

July 2021

# Jared J. Wong

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## Education

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

## Research Interests

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I am interested in studying three interrelated topics: status signaling, impression management, and luxury consumption. Together, these topics form a research program that examines how consumers express cultural capital in the marketplace.

## Working Papers

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**Jared Wong** and Foo-Nin Ho, "Are Luxury Firms Expected to Donate More? How Consumers Hold Stable Reference-Independent CSR Expectations," *Under review*.

Foo-Nin Ho, **Jared Wong**, and Glen Brodowsky, "Does Masstige Offer All the Prestige of Luxury Without the Social Costs? Status and Warmth Perceptions from Masstige and Luxury Signals," *Under review*.

**Jared Wong** and Stephanie Dellande, "A Case and Reasons for Noncompliance in Long-Term Service Interactions," *Under review*.

Foo-Nin Ho 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*.

Foo-Nin Ho and **Jared Wong**, "The Luxury Consumer Knowledge Effect: When Consumer Prefer Inconspicuous Consumption," *Under review*.

**Jared Wong** and Foo-Nin Ho, "Negotiating the Consumer Ritual of Marriage: What's Love Got to Do with It?," *Under review*.

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## Work-in-Progress

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Ceiling and floor effects with Judy Ma

Ethnicity and status signaling with Glen Brodowsky and Foo Nin Ho

Attribute transferability project with Foo Nin Ho

“Is Exclusive Education the Key to Student Satisfaction? A conceptualization of prestige and acceptance rates in the context of higher education ” with Stephanie Dellande

## Conference Presentations and Proceedings

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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

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### Research Assistance:

<i>Journal of the Association for Consumer Research</i>	2021-2022
Special Issue: “Racism and Discrimination in the Marketplace”	

Duke University, <i>Fuqua School of Business</i>	2019-2021
The CMO Survey	

## Community Service

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Duke San Francisco Alumni Admissions Committee  
*Interviewer*