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EDUCATION

Ph.D. in Marketing, University of Southern California, USA, 2016 (Expected)
M.A. in Marketing, Nanjing University, China, 2010
B.A. in Marketing, Nanjing University, China, 2007

RESEARCH INTERESTS

Marketing-Related Visual Cue, Product Design, Product Display, Product and Brand Management

PUBLICATIONS

- Jia, He (Michael)**, Gratiana Pol, and C. Whan Park (2015), "Cuteness, Nurturance, and Implications for Visual Product Design," *The Psychology of Design: Creating Consumer Desire*, Ed. Rajeev Batra, Diann Brei, and Colleen Seifert, Armonk, NY: M.E. Sharpe, Inc. (Forthcoming)
- Eisingerich, Andreas B, Hae Eun Chun, Yeyi Liu, **He (Michael) Jia**, and Simon J. Bell (2015), "Why Recommend a Brand Face-to-Face but not on Facebook? How Word-of-Mouth on Online Social Sites Differs from Traditional Word-of-Mouth," *Journal of Consumer Psychology*, 25 (1), 120-128. **(Equal Authorship)**
- Wang, Yonggui, Jay Kandampully, and **He (Michael) Jia** (2013), "Tailoring Customization Services: Effects of Customization Mode and Consumer Regulatory Focus," *Journal of Service Management*, 24 (1), 82-104.
- Jia, He (Michael)**, Yonggui Wang, Lin Ge, Guicheng Shi, and Shanji Yao (2012), "The Asymmetric Effects of Regulatory Focus on Expected Desirability and Feasibility of Embracing Self-Service Technologies," *Psychology and Marketing*, 29 (4), 209-225.

PAPERS UNDER REVIEW/REVISION

- Jia, He (Michael)**, Gratiana Pol, and C. Whan Park, "I'll Keep the Cuddly One: Effects of Visual Cuteness versus Elegance on Product Retention," revision invited at *Journal of Consumer Research*.
- Jia, He (Michael)**, Sha Yang, Xianghua Lu, and C. Whan Park, "Do Consumers Always Spend More When Coupon Face Value is Larger? The Inverted U-Shaped Effect of Coupon Face Value on Consumer Spending Level," revision invited at *Journal of Marketing*.
- Gu, Zheyin (Jane), Sha Yang, and **He (Michael) Jia**, "Consumer Preference Learning in a Large Product Category," revision invited at *Journal of Consumer Research*.
- Jia, He (Michael)** and B. Kyu Kim, "Slow It Down, Size It Up: The Speed-Based Scaling Effect in Size Assessments of Objects in Video Displays," under review at *Journal of Experimental Psychology: General*.
- Jia, He (Michael)**, B. Kyu Kim, and Cheryl J. Wakslak, "The Visual Activeness Heuristic for Age

Judgment,” under review at *Psychological Science*.

Kim, B. Kyu and **He (Michael) Jia**, “Super-Size Product Displays as a Forceful Persuasion Attempt: Self-Esteem Determines Compliant versus Reactant Behaviors,” under review at *Journal of Consumer Research*.

SELECTED RESEARCH IN PROGRESS

“I Need My Own Part! Effects of Anthropomorphic Product Presentations on Brand Choice of Complementary Goods,” with B. Kyu Kim, Echo Wen Wan, and C. Whan Park.

“Lack in Control and Preference for Cute-Looking Products,” with C. Whan Park.

“Why Do Slow-Motion Displays Increase Attractiveness?” with B. Kyu Kim.

“Strategic Management of Product and Brand Extensions: Their Differential Effects on Firm Profit in B2C and B2B Markets,” with C. Whan Park and Andreas B. Eisingerich.

REFEREED CONFERENCE PRESENTATIONS

Jia, He (Michael), B Kyu. Kim, Echo Wen Wan, and C. Whan Park, “I Need My Own Part! Effects of Anthropomorphic Product Presentations on Brand Choice of Complementary Goods,” accepted for presentation at *the Brands and Brand Relationships Accelerator Conference*, Boston, MA, May 21-22, 2015.

Jia, He (Michael), Sha Yang, Xianghua Lu, and C. Whan Park, “Do Consumers Always Spend More When Coupon Face Value is Larger? The Inverted U-Shaped Effect of Coupon Face Value on Consumer Spending Level,” *the Society for Consumer Psychology Annual Winter Conference*, Phoenix, AZ, February 26-28, 2015.

Jia, He (Michael), Gratiana Pol, and C. Whan Park, “I’ll Keep the Cuddly One: Effects of Cuteness versus Elegance on Product Retention,” *the 33rd SCP Advertising and Consumer Psychology Conference: The Psychology of Design*, Ann Arbor, MI, May 29-31, 2014.

Jia, He (Michael), Gratiana Pol, and C. Whan Park, “I’ll Keep the Cuddly One: Effects of Cuteness versus Elegance on Product Retention,” *the 41st Association for Consumer Research North American Annual Conference*, Chicago, IL, October 3-6, 2013.

Jia, He (Michael), “The Psychology of Color in Promotion Design: A Regulatory Fit Perspective,” *the 38th Association for Consumer Research North American Annual Conference*, Jacksonville, FL, October 7-9, 2010.

Jia, He (Michael), Yonggui Wang, Yiren Dong, and Guocai Wang, “When Does Halo Prevail against Animosity? Country-of-Origin Effects Contingent on Regulatory Focus,” *the 37th Association for Consumer Research North American Annual Conference*, Pittsburgh, PA, October 22-25, 2009.

Jia, He (Michael) and Yonggui Wang, “Customization Mode, Decision Outcome, and Task Enjoyment: The Role of Regulatory Focus,” *the 37th Association for Consumer Research North American Annual Conference*, Pittsburgh, PA, October 22-25, 2009.

HONORS AND AWARDS

USC Graduate School Dissertation Completion Fellowship, 2015

Member of the Honor Society of Phi Kappa Phi, 2015

AMA Sheth Foundation Doctoral Student Consortium Fellow, 2015
Inaugural AMS Doctoral Consortium Fellow, 2015
PDMA-UIC Innovation Doctoral Consortium Research Award of Excellence, 2014
PDMA-UIC Innovation Doctoral Consortium Fellow, 2014
University of Houston Marketing Doctoral Symposium Fellow, 2014
Graduate Fellowship, the first-class, Nanjing University, China, 2007–2010
Outstanding Graduate Student Award, Nanjing University, China, 2008, 2009
Suning Scholarship, the first-class, School of Business, Nanjing University, China, 2008
People’s Scholarship, the first-class, Nanjing University, China, 2004, 2006

TEACHING EXPERIENCE

University of Southern California, USA

Instructor

Marketing Fundamentals, Spring 2014 (Instructor Rating: 4.3 out of 5.0)

Teaching Assistant

Global Marketing Management, 2012–2014

Nanjing University, China

Instructor in Jinling College

Consumer Behavior, Spring 2009

Teaching Assistant in China-Dutch International Business Center

International EMBA Program, 2007

PROFESSIONAL SERVICE

Trainee reviewer, *Journal of Consumer Research*

Reviewer, *Association for Consumer Research North American Annual Conference*

Reviewer, *Society for Consumer Psychology Winter Annual Conference*

PROFESSIONAL AFFILIATIONS

Academy of Marketing Science

Association for Consumer Research

Product Development and Management Association

Society for Consumer Psychology

REFERENCES

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