

March 2021

Jared J. Wong

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Education

Yale University, <i>School of Management</i> Ph.D., Management (Behavioral Marketing)	Expected 2027
Duke University, <i>Trinity College of Arts & Sciences</i> B.A., The Cultural Economics of Luxury Consumption (<i>Program II</i>) <i>Magna Cum Laude</i> with Highest Distinction	2020
London School of Economics <i>The General Course</i>	2019
Johns Hopkins University, <i>Krieger School of Arts & Sciences</i> <i>Transferred</i>	2017

Research Interests

I am interested in studying luxury consumer behavior as it relates to status signaling, art/aesthetics, pro-and-anti-sociality, social influence/comparison, and evaluations of wealthy individuals.

Working Papers

Ho, Foo-Nin and **Jared Wong**, "From the Mass to the Obscure: Cross-Cultural Comparisons of Luxury Consumer Maturity Development Based on Knowledge, Time, and Saturation Effects," *Under review at Journal of Marketing Management*.

Wong, Jared and Stephanie Dellande, "Challenging Compliance in Service Interactions," *Under review at Journal of Services Marketing*.

Ho, Foo-Nin and **Jared Wong**, "Disassociation from the Common Herd: Conceptualizing (In)conspicuous Consumption as Luxury Consumer Maturity," *Under review at Journal of Consumer Behaviour*.

Ma, Judy and **Jared Wong**, "Good Food or Good Fit? How chef star power influences consumer perceptions of luxury restaurant extensions."

Ma, Judy and **Jared Wong**, "Luxury Fashion Extensions: The Impact of Brand Power, Product Category, and Fit on Consumer Evaluations," *Under review at Journal of Fashion Marketing and Management*.

Wong, Jared and Chiu Chen, "The Creation of Alibaba's Singles' Day Shopping Festival: Integrating A Bakhtinian-Maussian Conceptualization of Sociocultural Consumer Behavior and Entertainment Marketing Strategies." *Under review at Event Management*.

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Ho, Foo-Nin and **Jared Wong**, “The Power of Knowledge in Luxury Advertising: Exploring Luxury Maturity and Its Implications,” *Under review at Journal of Advertising*.

Work-in-Progress

Masstige/luxury paper with Foo Nin Ho
Target outlet: *Journal of Business Research*

Luxury consumer well-being with Foo Nin Ho
Target outlet: *Journal of Macromarketing*

“Is Exclusive Education the Key to Student Satisfaction? A conceptualization of prestige and acceptance rates in the context of higher education” with Stephanie Dellande
Target outlet: *Journal of Public Policy and Marketing*

Conference Presentations and Proceedings

Ho, Foo-Nin and **Jared Wong** (2020). When Consumer Knowledge is Power: Determinants of Luxury Maturity Stages. *2020 Global Marketing Conference at Seoul Proceedings: 58-59*

Professional Service

Duke University, *Fuqua School of Business*
The CMO Survey

Community Service

Duke San Francisco Alumni Admissions Committee
Interviewer