

November 2021

Jared J. Wong

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Education

Yale University, <i>School of Management</i> Ph.D., Management (Behavioral Marketing)	2021-Present
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; Phi Beta Kappa	2017-2020
London School of Economics <i>The General Course</i>	2018-2019
Johns Hopkins University, <i>Krieger School of Arts & Sciences</i> <i>Transferred</i>	2016-2017

Research Interests

My focus is on understanding the way individuals make social judgments, primarily within the substantive domains of status signaling, impression management, and luxury consumption.

Publications

Ho, F. N., & **Wong, J.** Re-Interpreting Marketing Role's in the Study of the Asian Consumer. In G. Brodowsky, R. Perren, & C. Schuster (Eds.), *Handbook on Intra-Cultural Marketing*. Edgar Elgar Publishing, UK. (Forthcoming, September 2022)

Working Papers

Jared Wong, Glen Brodowsky, and Foo Nin Ho, "Is Status in the Eye of the Beholder or the Luxury Signaler? The Role of Race in Differential Status Judgements," *Revise and resubmit*.

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," *Revise and resubmit*.

Foo-Nin Ho and **Jared Wong**, "Disassociation from the Common Herd: Conceptualizing (In)conspicuous Consumption as Luxury Consumer Maturity," *Revise and resubmit*.

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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,” *Revise and resubmit*.

Jared Wong and Stephanie Dellande, “Consumer Noncompliance in Compliance-Dependent Services,” *Under review*.

Judy Ma and **Jared Wong**, “A Louis Vuitton Restaurant or Armani Hotel? Strategic Extensions for Luxury Fashion Brands,” *Under review*.

Work-in-Progress

Signaling status through low status signals project with Foo Nin Ho and Glen Brodowsky

Luxury higher education project with Stephanie Dellande

“What makes expressing status socially acceptable?” project with Stephanie Dellande

Conference Proceedings

Ho, F. N., & **Wong, J.** (2020, November). When Consumer Knowledge Is Power: Determinants of Luxury Maturity Stages. In *2020 Global Marketing Conference at Seoul* (pp. 58-59).

Professional Service

Research Assistance:

Journal of the Association for Consumer Research 2021-2022

Special Issue: “Racism and Discrimination in the Marketplace”

Duke University, *Fuqua School of Business* 2019-2021
The CMO Survey

Community Service

Duke San Francisco Alumni Admissions Committee 2020-Present
Interviewer