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Chinese Name

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Employment

Associate Professor

Department of Management, Marketing and Information Systems
Hong Kong Baptist University
1 Sept 2015 → present

Research outputs

Effects of Temporal Features and Product Image Zooming in Online Time Scarcity Deals: A Construal Fit Account
Ho, C. K. Y., Kuan, K., Liang, S. & Ke, W., Nov 2024, In: *Information and Management*. 61, 7, 15 p., 104019.

Encouraging Visitor Engagement with Artifacts by Post-visit Engagement or Pre-visit Engagement Activities? An Exploratory Study of the Role of Need for Closure
Zhang, T. J., Siu, N. Y. M. & Ho, C. K. Y., 3 Jul 2024.

Effects of Device Type and Product Type on Perceived Credibility of Online Fake Reviews
YUAN, J., HO, C. K. Y. & KE, W., 12 May 2024.

How the Advancement of Artificial Intelligence Promotes Morality
LIANG, S. & HO, C. K. Y., 11 May 2024.

Effect of Levy Framing on Reducing Plastic Bag Consumption
Ho, C. K. Y. & Liang, S., Sept 2023. 3 p.

A Study of the Sequence Effect of Engagement in Museum Visits
Siu, N. Y. M., Ho, C. K. Y., Zhang, J., Kwan, H. Y. & Yeung, R. S. P., May 2021.

Toward a Process-Transfer Model of the Endorser Effect
Wong, V. C., Fock, H. & Ho, C. K. Y., 1 Jun 2020, In: *Journal of Marketing Research*. 57, 3, p. 565-581 17 p.

Separate versus joint evaluation: The roles of evaluation mode and construal level in technology adoption
Ho, C. K. Y., Ke, W., Liu, H. & Chau, P. Y. K., Jun 2020, In: *MIS Quarterly*. 44, 2, p. 725-746 22 p.

Arts Consumption, Customer Satisfaction and Personal Well-Being: A Study of Performing Arts in Hong Kong
Siu, N. Y. M., Kwan, H. Y., Zhang, T. J. F. & Ho, C. K. Y., 14 Mar 2016, In: *Journal of International Consumer Marketing*. 28, 2, p. 77-91 15 p.

Temporal features and consumer evaluations of group-buying: The effects of product image zooming
Ho, C. K. Y., Kuan, K. & Chau, P. Y. K., 5 Jul 2015, *PACIS 2015 Proceedings*. Association for Information Systems, 13 p. (Pacific Asia Conference on Information Systems).

Choice decision of e-learning system: Implications from construal level theory

Ho, C. K. Y., Ke, W. & Liu, H., Mar 2015, In: *Information and Management*. 52, 2, p. 160-169 10 p.

The mediating role of needs satisfaction on cultural consumption: Implications from arts performance

Siu, Y. M. N., Zhang, J., Ho, K. Y. & Kwan, H. Y., Jul 2014.

Local-relevant cause-related marketing reduces piracy consumption in foreign markets

Tang, F., Ho, K. Y. & Cheng, Y. Y., Jun 2014.

Using mental simulation to manage consumer waits for services

Ho, K. Y. & Kwong, J. Y. Y., Jun 2014.

E-Learning System Implementation: Implications from the Construal Level Theory

Ho, C. K. Y., Ke, W. & Liu, H., 18 Jun 2013, *PACIS 2013 Proceedings*. Association for Information Systems, 12 p. 243. (Pacific Asia Conference on Information Systems).

The effects of counterfactual thoughts on creative generation and analytical problem solving

Kwong, J. Y. Y. & Ho, K. Y., May 2013.

Cultural consumption and consumer well-being: Implications from the self-determination theory

SIU, N. Y. M., ZHANG, J., HO, C. K. Y. & KWAN, H. Y., 2013, *Proceedings - 2013 5th International Conference on Service Science and Innovation, ICSSI 2013*. IEEE Computer Society, p. 1-4 4 p. 6599353. (Proceedings - 2013 5th International Conference on Service Science and Innovation, ICSSI 2013).

Formulating donation appeals for global fundraising programs: The beneficiary identification effect

Li, C., Ho, K. Y., Tsui, H. C. Y. & Cheng, Y. Y., Dec 2012.

How corporate social responsibility (SCR) initiatives combat counterfeit consumption: A social identity perspective

Ho, K. Y. & Tang, F. T., Jun 2011.

The role of brand construal and affect valence in comparative advertising

Ho, Y. & Ho, C. K. Y., Jun 2011.

The effects of process-focused and outcome-focused counterfactuals on response to negative experiences

Kwong, J. Y. Y. & Ho, K. Y., May 2011.

The role of computational ease on the decision to spend loyalty program points

Kwong, J. Y. Y., Soman, D. & Ho, C. K. Y., Apr 2011, In: *Journal of Consumer Psychology*. 21, 2, p. 146-156 11 p.

Prior relationships and consumer responses to service failures: A cross-cultural study

Hui, M. K., Ho, C. K. Y. & Wan, L. C., 2011, In: *Journal of International Marketing*. 19, 1, p. 59-81 23 p.

Examining the paradoxical effects of counterfactual generation in negative consumption

Ho, K. Y. & Kwong, Y. Y. J., Oct 2010, In: *Advances in Consumer Research*. 37, p. 587-588 2 p.

Promoting the effective use of counterfactual generation to tackle negative consumption

Ho, K. Y. & Kwong, J. Y. Y., Oct 2010, *Think big: Big ideas, big findings*. Association for Consumer Research, p. 489-489 1 p.

Developing Consumer-Based Service Brand Equity via the Internet: The Role of Personalization and Trialability

Chau, P. Y. K. & Ho, C. K. Y., Sept 2008, In: *Journal of Organizational Computing and Electronic Commerce*. 18, 3, p. 197-223 27 p.

Activities

Occupational Safety and Health Council, Labour Department, HKSAR Government (External organisation)

Candy K Y HO (Committee/panel/advisory board member)

22 Aug 2023 → 21 Aug 2025

Grants

Projects

Exploring the Effect of Existential Threat Posed by Artificial Intelligence on Promoting Moral Consumer Behavior

HO, C. K. Y.

1/01/25 → 31/12/26

Penalty or Cost? Effect of Levy Framing on Reducing Plastic Bag Consumption

HO, C. K. Y.

1/01/22 → 31/12/23

The Subjective Experience of Process and Outcome Mental Simulations: The Role of Subjective Vitality

HO, C. K. Y.

1/01/17 → 31/12/19