presentations

- **Yik, M.** (2023, May). *Am I not hardworking?* Seminar, School of Humanities and Social Science, The Chinese University of Hong Kong (Shenzhen), China.
- **Yik, M.** (2023, January). *Hello, Nihao, Hola: Unravelling the relationship between personality and language*. Guest Seminar Series, Department of Psychology, Warwick University, UK.
- **Yik, M.** (2019, June). *Are emotions discrete?* HKSYU IIDS Research Symposium on Discrete Emotions and Intimate Relationships, Shue Yan University, Hong Kong.
- **Yik, M.** (2017, April). *A circular map of Chinese emotion*. In F. Leong, & S. Chandra (Chairs), Chinese psychology: Current theories and models in understanding 1.4 billion people. Symposium conducted at the biennial MSU Symposium on Multicultural Psychology, Michigan State University, MI, USA.
- **Yik, M.** (2016, May). *On the nature of Chinese emotion*. Workshop on Comparative Perspectives on Senses, Sensibilities and Sentiment, Division of Humanities, Hong Kong University of Science and Technology.
- **Yik, M., Zeng, K., & Li, D.** (2014, September). *On emotion scripts: Decomposing affect and faces*. Brownbag Series, Department of Psychology, University of Western Ontario, London, Canada.
- **Yik, M.** (2013, July). *What do Chinese emotion words express?* Seminar Series, Swiss Center for Affective Sciences, Geneva, Switzerland.
- **Yik, M., & Russell, J. A.** (2013, May). *Emotion words express emotion scripts*. In J. Fontaine (Chair), The emotion lexicon: Underlying dimensions and cultural differences. Symposium conducted at the 25th APS Annual Convention, Washington, D.C., USA.
- **Yik, M., Hartley-Clark, L., Chan, L. M. Y., & Tiliouine, H.** (2012, November). *On the affective core of subjective well-being*. Paper presented at the 11th International Conference of the International Society for Quality of Life Studies, Venice, Italy.

- **Yik, M.** (2010, September). *Do Chinese want to experience calmness more than excitement?* Paper presented at the European Association of Personality Psychology (EAPP) expert meeting on Personality and Culture, Switzerland.
- **Yik, M., & Zeng, K. J.** (2010, July). *Emotion judgments are relative: Implications for assessing emotional intelligence.* In J. Fontaine (Chair), Recent developments in the assessment of emotional intelligence. Symposium conducted at the 7th Conference of the International Test Commission, Hong Kong.
- **Yik, M.** (2008, June). *Affect research among the Chinese.* In J. Zhang (Chair), How do Chinese understand themselves? Answers from Chinese Psychologists. Symposium conducted at the meeting of the Sixth Chinese Psychologist Conference, Hong Kong.
- **Yik, M.** (2007, December). *Working together: How useful is personality in contributing to group performance?* Paper presented at the Third Teaching & Learning Symposium, Hong Kong University of Science and Technology, Hong Kong.
- **Yik, M.** (2007, November). *Is pleasure the polar opposite of displeasure?* Seminar Series, Department of Psychology, University of Macau, Macau
- **Yik, M.** (2006, October). *On the emotional core of students' academic achievement: The role of negative affectivity.* Paper presented at the conference of Asia's Educational Miracle: Psychological, Social and Cultural Perspectives, Korean Association of Psychological and Social Issues, Korea.
- **Yik, M.** (2002, July). *Relating personality to affect in three different cultures.* Paper presented at the International Congress of Psychology, Stockholm, Sweden.
- **Yik, M., & Paulhus D.** (1995, August). *Self-enhancement on the Big Five in Chinese and Caucasian Canadians.* Paper presented at the APA Annual Convention, New York.
- **Yik, M., & Tang, C.** (1994, July). *Exploring the predictive utility of values in trust: The Chinese case.* Paper presented at the International Congress of Applied Psychology, Madrid, Spain.
- **Yik, M., & Russell, J. A.** (1994, May). *Prototype analyses of emotion terms in English, Japanese, and Spanish.* Paper presented at the NATO Advanced Research Workshop on Everyday Conceptions of Emotion, Almagro, Spain.
- **Yik, M.** (1994, June). *Emotion among the Chinese.* Paper presented at the International Conference on Chinese Psychology, Hong Kong.

Talks/Presentations

- **Yik, M.** (2023, July). *The happy personality during COVID-19.* Paper presented at the International Society for the Study of Individual Differences 2023 Conference, Belfast, North Ireland.
- **Yik, M., & 61 Members of Valence and Arousal Project** (2021, April). *Subjective emotional experience: Valence and arousal in 33 samples across the globe.* Paper presented at the Society for Affective Science 8th Annual Virtual Conference.
- **Yik, M., Sze, I. N. L., Kwok, F., & He, X.** (2019, April). *On the affective core of the NEO-PI-3 among the Chinese.* Paper presented at the Third World Conference on Personality, Hanoi, Vietnam.
- **Yik, M., & Chen, C. Z.** (2015, July). *The cultural shaping of emotion talk among Chinese.* Paper presented at ISRE Conference, Geneva, Switzerland.
- **Yik, M., Zeng, K. J., & Wong, K. F. E.** (2011, July). *Judging emotions is a process of anchoring and adjustment.* Paper presented at ISRE Conference, Kyoto, Japan.
- **Yik, M.** (2009, July). *What's interpersonal about the Chinese circumplex model of affect?* Poster session presented at the Association for Research in Personality, Evanston, IL.
- **Yik, M.** (2009, May). *The structure of affect in a stressful moment.* Poster session presented at the 2009 APS Annual Convention, San Francisco, CA.
- **Jiang, J. D., & Yik, M.** (2009, May). *What affective feelings do Chinese want to feel?* Poster session presented at the 2009 APS Annual Convention, San Francisco, CA.
- **Zeng, K. J., & Yik, M.** (2009, May). *Testing relativity in the perception of emotion within the circumplex model.* Poster session presented at the 2009 APS Annual Convention, San Francisco, CA.

- Fok, H. K., & Yik, M. (2008, July). *Applying regulatory fit in education setting: The mediating role of prospective and retrospective feelings*. Paper presented at the International Congress of Psychology, Berlin, Germany.
- **Yik, M.** (2004, July). *Bipolarity revisited: Evidence from eight language samples*. Poster session presented at ISRE Conference, New York.
- Wong, K. F. E., Yik, M., & Kwong, J. (2003, August). *On escalating commitment: The role of neuroticism*. Paper presented at the Annual Meeting of the Academy of Management, Seattle.
- **Yik, M.** (2002, July). *A cross-language examination of the relation between neuroticism and a circumplex model of affect*. Poster session presented at ISRE XII Conference, Cuenca, Spain.
- **Yik, M.** (2002, July). Predicting work behaviors in the Greater China Region: A comparison of two personality measures. In M. Yik & H. Hui (Chairs), *Personality correlates of work behaviors in the West and East*. Symposium conducted at the International Congress of Applied Psychology, Singapore.
- Luk, C. L., & **Yik, M.** (2001, August). *Perception of interpersonal conflicts in organizations*. Paper presented at the American Psychological Association Division 14 (SIOP), San Francisco, CA.
- **Yik, M.**, McCrae, R., Trapnell, P. D., & Bond, M. H. (1996, August). *Assessing equivalence of personality scales in English and Chinese*. Poster presented at the APA Convention, Toronto, Canada.
- Trapnell, P. D, **Yik, M.**, & McCrae, R. R. (1996, August). *Acculturation and personality: NEO-PI-R Self-reports of Chinese Canadian and European-Canadian undergraduates*. Poster session presented at the APA Convention, Toronto, Canada.
- Lysy, D., **Yik, M.**, & Paulhus D. (1996, August). *Self- and peer ratings of intelligence: Accuracy or self-presentation?* Poster session presented at the APA Convention, Toronto, Canada.
- **Yik, M.** (1992, October). *Creating a culturally balanced scale for the Chinese person perception*. Paper presented at the First Asian Conference in Psychology, Singapore.
- **Yik, M.** (1992, June). *Person perception*. Poster session presented at the International Conference on Emotion and Culture, Oregon.

RESEARCH GRANTS

As a Principal Investigator

- “Biking and Well-being in Smart Hong Kong” funded by HKUST Sports Science and Technology Research Grant (2023), HKUST; HK\$700,000
- “Psychology’s Case Studies in Hong Kong” funded by Teaching and Learning Innovation Projects (2022/23), Center for Education Innovation, HKUST; HK\$250,000
- “The Naturally Talented or the Hard Worker? Examining the Emergence and Development of the Naturalness Bias over time” funded by Research Grants Council GRF (2021/22); HK\$325,701
- “Do Happiness and Sadness Co-occur in Everyday Life? An Experience-sampling and Cross-cultural Study” funded by Research Grants Council GRF (2018/19); HK\$658,732
- “On the Relationship between Valence and Arousal in Subjective Experience: Modeling Cultural and Personality Variations” funded by Research Grants Council GRF (2016/17); HK\$773,680
- “Happiness” funded by School-based Research Initiatives, SHSS (2008) & SOSC Departmental Development Fund; HK\$328,800
- “HKUST Happiness Index: A Pilot Panel Study” funded by SHSS Funding for Research Equipment (2008); HK\$161,230
- “Development of a New Tool Kit for Assessing Intended Learning Outcomes in Signature Courses” funded by Teaching Development Projects (2010/2011), Center for Enhanced Learning and Teaching, HKUST; HK\$108,480
- “Judging Others’ Emotions: A Process of Anchoring and Adjustment” funded by Research Grants Council Competitive Earmarked Research Grant (2008/2009); HK\$620,080

- “On the Usefulness of Personality Profile in Effective Group Functioning” funded by Continuous Learning & Improvement through Teaching Innovation (2005/2006), Center for Enhanced Learning and Teaching, HKUST; HK\$149,542
- “A Circumplex Model of Affect Among the Chinese: Further Explorations” funded by Research Grants Council Direct Allocation Grant (2002/2003); HK\$100,000
- “The Role of Affect in determining Consumption Behaviors” funded by Research Initiation Grant, University of Hong Kong (1999/2000); HK\$120,000

As a Co-Investigator

- “Putting Neuroscience in the Classroom” funded by Teaching and Learning Innovations Projects (2023/24), Center for Education Innovation, HKUST; HK\$250,000
- “Center for Slope Safety” funded by Area of Excellence Scheme (2018/19); HK\$74 mil
- “Learning Knowledge Application in the Real World: Coursework as a Platform for Students to Collaborate with Practitioners” funded by Teaching Development Projects (2012/13), Center for Enhanced Learning and Teaching, HKUST; HK\$153,287
- “Hong Kong Adolescents and Youth Life Survey: A Pilot Panel Study” funded by Research Project Competition (2010), HKUST; HK\$380,000
- “The Hong Kong Panel Study of Social Dynamics (HK-PSSD)” funded by Research Grants Council Strategic Public Policy Research (2008/2009); HK\$3,960,000
- “Functional Brain Imaging System Using Infrared Photons (32 Channel Imagent System)” funded by Research Equipment Competition (2010/2011); HK\$620,000
- “Developing a model of Involuntary Adoption of Innovations and its Empirical Testing based on an Economy-wide Adoption Project” funded by Research Grants Council Competitive Earmarked Research Grant (2004/2005); HK\$730,800
- “The Customer Satisfaction-Loyalty Relationship: A Re-examination and Extension” funded by Research Grants Council Competitive Earmarked Research Grant (2000/2001); HK\$615,317
- “The Antecedents and Consequences of Consumer Complaint Behavior and Service Recovery” funded by Research Initiation Grant, University of Hong Kong (2000/2001); HK\$120,000

TEACHING

Achievements

- 2011 Finalist for UGC Teaching Award, Hong Kong
 2010 Medalist for the Michael G. Gale Medal for Distinguished Teaching, HKUST
 2007 SHSS Teaching Award, HKUST

Teaching Development Grants

- “Putting Neuroscience in the Classroom” funded by Teaching and Learning Innovations Projects (2023/24), Center for Education Innovation, HKUST; HK\$250,000; Co-Investigator
- “Psychology’s Case Studies in Hong Kong” funded by Teaching and Learning Innovation Projects (2022/23), Center for Education Innovation, HKUST; HK\$250,000; Principal Investigator.
- “Learning Knowledge Application in the Real World: Coursework as a Platform for Students to Collaborate with Practitioners” funded by Teaching Development Projects (2012/13), Center for Enhanced Learning and Teaching, HKUST; HK\$153,287; Co-Investigator.
- “Development of a New Tool Kit for Assessing Intended Learning Outcomes in Signature Courses” funded by Teaching Development Projects (2010/2011), Center for Enhanced Learning and Teaching, HKUST; HK\$108,480; Principal Investigator.

Invited Presentations

- 2016 “UROP at HKUST: How far are you willing to go?”
Paper presented at the Symposium on Undergraduate Research, United College, Chinese University of Hong Kong.
- 2014, 2012 Speaker at HKUST Great Minds
- 2011 “Undergraduate Research Opportunities Program”
Paper presented at the Fourth Teaching & Learning Symposium, Hong Kong University of Science and Technology.

Courses Taught

- MOOC: Psychology of Personal Growth, My Favorite Lectures @ HKUST
- Undergraduate Level: Personality Psychology, Psychology of Personal Growth, Fundamentals of Survey Research, Consumer Behavior, Marketing Research
- Postgraduate Level: Growing Up the Chinese Way; Leveraging Personality in the Workplace; Understanding Personality; Survey Methods
- Executive Education: Business Research for Management Consultants, Understanding Research that Informs Educational Leadership

Research Assistant Professors/Postdoctoral Fellows

- Dr. Mary Ma (Research Assistant Professor, 2024-25)
- Dr. Ines Lin (Postdoctoral Fellow, 2021-22)
- Dr. Irene Sze (Research Assistant Professor, 2019-20; Postdoctoral Fellow, 2017-19)
- Dr. Kevin Zeng (Postdoctoral Fellow, 2015-16)

Postgraduate Supervision

- Miss Poppy Zhu: MPhil (2023-25)
- Miss Felity Kwok: HKPFS (2020-24)
- Miss Mary Ma: PhD (2020-23)
- Miss Alice Chen: MPhil (2020-22)
- Miss Valance Wang: MPhil (2020-22)
- Miss Xin He: MPhil (2018-20)
- Miss Celia Chen: MPhil (2014-16)
- Mr. Kevin Zeng: PhD (2011-15); Recipient of Overseas Research Award (2013); MPhil (2009 - 2011)
- Mr. Dennis Li: MPhil (2012-14)
- Miss Loretta Chan: MPhil (2011-13)
- Miss Karin Wang: MPhil (2010-12)
- Miss Jessica Jiang: MPhil (2008-10); Recipient of SHSS Travel Grant (2009)
- Mr. Hung-kit Fok: MPhil (2006-09)
- Miss Irene Lee: MPhil (2004-06); Recipient of Sir Edward Youde Memorial Fellowship (2005-06)

Postgraduate Co-supervision

- Miss Lindy Arends: MSc in Psychological Behavioral Change, University of Amsterdam (2017); HKUST Postgraduate Visiting Internship Scheme (April-July 2017)
- Ms Linda Hartley-Clark: PhD in Psychology, Deakin University (2014); Visiting Student (July 2012)

SERVICES

Government/Public Sectors

- 2018-22 Chair of the Advisory Board for the Master of Science Program in Work and Organizational Psychology, Lingnan University
- 2016-21 Member of the Board of Directors, Joint University Programmes Admissions System, concurrent as the Chair of the Board (2020)
- 2016-20 Member of the Committee on JUPAS Operations, concurrent as the Chair of the Committee (2019)
- 2016-20 Member of the Board of Directors, Joint Quality Review Committee Limited
- 2016-20 Member of the Board of Directors, Federation for Self-financing Tertiary Education Limited
- 2016-20 Member of the Liaison Group on 334 Interface Issues, Hong Kong Education Bureau
- 2015-18 Member of the HKDSE Liberal Studies Subject, Hong Kong Examinations and Assessment Authority

Program Reviews

- 2024 Champion of the external review for MA in Social Science program, The Hong Kong University of Science and Technology
- 2023 Panel Member of the review for MSc in IC Design Engineering, The Hong Kong University of Science and Technology
- 2023 Panel Member of the periodic review for MA in Positive Psychology program, The Education University of Hong Kong
- 2019 Faculty Champion of the external review for MA in Social Science program, The Hong Kong University of Science and Technology
- 2017 Panel Member of the Re-accreditation for BSSc (Honors) in Psychology program, The Education University of Hong Kong
- 2014 Champion of the external review for MA in Social Science program, The Hong Kong University of Science and Technology
- 2011 Panel Member of the review for MSSc in Clinical Psychology, The Chinese University of Hong Kong

University-level

- Since 2022 Member of the Senate Standing Committee for Academic Review Procedure
- Since 2016 Co-director of the Joint HKUST-Lee Kum Kee Happy Family Learning Center
- 2022-24 Member of the Selection Committee on Michael G. Gale Teaching Award
- 2016-20 Director of Undergraduate Recruitment and Admissions
- 2015-8 Special Advisor (Academic Enrichment) in the Office of the Provost
- 2014-17 (Founding) Chair of the Faculty Committee of Asian Future Leaders Scholarship Program
- 2013-20 (Founding) Chair of the Faculty Connect Initiative
- 2012-16 Champion of the MIT-HKUST International Research Opportunities Program
- 2009-16 (Founding) Director of the Undergraduate Research Opportunities Program

School-level

- 2020-22 Member of the Appointments and Substantiation Committee
- 2009-13 Academic Director of the Master of Arts Program in Liberal Studies
- 2011 Member of the Social Science Division Head Search Committee
- 2009 Director of the Taught Postgraduate Programs

Division-level

Since 2020 Champion of the Minor Program in Psychological and Behavioral Science
2023-24 Member of the Substantiation and Promotion Committee
2022-24 Academic Director of the Master of Arts Program in Social Science
2022-24 Chair of the Merit Salary Review Committee
2022-24 Member of the Quality Assurance Committee
2022-24 Member of the Postgraduate Committee
2021-22 Member of the Search and Appointment Committee
2018-20 Member of the Postgraduate Committee
2011-13 Acting Head
2008 Chair of Curriculum Committee