

**HONG WANG**  
Ph.D. Candidate in Marketing  
Shidler College of Business  
University of Hawai'i at Manoa  
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## EDUCATION

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<b>University of Hawai'i at Manoa</b> Ph.D., Marketing	Expected 2024
<b>City University of Hong Kong</b> M.S., Marketing, with distinction	2018
<b>Southwest Jiaotong University</b> B.A., Economics	2014

## RESEARCH INTERESTS

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**Consumer well-being, resource scarcity, consumer coping mechanisms, digital culture & Arts:** I am interested in how consumers adapt and thrive in ever-changing digital era. My dissertation (Essays 1&2) revealed the reliance of financially impacted consumers on creative arts and culture for autonomy during challenging environmental circumstances and examines discrepancies in benefits derived from online cultural platforms and address the challenges hindering digital cultural consumption.

**Consumer online identity, online social capital, online social status:** I am interested in studying consumer identity formation and social capital accrual through social media engagement. My primary focus is to comprehend how users establish online presence and curate an online identity. Furthermore, I aim to investigate how online users acquire power and status across social media platforms, which in turn affects their online reputation, credibility, and influence. I also seek to understand how online social capital can be leveraged for various tangible outcomes such as establishing authority in niche communities, emotional regulation through curated content consumption, and even influencing brand narratives.

## PAPERS UNDER REVIEW/REVISION

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**Wang, H,** Miao Hu, Qimei Chen, and Christopher Cannon, "From Financial Desperation to Art Inspiration: How Arts and Culture Experiences Buffer Against Psychological Impact from Income Shocks During COVID-19," Reject & Resubmit at *Journal of Marketing*.

## WORKING PAPERS

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**Wang, H,** Miao Hu, and Qimei Chen, "Free to Watch, Unequal in Gains: How Educational Goals Motivate Online Cultural Consumption," Stage: Draft in preparation for *Journal of Consumer Research*.

Chen, Q, Yi He, Miao Hu, and **Hong Wang**, “Knowledge Structure and Evolution in Advertising Research: A 50-Year Review,” Submitted to *Journal of Advertising*.

**Wang, H**, Miao Hu, “Consumer Perception of Online Social Status”, Stage: Data Collected for analysis.

## CONFERENCES AND SYMPOSIA

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July 2023, *Journal of Marketing* Special Issue Symposium, “New Paradigms for a New World”, **Research presentation**.

June 2023, AMA-Sheth Foundation Doctoral Consortium, **Fellowship**, BI Norwegian Business School.

June 2020, Kellogg on Designing Studies for Research Progress, **Workshop Presentation**.

## TEACHING EXPERIENCES AND EFFECTIVENESS

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<b>Principles of Marketing (U)</b>	University of Hawai’i at Manoa.	In progress
<b>Consumer Behavior (U)</b>	University of Hawai’i at Manoa	4.6/5.0
<b>Principles of Marketing (U)</b>	University of Hawai’i at Manoa	4.3/5.0
<b>Marketing Research (U)</b>	University of Hawai’i at Manoa	Guest Lecturer

### Selected evaluations from students:

“The Professor create(d) a safe and open-minded environment to promote student engagement and application of the lessons being taught. The Professor treated students with respect and is passionate about teaching. The Professor showed high competency of the lessons being taught, and was available for necessary questions, concerns, and consultations. Through this course, I am able to apply the lessons to real life situations.”

“Instructor was very knowledgeable in the subject and easy to get answers from when help was needed.”

“Professor Hong (Wang) is very intelligent and always made herself available if anyone had questions or needed help.”

“The instructor was very knowledgeable and passionate about the content presented, which made the learning experience more enjoyable. She made complex topics much easier to understand by providing various real-world examples.”

## OTHER PROFESSIONAL EXPERIENCES

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2018-19 **Research Assistant/Lab Manager**, Department of Marketing, University of Hong Kong

2018 **Research/Student Assistant**, Department of Marketing, City University of Hong Kong

2016—2017 **Instructor**, New Oriental Education & Technology Group Inc., Beijing, China

2015—2016 **Marketing Assistant**, Shifang Economic Development Zone, Sichuan, China

2014—2015 **Manager Assistant**, Chengdu Performance & Art Group Co., Ltd., Sichuan, China

## **REFERNECES**

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Dr. Miao Hu

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Dr. Qimei Chen

Professor, University of Hawaii at Manoa

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