

Curriculum Vitae (Resume)

Revised in April, 2026

Kin Fai Ellick Wong
Professor
School of Business and Management
Hong Kong University of Science & Technology
Tel: (852) 2358-8063, Fax: (852) 2335-5325
Email: mnewong@ust.hk

Education

9/97 - 7/2000 Ph. D. (Human Cognition), The Chinese University of Hong Kong
9/95 - 5/97 M. Phil. (Human Cognition), The Chinese University of Hong Kong
9/92 - 5/95 B. S. Sc. (Psychology), The Chinese University of Hong Kong

Academic Experience

7/2001 – now **Professor / Associate Professor / Assistant Professor**
Department of Management
Hong Kong University of Science and Technology

8/2000 - 6/2001 **Post-doctoral Fellow** (with teaching duty)
Department of Psychology
The Chinese University of Hong Kong
Courses: Human Cognition, Psychological Testing, Introduction to Statistics
General Psychology

Editor/Editorial Board

Year	Role	Journal
2011-now	Editorial Board Member	<u>Journal of Behavior Decision Making</u>
2012	Consulting Associate Editor	<u>Decision Science</u>
2013-2014	Article Editor	<u>Sage Open</u>
2013- 2019	Consulting Editor	<u>Asian Journal of Social Psychology</u>
2015- now	Contributing Editor	<u>Journal of Applied Psychology</u>

Teaching

Undergraduate:

MGMT 2110 Organizational Behavior
MGMT 1130 Traps and Pitfalls in Judgment and Decision Making
MGTO 231 Human Resource Management
MGTO 324 Recruitment and Selection

Master/MBA

MGMT 5490 Irrational and Rational Thinking and Judgment in Management
MGMT 5230 Management of Organizations
MIMT 5020 Managerial Decision Making

Doctoral/PhD

MGMT 7100 Doctoral Seminar in Behavioral Science
MGMT 7140 Doctoral Seminar in Research Methods
MGMT 7150 Doctoral Seminar in Research Cognition
DBAP 5030 Survey Research and Experimental Designs
DBAP 5710 Organizational Behavior and Human Resource Management

Research Papers

Journal Articles

- Cai, Y. L., Wong, K. F. E., & Kwong, J. Y. Y. (2025). Does your surname undermine your research impact?. Psychonomic Bulletin & Review, 32 (6), 3116–3133. (2024 Impact Factor: 3; 5-Year Impact Factor: 4.2; Normalized Eigenfactor: 2.814 (Ranked 2nd in PSYCHOLOGY_MATHEMATICAL_SSCI)).
- Kwong, J. Y. Y., & Wong, K. F. E. (2025). The development of escalation bias across the life span: A multi-level adaptive learning approach. Cognitive Development, 74, 101554. (2024 Impact Factor: 1.8; 5-Year Impact Factor: 2; Normalized Eigenfactor: 0.611).
- Cheng, C., Ying, W., Ebrahimi, O. V., & Wong, K. F. E. (2024). Coping style and mental health amid the first wave of the COVID-19 pandemic: a culture-moderated meta-analysis of 44 nations. Health Psychology Review, 18 (1), 141–164. (2024 Impact Factor: 9.7; 5-Year Impact Factor: 11.6; Normalized Eigenfactor: 0.903).
- Lee, J. S., Keil, M., Wong, K. F. E., & Lee, H. K. (2024). The role of goal source in escalation of commitment. Experimental Psychology, 71 (4), 202–213. (2024 Impact Factor: 1.3; 5-Year Impact Factor: 1.5; Normalized Eigenfactor: 0.171).
- Wong, K. F. E., Kwong, J. Y. Y., & Yik, M. (2024). Individual differences in escalation of commitment: a multi-level adaptive learning perspective. Journal of Computational Social Science, 8 (1), 1–23. (2024 Impact Factor: 2.3; 5-Year Impact Factor: 2.5; Normalized Eigenfactor: 0.247).
- Lee, J. S., Keil, M., & Wong, K. F. E. (2021). When a growth mindset can backfire and cause escalation of commitment to a troubled information technology project. Information Systems Journal, 31 (1), 7–32. (2024 Impact Factor: 6.3; 5-Year Impact Factor: 9.7; Normalized Eigenfactor: 0.87).
- Wong, K. F. E., & Cheng, C. (2020). The turnover intention-behaviour link: A culture-moderated meta-analysis. Journal of Management Studies, 57 (6), 1174–1216. (2024 Impact Factor: 6.4; 5-Year Impact Factor: 10.9; Normalized Eigenfactor: 3.092).
- Yik, M., Wong, K. F. E., & Zeng, K. J. (2019). Anchoring-and-adjustment during affect inferences. Frontiers in Psychology, 9, 2567. (2024 Impact Factor: 2.9; 5-Year Impact Factor: 3.7; Normalized Eigenfactor: 38.948 (Ranked 1st in PSYCHOLOGY_MULTIDISCIPLINARY_SSCI)).
- Feldman, G., & Wong, K. F. E. (2018). When action-inaction framing leads to higher escalation of commitment: A new inaction-effect perspective on the sunk-cost fallacy. Psychological Science, 29 (4), 537–548. (2024 Impact Factor: 5.1; 5-Year Impact Factor: 7; Normalized Eigenfactor: 3.769).
- Feldman, G., Farh, J.-L., & Wong, K. F. E. (2018). Agency beliefs over time and across cultures: Free will beliefs predict higher job satisfaction. Personality and Social Psychology Bulletin, 44 (3), 304–317. (2024 Impact Factor: 2.9; 5-Year Impact Factor: 4.5; Normalized Eigenfactor: 2.65 (Ranked 4th in PSYCHOLOGY_SOCIAL_SSCI)).
- Lee, J. S., Keil, M., & Wong, K. F. E. (2018). Does a tired mind help avoid a decision bias? The effect of ego depletion on escalation of commitment. Applied Psychology: An International Review, 67 (1), 171–185. (2024 Impact Factor: 4.3; 5-Year Impact Factor: 6.5; Normalized Eigenfactor: 1.135).
- Wong, K. F. E., & Kwong, J. Y. Y. (2018). Resolving the judgment and decision-making paradox between adaptive learning and escalation of commitment. Management Science, 64 (4), 1911–1925. (2024 Impact Factor: 4.9; 5-Year Impact Factor: 6.6; Normalized Eigenfactor: 15.829 (Ranked 1st in MANAGEMENT_SSCI; Ranked 2nd in OPERATIONS_RESEARCH_&_MANAGEMENT_SCIENCE_SCIE)).
- Feldman, G., Chandrashekar, S. P., & Wong, K. F. E. (2016). The freedom to excel: Belief in free will predicts better academic performance. Personality and Individual Differences, 90, 377–383. (2024 Impact Factor: 2.6; 5-Year Impact Factor: 3.5; Normalized Eigenfactor: 5.031 (Ranked 1st in PSYCHOLOGY_SOCIAL_SSCI)).
- Feldman, G., Wong, K. F. E., & Baumeister, R. F. (2016). Bad is freer than good: Positive-negative asymmetry in attributions of free will. Consciousness and Cognition, 42, 26–40. (2024 Impact Factor: 2; 5-Year Impact Factor: 2.6; Normalized Eigenfactor: 0.991).

- Lee, J. S., Keil, M., & Wong, K. F. E. (2015). The effect of goal difficulty on escalation of commitment. Journal of Behavioral Decision Making, 28 (2), 114–129. (2024 Impact Factor: 1.4; 5-Year Impact Factor: 2.7; Normalized Eigenfactor: 0.486).
- Feldman, G., Baumeister, R. F., & Wong, K. F. E. (2014). Free will is about choosing: The link between choice and the belief in free will. Journal of Experimental Social Psychology, 55, 239–245. (2024 Impact Factor: 3.1; 5-Year Impact Factor: 3.9; Normalized Eigenfactor: 1.991).
- Kwong, J. Y. Y., & Wong, K. F. E. (2014). Reducing and exaggerating escalation of commitment by option partitioning. Journal of Applied Psychology, 99 (4), 697. (2024 Impact Factor: 6.1; 5-Year Impact Factor: 10.6; Normalized Eigenfactor: 4.696 (; Ranked 3rd in PSYCHOLOGY_APPLIED_SSCI).
- Kwong, J. Y. Y., & Wong, K. F. E. (2014). Fair or not fair? The effects of numerical framing on the perceived justice of outcomes. Journal of Management, 40 (6), 1558–1582. (2024 Impact Factor: 9; 5-Year Impact Factor: 15.7; Normalized Eigenfactor: 5.385 (Ranked 3rd in MANAGEMENT_SSCIRanked 1st in PSYCHOLOGY_APPLIED_SSCI).
- Schwarz, G. M., Wong, K. F. E., & Kwong, J. Y. Y. (2014). The role of regret in institutional persistence and change. Journal of Change Management, 14 (3), 309–333. (2024 Impact Factor: 2.1; 5-Year Impact Factor: 3.5; Normalized Eigenfactor: 0.148).
- Kwong, J. Y. Y., Wong, K. F. E., & Tang, S. K. Y. (2013). Comparing predicted and actual affective responses to process versus outcome: An emotion-as-feedback perspective. Cognition, 129 (1), 42–50. (2024 Impact Factor: 2.8; 5-Year Impact Factor: 3.5; Normalized Eigenfactor: 3.988 (Ranked 5th in PSYCHOLOGY_EXPERIMENTAL_SSCI).
- Wong, K. F. E., & Cheng, C. (2013). Predictable or not? Individuals' risk decisions do not necessarily predict their next ones. PLoS ONE, 8 (2), e56811. (2024 Impact Factor: 2.6; 5-Year Impact Factor: 3.2; Normalized Eigenfactor: 113.505).
- Wang, H., & Wong, K. F. E. (2012). The effect of managerial bias on employees' specific human capital investments. Journal of Management Studies, 49 (8), 1435–1458. (2024 Impact Factor: 6.4; 5-Year Impact Factor: 10.9; Normalized Eigenfactor: 3.092).
- Wong, K. F. E. (2012). Negative priming under rapid serial visual presentation. PLoS ONE, 7 (5), e37023. (2024 Impact Factor: 2.6; 5-Year Impact Factor: 3.2; Normalized Eigenfactor: 113.505).
- Takeuchi, R., Yun, S., & Wong, K. F. E. (2011). Social influence of a coworker: A test of the effect of employee and coworker exchange ideologies on employees' exchange qualities. Organizational Behavior and Human Decision Processes, 115 (2), 226–237. (2024 Impact Factor: 3.8; 5-Year Impact Factor: 6.1; Normalized Eigenfactor: 1.62).
- Wang, X. M., Wong, K. F. E., & Kwong, J. Y. Y. (2010). The roles of rater goals and ratee performance levels in the distortion of performance ratings. Journal of Applied Psychology, 95 (3), 546. (2024 Impact Factor: 6.1; 5-Year Impact Factor: 10.6; Normalized Eigenfactor: 4.696 (; Ranked 3rd in PSYCHOLOGY_APPLIED_SSCI).
- Wong, K. F. E., & Werbel, J. D. (2010). Cognitive processes in evaluating reference letters. Applied Cognitive Psychology, 24 (1), 27–40. (2024 Impact Factor: 1.8; 5-Year Impact Factor: 2.3; Normalized Eigenfactor: 0.83).
- Wong, K. F. E., & Chen, H.-C. (2009). Forward and backward repetition blindness in speed and accuracy. Journal of Experimental Psychology: Human Perception and Performance, 35 (3), 778–786. (2024 Impact Factor: 2.3; 5-Year Impact Factor: 2.6; Normalized Eigenfactor: 0.948).
- Wong, K. F. E., Kwong, J. Y. Y., & Ng, C. K. (2008). When thinking rationally increases biases: The role of rational thinking style in escalation of commitment. Applied Psychology: An International Review, 57 (2), 246–271. (2024 Impact Factor: 4.3; 5-Year Impact Factor: 6.5; Normalized Eigenfactor: 1.135).
- Wong, K. F. E., & Kwong, J. Y. Y. (2007). The role of anticipated regret in escalation of commitment. Journal of Applied Psychology, 92 (2), 545–554. (2024 Impact Factor: 6.1; 5-Year Impact Factor: 10.6; Normalized Eigenfactor: 4.696 (; Ranked 3rd in PSYCHOLOGY_APPLIED_SSCI).
- Wong, K. F. E., & Kwong, J. Y. Y. (2007). Effects of rater goals on rating patterns: Evidence from an experimental field study. Journal of Applied Psychology, 92 (2), 577–585. (2024 Impact Factor: 6.1;

5-Year Impact Factor: 10.6; Normalized Eigenfactor: 4.696 (; Ranked 3rd in PSYCHOLOGY_APPLIED_SSCI).

Kwong, J. Y. Y., & Wong, K. F. E. (2006). The role of ratio differences in the framing of numerical information. International Journal of Research in Marketing, 23 (4), 385–394. (2024 Impact Factor: 7.5; 5-Year Impact Factor: 8.5; Normalized Eigenfactor: 1.246).

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 (2), 282–297. (2024 Impact Factor: 6.1; 5-Year Impact Factor: 10.6; Normalized Eigenfactor: 4.696 (; Ranked 3rd in PSYCHOLOGY_APPLIED_SSCI).

Wong, K. F. E. (2005). The role of risk in making decisions under escalation situations. Applied Psychology: An International Review, 54 (4), 584–607. (2024 Impact Factor: 4.3; 5-Year Impact Factor: 6.5; Normalized Eigenfactor: 1.135).

Wong, K. F. E., & Kwong, J. Y. Y. (2005). Between-individual comparisons in performance evaluation: A perspective from prospect theory. Journal of Applied Psychology, 90 (2), 284–294. (2024 Impact Factor: 6.1; 5-Year Impact Factor: 10.6; Normalized Eigenfactor: 4.696 (; Ranked 3rd in PSYCHOLOGY_APPLIED_SSCI).

Wong, K. F. E., & Kwong, J. Y. Y. (2005). Comparing two tiny giants or two huge dwarfs? Preference reversals owing to number size framing. Organizational Behavior and Human Decision Processes, 98 (1), 54–65. (2024 Impact Factor: 3.8; 5-Year Impact Factor: 6.1; Normalized Eigenfactor: 1.62).

Wong, K. F. E. (2002). The relationship between attentional blink and psychological refractory period.. Journal of Experimental Psychology: Human Perception and Performance, 28 (1), 54–71. (2024 Impact Factor: 2.3; 5-Year Impact Factor: 2.6; Normalized Eigenfactor: 0.948).

Wong, K. F. E. (2000). Dissociative prime-probe contextual similarity effects on negative priming and repetition priming: A challenge to episodic retrieval as a unified account of negative priming.. Journal of Experimental Psychology: Learning, Memory, and Cognition, 26 (6), 1411–1422. (2024 Impact Factor: 2.1; 5-Year Impact Factor: 2.6; Normalized Eigenfactor: 1.293).

Wong, K. F. E., & Chen, H.-C. (2000). The role of orthographic and phonological processing in Chinese reading. Acta Psychologica Sinica, 32, 1-6. (2024 Impact Factor: 1.5; 5-Year Impact Factor: 1.7; Normalized Eigenfactor: 0.429).

Papers Under Review/Working Papers

Lee, S. J., Chao, M. M., & Wong, K. F. E. Gender pay gap adjustment. Manuscript submitted to Journal of Organizational Behavior.

Yong, R. B. A. L., & Wong, K. F. E. Job Search Goals and Trade-offs in Job Offer Evaluation: A Need–Goal–Behavior Perspective. Manuscript to be submitted to Journal of Vocational Behavior.

Wong, K. F. E., Kwong, J. Y. Y., & Cai, Y. L. Meta-analysis within a Single Paper Using Individual-participant Data: A Simpler Alternative. Manuscript to be submitted to Journal of Experimental Psychology: General.

Wong, K. F. E., Kwong, J. Y. Y., & Yik, M. Adaptive learning explains all of the Big Five: Origin, emergence, stabilization, and change. Manuscript submitted to Psychological Review.

Wong, K. F. E., & Kwong, J. Y. Y. A random walk model of polarization in organizations. Manuscript to be submitted to Organization Science.

Wong, K. F. E., & Kwong, J. Y. Y. One learning explains two relationships between organization age and performance. Manuscript to be submitted to Organization Science.

Book Chapter

Ng, C. K., & Wong, K. F. E. (2008). Emotion and organizational decision-making: The roles of negative affect and anticipated regret in making decisions under escalation situations. In N. Ashkanasy & C. Copper (Eds.), Emotions in Organizations. (pp. 45-60). Edward Elgar, Cheltenham. .

Chen, H.-C., Song, H., Lau, W.Y., Wong, K.F.E., & Tang, S.L. (2003). Developmental characteristics of eye movements in reading Chinese. In C. McBride-Chang & H.-C. Chen (Eds.), Reading Development in Chinese Children. (pp. 157-169). Westport, CT: Greenwood.

Conference Proceedings

Lee, S. S., Chao, M. M., & Wong, K. F. E. (2026, Aug). A token win: Reversed bonus gap in ex post bonus adjustments. Paper presented at the annual meeting of Academy of Management, Philadelphia, Pennsylvanian. (Paper appeared in the Best Paper Proceeding).

Kwong, J. Y. Y., & Wong, K. F. E. (2008). The effect of surplus avoidance on completing a goal in loyalty program. Advances in Consumer Research, 35, 894 – 895.

Wong, K. F. E., & Chen, H.-C. (1997). Inhibitory and facilitatory effects in the perception of repeated items. Proceedings of the Nineteenth Annual Conference of the Cognitive Science Society, 1090.

Chen, H.-C., & Wong, K. F. E. (1997). Reaction time analyses of repetition blindness. Proceedings of the Nineteenth Annual Conference of the Cognitive Science Society, 102-106.

Referred conference presentations

Lee, S. S., Chao, M. M., & Wong, K. F. E. (2026, Aug). A token win: Reversed bonus gap in ex post bonus adjustments. Paper presented at the annual meeting of Academy of Management, Philadelphia, Pennsylvanian. (Paper appeared in the Best Paper Proceeding).

Wong, K. F. E., Kwong, J. Y. Y., & Yik, M. (May-2026). Integrating Structure, Process, and Change In Personality: Initial Evidence from an Adaptive Learning Model. Paper presented at the annual convention of Association for Psychological Science, Barcelona, Spain.

Cai, Y. L., Chen, Z., Kwong, J. Y. Y., Li, M., & K. F. E. Wong. (May-2025). Nudging and promoting green behaviors via escalation of commitment. Poster presented at the annual convention of Association for Psychological Science, Washington, DC.

Cai, Y. L., Wong, K. F. E., & Kwong, J. Y. Y. (May-2024). The alphabetical order of researchers' surnames can influence their citation rate. Poster presented at the annual convention of Association for Psychological Science, San Francisco, CA.

Wong, K. F., E., & Kwong, J. Y. Y. (Aug 2023). Individual differences in escalation of commitment: A multi-level adaptive learning perspective. Paper presented at the annual meeting of Academy of Management, Boston, MA.

Wong, K. F., E., & Kwong, J. Y. Y. (Aug 2022). Meta-analysis within a single paper using individual-participant data: A simpler alternative. Poster accepted for presentation at the annual meeting of Academy of Management, Seattle, WA.

Wong, K. F., E., & Kwong, J. Y. Y. (May-June 2022). Meta-analysis within a single paper using

- individual-participant data: A simpler alternative. Poster accepted for presentation at the annual convention of Association for Psychological Science.
- Wong, K. F. E., Yong, R. B. A. L., & Kwong, J. Y. Y. (Aug 2021). The link between turnover intention and actual turnover behavior: Stronger than it was found! Paper presented at the annual convention of Academy of Management.
- Wong, K. F. E., Yong, R. B. A. L., & Kwong, J. Y. Y. (May-June 2021). The link between turnover intention and actual turnover behavior: Stronger than it was found! Poster presented at the APS Virtual Poster Showcase, the annual convention of Association for Psychological Science.
- Kwong, J. Y. Y., & Wong, K. F. E. (June 1–September 1, 2020). Resource allocation principles and escalation of commitment. Poster presented at the APS Virtual Poster Showcase, the annual convention of Association for Psychological Science.
- Kwong, J. Y. Y., & Wong, K. F. E. (June 1–September 1, 2020). Will family name bias research's citation rate? It depends on the citation system. Poster presented at the APS Virtual Poster Showcase, the annual convention of Association for Psychological Science.
- Wong, K. F. E., & Kwong, J. Y. Y. (2019, Aug). Age and escalation of commitment: An adaptive learning approach. Paper presented at the annual meeting of Academy of Management, Boston, MA. (Paper appeared in the Best Paper Proceeding).
- Kwong, J. Y. Y., & Wong, K. F. E. (2019, May). Capturing escalation of commitment across life span: An adaptive learning approach. Poster presented at the annual convention of Association for Psychological Science: Washington, D. C.
- Wong, K. F. E., & Kwong, J. Y. Y. (2018, Aug). The learning-escalation paradox: Adaptive learning at the decision-level and strategy-level. Paper presented at the annual meeting of Academy of Management, Chicago, IL.
- Wong, K. F. E., & Cheng, C. (2017, Aug). Macroeconomics, turnover intention, and actual turnover behavior: A meta-analysis. Paper presented at the annual meeting of Academy of Management, Atlanta, GA.
- Kwong, J. Y. Y., & Wong, K. F. E. (2016, May). How novice and expert misforecast their emotions. Poster presented at the annual convention of Association for Psychological Science: Chicago, Illinois.
- Wong, K. F. E., & Cheng, C. (2015, Aug). A culture-moderated meta-analysis on the turnover intention-behavior link. Paper presented at the annual meeting of Academy of Management, Vancouver, Canada.
- Wong, K. F. E., & Kwong, J. Y. Y. (2015, Aug). An adaptive learning approach of escalation of commitment. Paper presented at the annual meeting of Academy of Management, Vancouver, Canada.
- Wong, K. F. E., Kwong, J. Y. Y., Ng, C. K., & Yip, G. K. K. (2015, Aug). Rating differentiation in performance evaluation: An anchoring and adjustment perspective. Paper presented at the annual meeting of Academy of Management, Vancouver, Canada.
- Kwong, J. Y. Y., & Wong, K. F. E. (2015, May). Connecting affective forecasting errors to goal pursuit.

Poster presented the annual convention of Association for Psychological Science: New York City, New York.

Feldman, G., & Wong, K. F. E. (2015, March). The freedom to excel: The belief in free will predicts academic, job and national level performance. Poster presented at International Convention of Psychological Science 2015. Amsterdam, Netherland.

Feldman, G., & Wong, K. F. E. (2015, Feb). The freedom to excel: The positive implications of the belief in free will for performance. Poster presented at the 16th Annual Meeting of the Society for Personality and Social Psychology. Long Beach, California.

Wong, K. F. E., & Kwong, J. Y. Y. (2013, Aug). Option partitioning alters escalation of commitment through subjective utility. Paper presented at the annual meeting of Academy of Management, Orlando, Florida.

Wong, K. F. E., Kwong, J. Y. Y., Ng, C. K., & Yip, G. K. K. (2013, May). Rating differentiation in performance evaluation as a result of anchoring-and-adjustment from starting. Poster presented at the annual convention of Association for Psychological Science: Washington, DC.

Jong, S. L., Keil, M., & Wong, K. F. E. (2012, Aug). The influence of goal orientation on escalation of commitment: A temporal orientation perspective. Paper presented at the annual meeting of Academy of Management, Boston, Massachusetts.

Ng, C. K., Wong, K. F. E., & Kwong, J. Y. Y. (2012, May). Personal responsibility might lead to de-escalation: When you regret over initiating the failing investment. Poster presented at the annual convention of Association for Psychological Science: Chicago, Illinois.

Ng, C. K., & Wong, K. F. E. (2012, May). The promise and peril of pride in de-escalation of commitment. Poster presented at the annual convention of Association for Psychological Science: Chicago, Illinois.

Schwarz, G. M., Wong, K. F. E., & Kwong, J. Y. Y. (2011, Aug). The role of regret in institutional persistence and change. Paper presented at the annual meeting of Academy of Management, San Antonio, Texas.

Wong, K. F. E., & Kwong, J. Y. Y. (2011, Aug). Reducing and exaggerating escalation of commitment by option partitioning. Paper presented at the annual meeting of Academy of Management, San Antonio, Texas.

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.

Wong, K. F. E., & Kwong, J. Y. Y. (2011, May). A failure quota account of terminating a failing course of action under escalation situations. Paper presented at the 23rd Annual Convention of Association of Psychological Science, Washington, DC.

Wong, K. F. E., & Kwong, J. Y. Y. (2011, May). Reducing and exaggerating escalation bias by option partitioning. Poster presented at the 23rd Annual Convention of Association of Psychological Science, Washington, DC.

Ng, C. K., Wong, K. F. E., & Kwong, J. Y. Y. (2010, Dec). A process model of affective experience in

- escalation situations. Paper presented at the 7th Asian Academy of Management Conference, Macau, China.
- Wong, K. F. E., & Kwong, J. Y. Y. (2010, Dec). Reducing and exaggerating escalation of commitment by option partitioning. Paper presented at the 7th Asian Academy of Management Conference, Macau, China.
- Wong, K. F. E., Schwarz, G., & Kwong, J. Y. Y. (2009, Nov). The role of regret in institutional persistence and change. Paper presented at the Annual Meeting of Southern Management Association, Asheville, North Carolina.
- Wang, X. M., Wong, K. F. E., & Kwong, J. Y. Y. (2009, August). Raters give differentially distorted ratings for high and low performers to achieve specific goals. Paper presented at the annual meeting of Academy of Management, Chicago, Illinois.
- Kwong, J. Y. Y., & Wong, K. F. E. (2008, August). Between-individual input comparison and justice perception: A prospect theory approach. Paper presented at the annual meeting of Academy of Management, Anaheim, California.
- Wong, K. F. E., & Kwong, J. Y. Y. (2008, August). Terminating a failing course of action under escalation situations: A failure quota account. Paper presented at the annual meeting of Academy of Management, Anaheim, California.
- Wong, K. F. E., & Kwong, J. Y. Y. (2008, August). Toward the emotion of institutional persistence and change: A regret theory perspective. Paper presented at the annual meeting of Academy of Management, Anaheim, California.
- Kwong, J. Y. Y., & Wong, K. F. E. (2008, July). Performance evaluation with within-individual comparisons: A prospect theory approach. Poster presented at the 29th International Congress of Psychology, Berlin, Germany.
- Wong, K. F. E., Kwong, J. Y. Y., & Ng, C. K. (2008, July). Reversals in performance evaluation: A range theory perspective. Paper presented at the 29th International Congress of Psychology, Berlin, Germany.
- Wong, K. F. E., & Kwong, J. Y. Y. (2008, July). Will positive performance feedback improve or deteriorate subsequent performance? Evidence from professional jockeys. Poster presented at the 29th International Congress of Psychology, Berlin, Germany.
- Kwong, J. Y. Y., & Wong, K. F. E. (2008, May). Surplus disutility and goal directed behavior in loyalty program. Poster presented at the annual meeting of the Association for Psychological Science, Chicago, Illinois.
- Wong, K. F. E., & Kwong, J. Y. Y. (2008, May). Performance evaluation with within-individual comparisons. Poster presented at the annual meeting of the Association for Psychological Science, Chicago, Illinois.
- Kwong, J. Y. Y., & Wong, K. F. E. (2007, October). The effect of surplus avoidance on completing a goal in loyalty program. Association of Consumer Research Conference, Memphis, Tennessee.
- Kwong, J. Y. Y., & Wong, K. F. E. (2007, August). Performance evaluation with within-individual

- comparisons: A prospect theory approach. Paper presented at the annual meeting of Academy of Management, Philadelphia, Pennsylvania. (Paper appeared in the Best Paper Proceeding).
- Ng, C. K., Wong, K. F. E., & Kwong, J. Y. Y. (2007, August). The source of organizational diversity: A judgment and decision making perspective. Poster presented at the annual meeting of Academy of Management, Philadelphia, Pennsylvania.
- Wong, K. F. E., Kwong, J. Y. Y., & Ng, C. K. (2007, August). When thinking rationally is biased: The role of rational thinking style in escalation of commitment. Paper presented at the annual meeting of Academy of Management, Philadelphia, Pennsylvania.
- Kwong, J. Y. Y., & Wong, K. F. E. (2006, October). How consumers are affected by the framing of numerical information. Association of Consumer Research Conference, Orlando, Florida.
- Wong, K. F., & Kwong, J. Y. Y., (2006, December). Will positive performance feedback improve or deteriorate subsequent performance? Evidence from professional jockeys. Paper presented at the 5th Asian Academy of Management Meeting, Waseda, Tokyo.
- Wong, K. F. E., & Kwong, J. Y. Y. (2006, August). Effects of rater goals on rating patterns: Evidence from an experimental field study. Paper presented at the annual meeting of the Academy of Management, Atlanta, Georgia.
- Wong, K. F. E., Ng, C. K., & Kwong, J. Y. Y. (2006, August). Preference reversals in performance evaluation: A range theory perspective. Paper presented at the annual meeting of the Academy of Management, Atlanta, Georgia. (Paper appeared in the Best Paper Proceeding).
- Wong, K. F. E., & Kwong, J. Y. Y. (2006, July). Effects of rater goals on rating leniency and discriminability: Evidence from a field experiment. Paper presented at the 26th International Congress of Applied Psychology, Athens, Greece.
- Wong, K. F. E., & Kwong, J. Y. Y. (2006, May). Effect of frequency of negative feedback on (de)escalation of commitment. Poster presented at the annual meeting of the Association for Psychological Science, New York, NY.
- Kwong, J. Y. Y., & Wong, K. F. E. (2006, May). The influence of presentation format of attribute information on product judgments. Poster presented at the annual meeting of the Association for Psychological Science, New York, NY.
- Wong, K. F. E. (2005, November). Mental simulation and confirmatory search in causal likelihood judgments: Evidence from eye-movement data. Poster presented at the annual meeting of the Society for Judgment and Decision Making, Toronto, Canada.
- Wong, K. F. E. (2005, November). When thinking rationally increases biases: The role of rational thinking style in escalation of commitment. Poster presented at the annual meeting of the Society for Judgment and Decision Making, Toronto, Canada.
- Wong, K. F. E., & Kwong, J. Y. Y. (2005, August). Linking regret to escalation of commitment: The roles of outcome visibility and anticipated regret. Paper presented at the 18th annual convention of the Academy of Management, Honolulu, Hawaii.
- Gong, Y, Wong, K. F. E., Farh, L. J., & Chang, S. (2005, August). Linking goal setting and goal orientation:

- Overriding, moderation, and mediation approaches. Paper presented at the annual meeting of the Academy of Management, Honolulu, Hawaii.
- Wong, K. F. E., & Kwong, J. Y. Y. (2005, May). The differential impacts of rater goals on rating patterns: evidence from a field experiment. Poster presented at the 17th annual convention of the American Psychological Society Annual Convention, Los Angeles, California.
- Kwong, J. Y. Y. & Wong, K. F. E. (2005, May). The affective dimension of escalation of commitment: The roles of regret. Poster presented at the 17th annual convention of the American Psychological Society Annual Convention, Los Angeles, California.
- Wong, K. F. E., & Kwong, J. Y. Y. (2004, August). Between-individual comparisons in performance evaluation: A prospect theory approach. Paper presented at the annual meeting of the Academy of Management, New Orleans, Louisiana.
- Wong, K. F. E., & Kwong, J. Y. Y. (2004, July-August). Between-individual comparisons in performance evaluation with absolute ratings. Poster presented at the annual meeting of the American Psychological Association, Honolulu, Hawaii.
- Wong, K. F. E., & Kwong, J. Y. Y. (2004, July-August). Episodic retrieval in anchoring processes. Poster presented at the annual meeting of the American Psychological Association, Honolulu, Hawaii.
- Wong, K. F. E., & Chen, H.-C. (2004, May). Morphemic ambiguity resolution in reading Chinese: An eye-monitoring study. Paper presented at the 1st International Conference on Eye Movement, Tianjin.
- Wong, K. F. E., Yik, M. S. M., & Kwong, J. Y. Y. (2003, August). On escalating commitment: The role of Neuroticism. Paper presented at the annual meeting of the Academy of Management, Seattle, Washington.
- Wong, K. F. E. & Werbel, J. (2003, August). Cognitive processes in reference letter evaluation: Confirmatory or comprehensive search. Paper presented at the annual meeting of the Academy of Management, Seattle, Washington.
- Wong, K. F. E. & Chen, H.-C. (2002, December). Morphemic ambiguity resolution in reading Chinese two-character words: An eye-monitoring study. Paper presented at the 10th International Conference on Cognitive Processing of Chinese and Other Related Asian Languages, Taipei.
- Chen, H.-C., & Wong, K. F. E. (2001, May-June). Resolution of morphemic ambiguity in reading Chinese. Poster presented at the meeting of the Society for the Scientific Study of Reading, Boulder, CO.
- Wong, K. F. E., & Chen, H.-C. (1999, December). A cognitive approach of reading Chinese in Hong Kong students: An evaluation of Hong Kong policy in language education. Paper presented at the International Language in Education Conference 1999, Hong Kong.
- Chen, H.-C., Lau, W. Y. L., & Wong, K. F. E. (1998, December). Reading Chinese: Implications from character reading times and eye movements. Paper presented at the First International Workshop of Written Language Processing, Sydney.
- Wong, K. F. E., & Chen, H.-C. (1998, December). Is phonology fundamental in reading: Evidence from an eye-monitoring study in Chinese. Paper presented at the First International Workshop of Written

Language Processing, Sydney.

Wong, K. F. E., & Chen, H.-C. (1997, December). The role of phonological processing in Chinese reading. Poster presented at the International Chinese Conference of Psychology, Hong Kong.

Wong, K. F. E., & Chen, H.-C. (1997, November). How do people process repeatedly presented stimuli? Poster presented at the meeting of the Psychonomic Society, Philadelphia, PN.

Invited Presentations

“Adaptive Learning and Escalation of Commitment: From contradiction to integration”. College of Management, National University of Singapore. (14-Nov-2018)

“Adaptive Learning and Escalation of Commitment: From contradiction to integration”. College of Management, National Taiwan University. (11-July-2017)

“The Learning-Escalation Paradox: A Possible Solution and Preliminary Empirical Test of the Solution.” Columbia Business School, Columbia University. (31-May-2017)

“Resolving the Paradox Between Adaptive Learning and Escalation of Commitment”. J. Mack Robinson College of Business, Georgia State University. (31-May-2016)

“Uncovering errors and biases in performance appraisals”. Business Insights Presentation, School of Business and Management, Hong Kong University of Science and Technology (15-May-2013)

“Contextual influences on judgment and decision-making”. International Conference: Chinese Voice in Psychology. Invited Symposium at 19-May-2012.

“Number size preference reversal and its applications in personnel and consumer contexts”, Department of Psychology, the Chinese University of Hong Kong, 25-Jan-2005.

“Preference reversals in judgment and choices: Illustration and potential application in medical decision making”, Department of Psychiatry, Faculty of Medicine, University of Hong Kong, 10-Nov-2005.

“Understanding anchoring effects from an episodic approach”, Graduate School of Business, University of Chicago, 19-Nov-2005.

“Preference reversals in performance evaluation” Department of Psychology, University of Macau, 18-Oct-2007.

“The psychology of terminating a failing course of action: A failure quota explanation”, Department of Management, Chinese University of Hong Kong, 15-April-2009.

“A failure quota explanation of terminating a failing course of action under escalation situations”, Department of Psychology, University of Hong Kong, 13-Oct-2009.

Funded research projects

General Research Funds/Competitive Earmarked Research Grants from Hong Kong Government

- Nudging and Promoting Employee Green Behaviors by Escalation of Commitment

Interventions. 2023-2024 (#16501223): HK\$480, 653. Principal-Investigator (with Jessica Y. Y. Kwong).

- Biases in research citation due to researchers' family names. 2020-2021 (#16601020): HK\$553,000. Principal-Investigator (with Jessica Y. Y. Kwong).
- After Resolving the Learning-Escalation Paradox: Toward Adaptive Learning as a Formal Theory of Escalation of Commitment. 2018-20 (#14612118): HK\$302,040. Co-Investigator (with Jessica Y. Y. Kwong).
- Gamification vs. instruction: A randomized controlled trial to evaluate two coping flexibility interventions in Chinese employees. 2017-20 (#17601917): HK\$881,700. Co-Investigator (with Cecilia Cheng and John Bacon-Shone).
- Resolving the paradox between adaptive learning and escalation of commitment. 2014-2016 (#16503614): HK\$611,592. Principal Investigator (with Jessica Kwong).
- Affective forecasts and responses as inputs for goal pursuits. 2014-2016 (#14501314): HK\$427,112. Co-Investigator (with Jessica Kwong).
- Performance differentiation in performance evaluation. 2012-2014 (#644312): HK\$247,520. Principal Investigator (with Jessica Y. Y. Kwong).
- De-biasing and exaggerating escalation bias by option partitioning, 2009-2011 (#643509): HK\$391,620. Principal Investigator (with Jessica. Y. Y. Kwong).
- Judging others' emotions: A process of anchoring and adjustment, 2008-2010 (#664508): HK\$620,080. Co-Investigator (with Michelle Yik).
- Understanding justice perceptions from interpersonal input comparisons: A prospect theory perspective, 2008-2010 (#644108): HK\$445,000. Principal Investigator (with Jessica. Y. Y. Kwong).
- Consumers' repurchase decisions after joining a loyalty program: (I) Perceptions of progress in loyalty programs: Can the eye fool the mind? (II) When more becomes less: On the psychology of program completion and reward redemption, 2007-2009 (CUHK445007): HK\$492,850. Co-Investigator (with Jessica Y. Y. Kwong).
- Performance evaluation: A prospect theory perspective, 2005-2007 (HKUST6453/05H). HK\$443,840. Principal Investigator (with Jessica Y. Y. Kwong).
- Escalation of commitment: A regret perspective, 2004-2006 (CUHK4462/04H). HK\$331,590. Co-Investigator (with Jessica Y. Y. Kwong).

Direct Allocation Grants from Hong Kong Government

- Belief in free-will: Its antecedents and consequences, 2014-2015 (BMI14.BM23). HK\$26,000.
- Understanding justice perceptions from a counterfactual thinking perspective, 2008-2009 (SB107/08). BM12. HK\$50,000.

- Understanding justice perception from interpersonal input comparisons: A prospect theory perspective, 2007-2009 (RPC06/07). BM15. HK\$72,000.
- Preference reversals in performance evaluation: A perspective from range theory, 2007-2008 (SBI06/07.BM10). HK\$50,000.
- Why and how some employees outperform others? The role of self-regulation, 2004-2005 (DAG04/05.BM43). HK\$60,000.
- Between-individual comparisons in performance evaluation: A perspective from prospect theory, 2003-2004 (DAG03/04.BM14). HK\$40,000.
- The psychological processes from conscientiousness to escalation of commitment in the Chinese context: The mediating effects of self-efficacy and self-deception, 2002-2003 (DAG02/03.BM53). HK\$46,679.
- The effect of explicit forewarning about the nature of bias on long-term anchoring effects: A test of a selective-accessibility model, 2001-2002 (DAG01/02.BM24). HK\$71,440.

Research Students

Ph.D. Student Supervision

Wang, M. X. (2010). Performance evaluation: A rater-context interactionist model. Ph.D. dissertation submitted to Department of Management, Hong Kong University of Science and Technology.

Ng, C. K. (2012). Escalation of commitment and affect. Ph.D. dissertation submitted to Department of Management, Hong Kong University of Science and Technology.

Feldman, G. (2014). Cognition and consequences of the belief in free will. Ph.D. dissertation submitted to Department of Management, Hong Kong University of Science and Technology.

Yong, Roslina Binti Abdul Latif (2025). Job Search Goals: A Need-Goal-Behavior Approach. Ph.D. dissertation submitted to Department of Management, Hong Kong University of Science and Technology.

Ph.D. & Master's Committees

Lee, J. S. (2013). An investigation of the relationships between goals and software project escalation: Insights from goal setting and goal orientation theories. PhD dissertation submitted to the Robinson College of Business, Georgia State University.

Mo, D. (2013). Lexical and sublexical processing in Chinese character recognition. PhD dissertation submitted to Department of Psychology, the Chinese University of Hong Kong.

Nang, N. (2012). PhD dissertation submitted to Department of Psychology, the Chinese University of Hong Kong.

Yang, L. (2012). PhD dissertation submitted to Department of Psychology, the Chinese University of Hong Kong.

- Huang, Z. (2011). Illusion of variety: When people see greater variety through baffled eyes. MPhil dissertation submitted to Department of Marketing, the Chinese University of Hong Kong.
- Jia, S. (2011). Tonal processing in Cantonese. Ph.D. dissertation submitted to Department of Psychology, the Chinese University of Hong Kong.
- Zeng, J. (2011). Emotion judgments viewed from the anchoring and adjustment perspective. MPhil dissertation submitted to Division of Social Science, Hong Kong University of Science and Technology.
- Chan, K. Y. (2010). Impact of technology implementation on individual behaviors: Three essays. Ph.D. dissertation submitted to Department of Information Systems, Business Statistics, and Operations Management, Hong Kong University of Science and Technology.
- Wong, W. K. (2010). Toward a model of Cantonese spoken word production. Ph.D. dissertation submitted to Department of Psychology, the Chinese University of Hong Kong.
- Ho, K. Y. (2009). Process- versus outcome-focused counterfactuals. Ph.D. dissertation submitted to Department of Marketing, the Chinese University of Hong Kong.
- Wong, Y. N. (2009). The effect of construal fit on consumers' evaluation judgments. Department of Marketing, the Chinese University of Hong Kong.
- Tsang, Y. K. (2008). Speech perception in Chinese: How are the different levels of ambiguity resolved? Ph.D. dissertation submitted to Department of Psychology, the Chinese University of Hong Kong.
- Fok, H. K. (2008). Applying regulatory fit in education setting: The mediating role of prospective and retrospective feelings. MPhil dissertation submitted to Division of Social Science, Hong Kong University of Science and Technology.
- Kong, L. (2008). The role of phonology in access to Chinese character meaning. PhD. dissertation submitted to Department of Psychology, University of Hong Kong University.
- Lee, H. Y. I. (2006). On the relationships between personality and emotional reactions among the Chinese. M.Phil. Dissertation submitted to Division of Social Science, Hong Kong University of Science and Technology.
- Ho, S. Y. (2004). Web personalization and its effects on users' information processing and decision making. PhD. Dissertation submitted to Department of Information and System Management, Hong Kong University of Science and Technology.

Services

Professional services

Editor/Editorial Board

Year	Role	Journal
2011-now	Editorial Board Member	<u>Journal of Behavior Decision Making</u>
2012	Consulting Associate Editor	<u>Decision Science</u>
2013-2014	Article Editor	<u>Sage Open</u>
2013- 2018	Consulting Editor	<u>Asian Journal of Social Psychology</u>
2015- now	Contributing Editor	<u>Journal of Applied Psychology</u>

Ad Hoc Reviewer for Journals:

- Management/Business Journals:
 - Academy of Management Journal
 - Organizational Behavior and Human Decision Processes
 - Journal of Consumer Psychology
 - Human Relations
 - Journal of Management Studies
 - Applied Psychology: An International Review
 - Journal of Business Research
 - Group & Organization Management
 - Journal of Managerial Psychology
 - Asia Pacific Journal of Management
- Cognitive/Social Psychology:
 - Acta Psychologica
 - Attention, Perception, and Psychophysics
 - Cognition
 - Cognition and Emotion
 - Experimental Psychology
 - European Journal of Social Psychology
 - Quarterly Journal of Experimental Psychology-A
 - Journal of Experimental Psychology: Learning, Memory, and Cognition
 - Journal of Experimental Social Psychology
 - Journal of Personality and Social Psychology
 - Journal of Behavioral Decision Making
 - Journal of Applied Social Psychology
 - Journal of Economic Psychology
- Psychology: Multidiscipline
 - International Journal of Psychology
 - Acta Psychologica Sinica
 - Journal of Psychology in Chinese Society

Reviewer for Fund/Grand:

- National Science Foundation (US)
- Research Grant Council (Hong Kong)

University Services

Government/Public Services:

- Competitive Research Funding Schemes for the Local Self-financing Degree Sector: Assessment Panel Member (2015-2022)
- Open University of Hong Kong: Advisory Peer Group Member
- Hong Kong PhD Fellowship (HKPFS): Reviewer
- Hong Kong PhD Fellowship Scheme and RGC Junior Research Fellow Scheme (JRFS): Local Member (2024-now)

Department Duties:

- Seminar Coordinator (2013-2015)
- Instructor Assistant Coordinator (2005-2007)
- TA/IA Taskforce (2013-2016)
- Recruitment Committee
- Social Committee
- Undergraduate Committee
- PhD Committee Chair / PG Coordinator of MGMT (2007-2013)
- Master Committee Chair (2013-now)
- Lab Space Committee Chair (2012-now)
- Academic Review Committee (2007-now)
- Executive Committee (2013-now)

School Duties

- Director of MSc of International Management (2022-now)
- SBM SASC Committee (2016-now)
- SBM Undergraduate Committee (2016-now)
- SBM MBA Committee (2017- 2025)
- Department PG Coordinator (2007-2013)
- School PhD Committee (2007-2013)
- School Research Committee (2013-2015)
- Dean's Service Ward Judging Panel (2015)

University services:

- Co-Director of BIBU (Biotechnology and Business) Program (2016-2021)
- Hong Kong Future Talents Scholarship Scheme for Advanced Studies (FTSS) Panel Member
- The Selection Committee for the Most Influential Secondary School Teachers.
- The Selection of Sir Edward Youde Memorial Fund Scholarship Schemes
- JUPAS interviewer
- The selection of AIESEC internship exchange program.
- Selection Committee for Considering Nominations for Visitorships, Fellowships and Other Awards
- UROP Committee member (2013-2025)
- Faculty Connect Initiative Committee Member (2014-2025)