

Jane Jiaqian Wang

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EMPLOYMENT

- ◆ **National University of Singapore NUS Business School**
Assistant Professor in Marketing, 2024 - present

EDUCATION

- ◆ **Northwestern University, Evanston, IL, USA**
Ph.D. in Marketing, Kellogg School of Management, 2019-2024
M.S. in Marketing, Kellogg School of Management, 2019-2021
- ◆ **The University of Chicago, Chicago, IL, USA**
M.A in Social Sciences (Concentration: Psychology), 2018-2019
- ◆ **Peking University, Beijing, China**
B.M. in Marketing, Guanghua School of Management, 2014-2018
B.A. in History and Theories of Arts, 2015-2018

RESEARCH INTERESTS

- ◆ **Theoretical:** Self & Identity; Morality
- ◆ **Substantive:** Diversity, Equity, & Inclusion; Health; Beauty & Fashion

PUBLICATIONS (*EQUAL CONTRIBUTION)

1. **Wang, Jiaqian** and Yiqi Yu (2023), "Beautify the Blurry Self: Low Self-Concept Clarity Increases Appearance Management," *Journal of Consumer Psychology*, 33(2), 377-393.
<https://doi.org/10.1002/jcpy.1298>
2. *Lee, Angela Y., ***Jiaqian Wang**, Ulf Böckenholt, Leonard Lee, Rafal Ohme, Dorota Reykowska, and Catherine Yeung (2022), "The Enthusiasts and the Reluctants of COVID-19 Vaccine Uptake: A Cluster Analysis," *Journal of the Association for Consumer Research*, 7(2), 222-234. <https://doi.org/10.1086/718458>
3. **Wang, Jiaqian** and Angela Y. Lee. (2020), "Keeping Safe Versus Staying Healthy: The Effect of Regulatory Fit on Social Distancing," *Behavioral Science & Policy*, 6(2), 25-34.
<https://doi.org/10.1353/bsp.2020.0012>

PAPERS UNDER REVISION

- ◆ **Wang, Jiaqian** and Chuang Wei, “Does Featuring People with Disabilities Help or Hurt Fashion Marketing Effectiveness?” Revising for 3rd round review at *Journal of Marketing Research*
- ◆ **Wang, Jiaqian** and Rima Touré-Tillery, “Unclearly Immoral: Low Self-Concept Clarity Increases Moral Disengagement,” Under 3rd round review at *Journal of Experimental Psychology: General*

SELECT ACADEMIC AWARDS, HONORS, AND GRANTS

Graduate

- ◆ 2023 AMA-Sheth Foundation Doctoral Consortium Fellow
- ◆ 2022 ACR Doctoral Symposium Shark Tank Runner-up
- ◆ 2022 Northwestern University Conference Travel Grant (\$1,600)
- ◆ 2020 Midwestern Psychological Association Graduate Student Research Award
- ◆ 2019-2024 Northwestern University Graduate Scholarship & Fellowship
- ◆ 2018-2019 The University of Chicago Scholarship (\$38,664)

Undergraduate

- ◆ 2018 Peking University Outstanding Honor Thesis Award
- ◆ 2017 China National Scholarship by Ministry of Education of China (*top 0.2%; ¥8,000*)
- ◆ 2017 Peking University Merit Student
- ◆ 2017 Peking University Mingde Scholarship (¥50,000)
- ◆ 2017 China Marketing Association of University Excellent Paper Award
- ◆ 2014 Peking University First Class Freshman Scholarship (*ranked 1st in National College Examination; ¥50,000*)

INVITED TALKS

- ◆ Oct 16, 2023, Peking University
- ◆ Oct 12, 2023, The Hong Kong Polytechnic University
- ◆ Oct 10, 2023, The University of Hong Kong
- ◆ Oct 6, 2023, City University of Hong Kong
- ◆ Sep 22, 2023, McGill University
- ◆ Sep 15, 2023, National University of Singapore
- ◆ Sep 8, 2023, The University of Hawai‘i at Mānoa

SELECT CONFERENCE PRESENTATIONS (# SESSION CHAIR)

- ◆ “Unclearly Immoral: How Self-Concept Clarity Shapes Moral Behaviors.” With Rima Touré-Tillery.

*Association for Consumer Research, Seattle, Washington; October 2023

*Society for the Science of Motivation, Washington D.C.; May 2023

- ◆ **“Does Featuring People with Disabilities Help or Hurt Fashion Marketing Effectiveness?”** With Chuang Wei.
Asian-Pacific Association for Consumer Research, Bali, Indonesia; July 2024
**Society of Consumer Psychology, Nashville, Tennessee; March 2024*
**Association for Consumer Research, Seattle, Washington; October 2023*
**The T.R.A.P. Unconference, Boston, MA; April 2023*
- ◆ **“Helping the Stigmatized Increases Subsequent Dishonesty among Prejudiced Helpers.”**
With Chethana Achar.
**Society of Judgment and Decision Making, San Diego, CA; November 2022*
Association for Consumer Research, Denver, CO; October 2022
- ◆ **“The Enthusiasts and the Reluctants of COVID-19 Vaccine Uptake: A Cluster Analysis.”**
With Angela Y. Lee, Ulf Böckenholt, Leonard Lee, Rafal Ohme, Dorota Reykowska, and Catherine Yeung.
**JACR Healthcare and Medical Decision Making Webinar; March 2022*
- ◆ **“Low Self-Concept Clarity Increases Appearance Management.”** With Yiqi Yu.
**Association for Consumer Research, Virtual; October 2020*
**Society for the Science of Motivation, Chicago, IL; May 2020 (canceled due to COVID-19)*
- ◆ **“Income Inequality Undermines Pro-Environmental Behavior.”** With Angela Y. Lee.
**Midwestern Psychological Association, Chicago, IL; April 2020 (cancelled due to COVID-19)*
**Association for Consumer Research, Atlanta, GA; October 2019*
- ◆ **“‘Seeing’ the Attraction: The Attraction Effect in Choices Between Visual Stimuli.”** With Oleg Urminsky.
**Society of Consumer Psychology, Huntington Beach, CA; March 2020*
Society of Judgment and Decision Making, Montreal, Canada; November 2019
***Association for Consumer Research, Atlanta, GA; October 2019*

TEACHING EXPERIENCE

- ◆ **Teaching Assistant, Kellogg School of Management, Northwestern University**
Behavioral Marketing Science (MBA); 2021 Winter, 2021 Spring, 2022 Spring
- ◆ **Teaching Assistant, Guanghua School of Management, Peking University**
Integrated Marketing Communication (Undergrad); 2017 Fall

SERVICE

- ◆ Conference reviewer
 - Association for Consumer Research (ACR), 2021-present

- European Association for Consumer Research (EACR), 2023
- Asian-Pacific Association for Consumer Research (APACR), 2024
- AMA Summer Academic Conference, 2024
- ◆ Organizer/manager
 - Northwestern Kellogg Golub Capital Social Impact Lab, 2022-2023
 - Northwestern Kellogg Marketing PhD Student Reading Group, 2023

PROFESSIONAL AFFILIATIONS

- ◆ Association for Consumer Research (ACR)
- ◆ American Psychological Association (APA)
- ◆ Society for Consumer Psychology (SCP)
- ◆ Society for the Science of Motivation (SSM)
- ◆ Society of Judgment and Decision Making (SJDM)

APPENDIX: ABSTRACTS

Wang, Jiaqian and Yiqi Yu (2023), "Beautify the Blurry Self: Low Self-Concept Clarity Increases Appearance Management," *Journal of Consumer Psychology*, 33(2), 377-393.

<https://doi.org/10.1002/jcpy.1298>

The current research examines how and why self-concept clarity (i.e., having self-aspects that are integrated into a well-defined whole) shapes consumers' appearance management behaviors. Five (including four pre-registered) studies and one supplemental study provide correlational and causal evidence for the link between low self-concept clarity and appearance management (e.g., choice of appearance-enhancing products, interest in cosmetic procedures and beauty filters). Further, we demonstrate that public self-consciousness mediates this effect (Studies 3-4). We also find convergent process-by-moderation evidence that low self-concept clarity increases appearance management only when the appearance management behavior is perceived to be socially acceptable (Study 5). In addition, we rule out global and appearance self-esteem, private self-consciousness, self-improvement, and mood management as potential mechanisms. This research extends the literature on self-concept, impression management, and appearance management and yields implications for beauty marketing, health communication, and consumer well-being.

*Lee, Angela Y., ***Jiaqian Wang**, Ulf Böckenholt, Leonard Lee, Rafal Ohme, Dorota Reykowska, and Catherine Yeung (2022), "The Enthusiasts and the Reluctants of COVID-19 Vaccine Uptake: A Cluster Analysis," *Journal of the Association for Consumer Research*, 7(2), 222-234.

<https://doi.org/10.1086/718458>

Addressing vaccine hesitancy has taken on a new sense of urgency during the COVID-19 pandemic. Most COVID-19 vaccine hesitancy research examines demographic correlates of vaccination intent, which could lead to a suboptimal one-size-fits-all strategy. This research aims to offer insights into COVID-19 vaccination promotion by conducting segmentation analyses using psychological and behavioral factors that may correlate with vaccination uptake. The results of two US-based studies identified six segments that differ in perceptions, attitudes, concerns, and behaviors related to the COVID-19 pandemic. The segments also differ in vaccination intent (Study 1) and actual vaccination rate (Study 2), with different factors driving vaccination intent/rates. The implication is that targeted interventions are warranted to increase vaccine uptake. Recommendations on how policymakers may design different interventions and locate the relevant segments to encourage vaccine uptake are discussed.

Wang, Jiaqian and Angela Y. Lee. (2020), "Keeping Safe Versus Staying Healthy: The Effect of Regulatory Fit on Social Distancing," *Behavioral Science & Policy*, 6(2), 25-34.

<https://doi.org/10.1353/bsp.2020.0012>

Some states' COVID-19 social distancing directives spotlight the goal of health promotion (that is, staying healthy), whereas others underscore illness prevention (that is, keeping safe). Regulatory fit theory holds that persuasiveness is influenced by how well the framing of a message resonates with fundamental motivations that influence recipients' behavior. People who are motivated to approach desirable outcomes generally respond best to health messages having a promotion frame, whereas people who are motivated to avoid undesirable outcomes respond best to health messages having a prevention frame. In the research presented in this article, we show that the effectiveness of COVID-19-related directives is influenced by the fit between promotion or prevention framing and the recipients' identity – whether they view

themselves as independent actors or as part of a larger community. We found that an appeal that highlighted health promotion and benefits to the individual (as in “what you can do to help you stay healthy”) or one that highlighted disease prevention and protection of society (as in “what you can do to keep America safe”) led to greater intent to practice social distancing than did appeals using other pairings of framing and identity, particularly in people who were not already practicing rigorous social distancing. The findings suggest that policymakers should consider regulatory fit – and specifically, the pairings described above – when designing public health communications relating to COVID-19 and other directives.