

Wa Kimmy CHAN
Professor of Marketing
Director of Postgraduate Research Program
Department of Management, Marketing and Information Systems
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Chinese Name

陳華

Qualifications

-, PhD, Honorary Research Fellow, Contemporary Marketing Center, University of Hong Kong
1 Sept 2009 → ...
Award Date: 1 Sept 2009

Employment

Professor

Department of Management, Marketing and Information Systems
Hong Kong Baptist University
1 Sept 2016 → present

Director, Postgraduate Research Program

School of Business
Hong Kong Baptist University
1 Jan 2023 → present

Acting Associate Dean (Research and Impact)

15 July 2024 - 14 Jan 2025

Honorary Research Fellow

Contemporary Marketing Center
University of Hong Kong
2008 → present

Advisory Board Member of Research Centre for ESG (CESG)

The Hong Kong University of Science and Technology
Hong Kong
2 Jun 2022 → 31 Aug 2024

Acting Head

Department of Marketing
Hong Kong Baptist University
2 Aug 2021 → 31 Aug 2021
24 Jul 2019 → 22 Aug 2019
16 Jul 2018 → 17 Aug 2018

Associate Professor

Department of Management and Marketing
Hong Kong Polytechnic University
July 2014 → August 2016

Assistant Professor

Department of Management and Marketing
Hong Kong Polytechnic University
July 2008 → June 2014

Visiting Scholar

W.P. Carey School of Business
Arizona State University, USA
August 2006 → December 2006

Research Outputs

Pairing Up with Anthropomorphized Artificial Agents: Leveraging Employee Creativity in Service Encounters
Huang, Lexie, Rocky Chen, and Chan, W. Kimmy, 2024 (Accepted) in: *Journal of the Academy of Marketing Science*.
Techno-Service-Profit Chain: The Impacts of IoT-Enabled Algorithmic Customer Service Systems from an Interdisciplinary Perspective
Hsieh, J. J. P.-A., Chen, L. & Chan, W. Kimmy, 10 Aug 2023, (Accepted/In Press) In: *MIS Quarterly*.
Detrimental Effects of Anthropomorphism on the Perceived Physical Safety of Artificial Agents in Dangerous Situations

Li, X., Kim, S., Chan, Kimmy W. & McGill, A. L., 19 Jul 2023, (Accepted/Inpress) In: *International Journal of Research in Marketing*, forthcoming.

Being Alone or Together: How Frontline Anthropomorphized Robots Affect Solo (vs. Joint) Service Consumption
Do Khoa & Kimmy Wa Chan, 16 Nov 2023(Accepted/In press)In, *Journal of Service Research*, forthcoming (Equal authorship).

Virtual Agents That Flatter You: Moderating Effects of Self-Esteem and Customization Target in E-Customization Services
Shirley Li, Si Wi & Kimmy Chan, *Psychology and Marketing*, forthcoming.

Guest editorial: Emerging digital technologies and professional services: Current and future research agenda
Sharma, P., Chan, W. Kimmy. & Kingshott, R., 24 Mar 2023, In: *Journal of Service Theory and Practice*. 33,2, p. 141-148

Demystifying the impact of customer participation on citizenship behavior through interpersonal attraction and its contingencies
Chan, Kimmy. W., Gong, T., Sharma, P. & Chu, C., Nov 2022, In: *Journal of Business Research*. 150, p.297-310.

How firms can create delightful customer experience? Contrasting roles of future reward uncertainty
Zou, L. W., Yim, C. K. B. & Chan, W. Kimmy., Aug 2022, In: *Journal of Business Research*. 147, p.477-490

Engaging employees in value cocreation: Interplay among firm, employee, and supervisor
Amin, M., Chan, W. K., Shamim, A., Ghazali, Z.B. & Lai, F. W., 4 Apr 2022, (E-pub ahead of print) In: *Service Industries Journal*. Inpress.

Social Impact: Review and Measurement of Such Development
Fock, H., Chan, W. K., Cheng, Y. Y. S., Zhang, J., Kan, C., Kee, C. H. & Choi, S. L., Nov 2021, In: *HSUHK Business Review*. 3, 3, p.19-35

What Feedback Matters? The Role of Experience in Motivating Crowdsourcing Innovation
Chan, W. Kimmy, Li, S. Y., Ni, J. & Zhu, J. J., Jan 2021, In: *Production and Operations Management*. 30,1, p. 103-126.

Service with emoticons: How customers interpret employee use of emoticons in online service encounters
LI, S. X., CHAN, W. K. & Kim, S., 1 Feb 2019, In: *Journal of Consumer Research*. 45, 5, p. 973-987.

An Investigation of Nonbeneficiary Reactions to Discretionary Preferential Treatments
Chan, W. K., Yim, C. K. & Gong, T., 1 Nov 2019, In: *Journal of Service Research*. 22, 4, p. 371-387.

Customer Centricity and Customer Co-creation in Services: The Double-Edged Effects
Yim, C. K. B., Chan, K. W., Tse, C. H. & Leung, F. F., 30 Aug 2019, *Handbook on Customer Centricity: Strategies for Building a Customer-Centric Organization*. Palmatier, R. W., Moorman, C. & Lee, J.-Y. (eds.). Edward Elgar Publishing, p. 236-274 39p. (Research Handbooks in Business and Management series).

Good to Be Novel? Understanding How Idea Feasibility Affects Idea Adoption Decision Making in Crowdsourcing
CHAN, W. K., Li, S. Y. & Zhu, J. J., Aug 2018, In: *Journal of Interactive Marketing*. 43, p. 52-68.

Do Employee Citizenship Behaviors Lead to Customer Citizenship Behaviors? The Roles of Dual Identification and Service Climate
CHAN, W. K., Gong, T., Zhang, R. & Zhou, M., 1 Aug 2017, In: *Journal of Service Research*. 20, 3, p. 259-274.

Hurting or helping? The effect of service agents' workplace ostracism on customer service perceptions
Wan, E. W., Chan, W. K. & Chen, R. P., Nov 2016, In: *Journal of the Academy of Marketing Science*. 44, 6, p. 746-769

Fostering Customer Ideation in Crowdsourcing Community: The Role of Peer-to-peer and Peer-to-firm Interactions
Chan, W. K., Li, S. Y. & Zhu, J. J., 2015, In: *Journal of Interactive Marketing*. 31, p. 42-62.

Do Customers and Employees Enjoy Service Participation? Synergistic Effects of Self- and Other-Efficacy
Yim, C. K., Chan, K. W. & Lam, S. S. K., 1 Nov 2012, In: *Journal of Marketing*. 76, 6, p. 121-140

How Can Stressed Employees Deliver Better Customer Service? The Underlying Self-Regulation Depletion Mechanism
Chan, K. W. & Wan, E. W., Jan 2012, In: *Journal of Marketing*. 76, 1, p. 119-137.

Assessing celebrity endorsement effects in China: A consumer-celebrity relational approach
HUNG, K. H., CHAN, W. K. & Tse, C. H., 1 Dec 2011, In: *Journal of Advertising Research*. 51, 4, p. 608-623

The Trade-off of Servicing Empowerment: Examining the Roles of Motivation and Workload Mechanisms
Chan, K. W. & Lam, W., Aug 2011, In: *Journal of the Academy of Marketing Science*. 39, 4, p. 609-628

Understanding Customer-to-Customer Interactions in Virtual Communities: The Salience of Reciprocity
Chan, W. K. & Li, S. Y., Sept 2010, In: *Journal of Business Research*. 63, 9-10, p. 1033-1040

Is Customer Participation in Value Creation a Double-Edged Sword? Evidence from Professional Financial Services across Cultures
Chan, K. W., Yim, C. K. & Lam, S. S. K., 1 May 2010, In: *Journal of Marketing*. 74, 3, p. 48-64

Strengthening Customer Loyalty through Intimacy and Passion: Roles of Customer-Firm Affection and Customer-Staff Relations in Services
Yim, C. K. B., Tse, D. K. & Chan, W. K., 1 Dec 2008, In: *Journal of Marketing Research*. 45, 6, p. 741-756

Multiple reference effects in service evaluations: Roles of alternative attractiveness and self-image congruity
Yim, C. K. B., Chan, K. W. & Hung, K., Mar 2007, In: *Journal of Retailing*. 83, 1, p. 147-157

Justice-Based Service Recovery Expectations: Measurement and Antecedents
Yim, C. K. B., Gu, F. F., Chan, W. K. & Tse, D. K., Jan 2003, In: *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*. 16, p. 36-52

Leveraging the Social Aspect of Anthropomorphism: Transferring Employee Creativity to Artificial Agents
Huang, L. L., Chen, R. P. & Chan, K. W., *Association for Consumer Research*, 26-29 Oct 2023, Seattle.

Transferring Creativity from Employee to Anthropomorphized Artificial Agent in a Design Service Team
Lexie Lan, H., CHEN, R. P. & CHAN, W. K., *EMAC Regional Conference*, Sept 27-29, 2023, Athens, Greece.

How to Promote Death-related Consumption? A Perspective from Marketing Communication
Li, S. X., Huang, L. L. & Chan, W. K., *The 2023 AMA Summer Academic Conference*, San Francisco, California on August 4-6, 2023.

Detrimental Effects of Anthropomorphism on the Perceived Physical Safety of Artificial Agents in Dangerous Situations
Li, S. X., Kim, S., Chan, W. K. & McGill, A.L., *La Londe Conference*, France, May 30-June 2, 2023.

The Effect of Anthropomorphizing Artificial Agents in Dangerous Situations on Consumers' Physical Safety Perceptions
Li, S. X., Kim, S., Chan, W. K. & McGill, A.L., 2023 *AMA Winter Academic Conference*, Nashville, Tennessee, 10-12 Feb 2023.

Paradoxical Sharing Behavior: Conceptualization, Scale Development, and Validation (Extended Abstract)
Chan, W. K., Choi, L. S. L. & Ni, N., Feb 2023, 2023 *AMA Winter Academic Conference Proceedings: Marketing During Times of Change*. Umashankar, N. & Lisjak, M. (eds.). American Marketing Association, p. 1171-1174

Responsible Consumption of Generation Z: An Extension of the KAB Framework (Extended Abstract)
Choi, L. S. L., Chan, W. K., Fock, H. & Ni, N., Feb 2023, 2023 *AMA Winter Academic Conference Proceedings: Marketing During Times of Change*. Umashankar, N. & Lisjak, M. (eds.). American Marketing Association, p. 1381-1385

Promoting creativity in temporary customer-employee workgroups? Understanding the psychological process of joint collaboration on ideation performance
CHAN, W. K., Gong, T. & Chan, G., 2020 *Academy of International Business Southeast Asia Regional Conference (AIBSEAR)*, December 3-5, 2020, Hong Kong.

Eeriness or Rapport: In-group Favoritism toward Mr. Android in Solo Service Consumption
Khoa, D., Chan, W. K., Wang, C-Y. & Guchait, P., *Frontiers in Service Conference*, Babson College, Babson Park, MA, United States, Jun 24-26, 2022.

Two Peas in a Pod: Customers Perceived Trait Transference between Anthropomorphized Artificial Agents and Employees in Service Teams
Huang, L., Chan, K. & Chen, R. P., May 2021, *Proceedings of EMAC Conference 2021*. The European Marketing Academy

Uncovering the Double-Edged Sword Effects of Customer-Employee Joint Collaboration on New Idea Generation
Chan, K. & Gong, T., May 2021, *Proceedings of EMAC 2021*. *The European Marketing Academy Conference*.

Mapping consumer perception on price fairness and intention to report suspected price-fixing activities in Hong Kong
Wong, P., Vanharanta, M. & Chan, K. W., Feb 2021, *Proceedings of 2021 AMA Winter Academic Conference: The Human Side of Marketing in an Age of Digital Transformation*. Malter, A., Baker, S. M. & Im, S. (eds.). American Marketing Association, (Proceedings of AMA Winter Academic Conference; vol. 32).

Social Impact: Review and Measurement of Such Development
Fock, H., Chan, W. K., Cheng, S. Y. Y., Zhang, J., Kan, C., Kee, C. H. & Choi, S. L., 2020 *Academy of International Business Southeast Asia Regional Conference (AIBSEAR)*, Dec 3-5, 2020, Hong Kong.

How Anthropomorphized Service Toolkit Affects Service Coproduction Experience?
Chan, K. & Chen, R., 11th *SERVSIG conference*, Jul 19-20, 2020, Brisbane, Australia.

Consumer Attitudes towards Reporting Suspected Price-Fixing Activities in Hong Kong
Wong, P., Vanharanta, M. & CHAN, W. K., 2020 *Academy of International Business Southeast Asia Regional Conference (AIBSEAR)*, Dec 3-5, 2020, Hong Kong.

How Anthropomorphized Service Toolkit Affects Service Coproduction Experience
CHEN, R. P. & CHAN, W. K., 2019, *Frontiers in Service Conference*.

You Look So Attractive!": The Role of Interpersonal Attraction in Driving Customer Citizenship Behavior in Service Coproduction Process
CHAN, W. K. & SHARMA, P., *Frontiers in Service Conference*, National University of Singapore, July 18-21, 2019.

The influence of anthropomorphized service toolkit on consumer satisfaction in service coproduction
Chen, R. P. & Chan, K., 11 Oct 2018, *ACR Dallas 2018: Trust in Doubt*. Gershoff, A., Kozinets, R. & White, T. (eds.). Duluth: *Association for Consumer Research*, p. 902 1 p. (Advances in Consumer Research; vol. 46).

Electronic Management System as a Double-edged sword for Service Empowerment and Frontline Employees' Extra-role Performance
Fock, H., Chan, W. K. & Po-An Hsieh, J. J., Jul 2018.

Is Discretionary Preferential Treatment Bad to Nonbeneficiaries? The Emotional Pathways of Envy and Boundary Conditions
CHAN, W. K., Yim, C. K. B. & Gong, T., *SERVSIG 2018 Opportunities for Services in a Challenging World*, Paris, June 14-16, 2018.

Service-Sales Ambidexterity: A Multi-Level Analysis on the Underlying Processes of Its Influences on Satisfaction and Performance Outcomes for Employees and Customers
ZOU, L. W., Yim, C. K. B. & CHAN, W. K., *Frontiers in Service Conference*, September 6-9, Austin, US. 2018.

A Study on the Role of Feedback on the Quality of Ideas from Customers in Idea Crowdsourcing Community
CHAN, W. K., Li, S. Y., Zhu, J. & Li, Y., *EMAC*, University of Groningen, The Netherlands, from Tuesday May 23 to Friday May 26, 2017.

Exploring New Theory Perspectives in Marketing Strategy & Services Marketing
CHAN, W. K., Li, S. Y. & Zhu, J., 2017. *Marketing Scholar Forum*, May 5-6, 2017, Hong Kong.

Good to be Novel? Understanding How Idea Feasibility Affects Idea Adoption Decision Making in Crowdsourcing
CHAN, W. K., Li, S. Y. & Zhu, J., 2017. *MSI Young Scholar Forum*, Park City, January 5-8, 2017, Utah.

Service with a Virtual Smile: How Customers Decode Emoticons in Online Service Encounters
Li, X., CHAN, W. K. & Kim, S., 2016. *25th Annual Frontiers in Service Conference*, June, 2016, Bergen, Norway.

Does Workplace Ostracism Hurt Service Agents' Value Coproduction with Customers? A Differential Sources and Needs Explanation (Abstract)
Wan, E. W., Chan, K. W. & Chen, R. P., May 2015, *Proceedings of EMAC 2015: Collaboration in Research*. Leuven, Belgium: The European Marketing Academy, p. 144 1 p.

Alleviating the Negative Impacts of Customer Ideation: The Role of Feedback in Idea Crowdsourcing Community
 CHAN, W. K., Li, S. Y., Luo, X. & Zhu, J., 2015. *China Marketing International Conference*, organized by City University of Hong Kong, Xi'an Jiaotong University and University of South Carolina, July 24-July 27, 2015.

Being Novel Might Not Always Work: The Role of Idea Feasibility on Crowdsourced Idea Implementation and Its Boundary Conditions
 CHAN, W. K., Li, S. Y. & Zhu, J. J. J., 2015. *ANMAC*, Sydney, November 30-December 2.

Does Good Citizens Create Good Citizens? The Roles of Dual Identification Mechanisms and Contrasting Moderating Effects of Service Climate
 CHAN, W. K., Gong, T. & Zhang, R., 2015. *2015 Frontiers in Service Conference*, San Francisco, from July 9-11, 2015.

Does Workplace Ostracism Hurt Service Agents' Value Coproduction with Customers? A Differential Sources and Needs Explanation
 Wan, E. W., CHAN, W. K. & Chen, R., 2015. *EMAC2015 Conference* hosted by the KU Leuven and Vlerick Business School, Leuven, from May 26-29, 2015.

How to Create Customers Delight and Does It Really Drive Loyalty? An Examination of Customer Delight in a B2B Context
 Zou, L., Yim, C. K. B. & CHAN, W. K., 2015. *EMAC2015 Conference* hosted by the KU Leuven and Vlerick Business School, Leuven, from May 26-29, 2015.

Does "Smile" Matter in e-Retailing? The Role of Emoticon in Shaping Customer Service Evaluation
 Li, X., CHAN, W. K. & Chan, R., 2014. *AMA Summer Marketing Educators' Conference*, San Francisco, August 1-3, 2014.

How Customers React to Service Unfairness? Moderating Roles of Interpersonal Similarities on Experience of Envy and Benign Envy
 CHAN, W. K. & Yim, C. K. B., 2013. *Frontiers in Service Conference*, Taipei, Taiwan, from July 4-7, 2013.

The Dynamic Impacts of Employee Job Performance and Corporate Customer Satisfaction: The Contingent Role of ERP System Implementation
 Yang, J., Hsieh, J. J., CHAN, W. K. & Zhao, A., 2013. *SIGADIT DIGIT Workshop*, Milano, Italy, December 15-18, 2013.

Cocreating Value with Other Customers and Firm in Social Media: From a Social Network Perspective
 Zhou, J., Li, S. Y. & CHAN, W. K., 2012. *INFORMS Marketing Science Conference* in Boston, Massachusetts during June 7-9, 2012.

How Social Media Transforms Idea Co-creation: The Influences of Social Network on Idea Generation in Crowdsourcing
 CHAN, W. K., Li, S. Y. & Zhou, J., 2012. *INFORMS Marketing Science Conference* in Boston, Massachusetts during June 7-9, 2012.

Service Unfairness Is Not Good? The Mediating Roles of Envy, Benign Envy, and Boundary Conditions
 CHAN, W. K. & Yim, C. K. B., the 2012 *Marketing Scholar Forum* in Chinese University of Hong Kong, Hong Kong, during June 25-26, 2012.

Can I Do It? Can You Do It? Roles of Self-Efficacy and Other-Efficacy of Customers and Employees in Service Participation
 CHAN, W. K., Yim, C. K. B. & Lam, S. K., 2011. *INFORMS Marketing Science Conference*, Houston, US, June 9-June 12.

How Job Stress Affects Employees' Service Performance: Roles of Social Support and Perspective Taking
 CHAN, W. K. & Wan, E. W., 2010. *INFORMS Marketing Science Conference*, Cologne, Germany, June 17-19.

How Does Customer Participation Drive Performance Outcomes: The Salience of Value Co-creation and Cultures
 CHAN, W. K., Yim, C. K. B. & Lam, S. K., 2008. *Marketing Scholar Forum VI*, Beijing, China, June 18-20, 2008.

Understanding Celebrity Endorsers Effects in China: A Consumer-Celebrity Relational Perspective
 CHAN, W. K., HUNG, K. H., Tse, C. & Tse, D. K., 2008. *Global Marketing Conference* at Shanghai, Marketing in The Dynamic Global World, March 20-23, Shanghai, organized by Korean Academy of Marketing Science

Examining the Roles of Customer-Staff Proximity in Service Recovery Evaluations: Emotion Coping and Expectations/Perceptions Moderating
 CHAN, W. K., Tse, D. K. & Yim, C. K. B., 2007. *AMA 2007 Educators' Summer Conference Proceeding* (Washington), received a Best Paper Award of the Service Track.

Good for the Goose or Gander? Effect of Customer Participation Climate on Customer and Employee Satisfaction
 CHAN, W. K., Yim, C. K. B., Lam, S. & Tse, D. K., 2007. *Inform Marketing Science Conference*, Singapore.

Multiple Reference Effects in Service Evaluations: Role of Alternative Attractiveness and Self-Image Congruity
 Yim, C. K. B., CHAN, W. K. & HUNG, K. H., 2006. *Marketing Scholar Forum IV*, Shanghai, China, June 2006.

Building Customer Loyalty in Transactional and Relational Services: Roles of Firm Love and Customer-Employee Relationship
 Yim, C. K. B., Tse, D. K. & CHAN, W. K., 2005. *AMA Special Interest Group, SERVSIG conference*, Singapore.

Effects of Staff-Customer Relationship during Service Failures and Recovery: Cognitive Appraisal and Emotional Rules
 Tse, D. K., Yim, C. K. B. & CHAN, W. K., 2005. *Marketing Scholar Forum III*, Shanghai, China, June 2005.

Who Did What with What Impact? Research on China Marketing Published in Top Tier Journals in the Last 25 Years
 Tse, D., Yim, C. K. B. & CHAN, W. K., 2004. *Academy of International Business (AIB)*, Southeast Asia Regional Conference, Tsang-Sing Chan, Geng Cui, and Arthur Tak-Ming Hau, eds. Hong Kong Institute of Business Studies, Lingnan University, Hong Kong (CDROM-Version)

A Model of Service Recovery Evaluation: Integrating Perceived Justice within the Expectancy-Disconfirmation Framework
 Yim, C. K. B., Gu, F. F., CHAN, W. K. & Tse, D. K., 2003. *Conference proceeding, Consumer Satisfaction Research Conference*, Provo Utah, USA.

Consumption and the Modern Chinese Women
 HUNG, K. H., Li, S. Y., CHAN, W. K. & Belk, R. W., 2003. *Marketing Scholar Forum I*, Beijing, China, June 2003.

Grants and Projects

Sharing in Collaborative Consumption: A Paradox Perspective

CHAN, W. K., Bennett Yim, & Russell Belk

RGC-Research Grants Council, HKSAR

1/01/23 → 31/6/2025 [**Amount: HK\$617,161**]

Marketing with Impure Altruism: When and Why Second Language Use Helps Cause-Related Marketing

LI, S. X. & CHAN, W. K.

RGC-Research Grants Council, HKSAR

1/01/24 → 30/06/26 [**Amount: HK\$597,024**]

Wiping the Fears from their Eyes? The Impact of Salespeople's Sales Communication

LI, S. X. & CHAN, W. K.

RGC-Research Grants Council, HKSAR

1/01/21 → 30/06/24 [**Amount: HK\$683,600**]

Promoting Creativity in Temporary Customer-Employee Workgroups? Understanding the Psychological Processes of Joint Collaboration on Idea-Generating Performance

CHAN, W. K. & Wing Lam

RGC-Research Grants Council, HKSAR

1/01/19 → 31/12/21 [**Amount: HK\$475,290**]

Is the Same Price Always Fair? Consumer Attitudes and Behavior towards Reporting Suspected Price-Fixing Activities in Hong Kong

Wong, P. & CHAN, W. K.

UGC-FDS, HKSAR

1/01/19 → 31/12/21 [**Amount: HK\$452,444**]

A Reinforcement Perspective to Understand the Effect of Customer Participation on Citizenship Behaviors

CHAN, W. K. & Chi Kin B. Yim

Faculty Research Grant, HKBU

1/01/17 → 31/12/19 [**Amount: HK\$99,580**]

Does Customer Participation Lead to Citizenship Behavior? The Role of Interpersonal Attraction and Its Boundary Conditions

CHAN, W. K. & Taeshik Gong

Internal Research Grant, HKBU

1/01/14 → 31/12/16 [**Amount: HK\$105,000**]

Service-Sales Ambidexterity: A Dyadic Analysis on the Underlying Processes of Its Influences on Satisfaction and Performance Outcomes for Both Employees and Customers

Chi Kin B. Yim & CHAN, W. K.

RGC-Research Grants Council, HKSAR

1/01/13 → 30/06/15 [**Amount: HK\$373,114**]

An Longitudinal Examination of the Roles of Project Designs and Social Engagement in Dynamic Crowdfunding Process

Yiyang Li, CHAN, W. K. & John Zhu

RGC-Research Grants Council, HKSAR

1/01/13 → 30/06/15 [**Amount: HK\$411,457**]

Crowd, Idea, Product Development, and Market Performance In Crowdsourcing

John Zhu, CHAN, W. K. & Yiyang Li

RGC-Research Grants Council, HKSAR

1/01/13 → 30/06/15 [**Amount: HK\$312,425**]

How Does Workplace Ostracism Influence Service Employees' Coproduction Effectiveness with Customers

CHAN, W. K. & Echo Wan

RGC-Research Grants Council, HKSAR

1/01/14 → 31/12/16 [**Amount: HK\$258,036**]

Does Customer Participation Lead to Better Service Outcomes? The Flow Experience Perspective

CHAN, W. K. & Echo Wan

RGC-Research Grants Council, HKSAR

1/01/13 → 31/12/15 [**Amount: HK\$306,670**]

Engage Customers to Harness the Power of Value Co-Creation: A Longitudinal Field Study

Yiyang Li, & CHAN, W. K.

RGC-Research Grants Council, HKSAR

1/01/12 → 30/06/14 [**Amount: HK\$598,770**]

Customer-Employee Relationship and Coping Capacity in Service Failure and Recovery: An Examination of the Underlying Processes from an Integrative and Contingency Perspective

CHAN, W. K. & Chi Kin B. Yim

Internal Research Grant, Hong Kong Polytechnic University.

1/01/09 → 30/06/11 [**Amount: HK\$125,000**]

How Can Stressed Employees Deliver Better Customer Service: The Underlying Self-Regulation Depletion Mechanism

CHAN, W. K. & Echo Wan

Competitive Research Grant for Newly Recruited Junior Academic Staff, Hong Kong Polytechnic University.

1/01/09 → 30/06/11 [**Amount: HK\$130,000**]

The Trade-off of Servicing Empowerment on Employees' Service Performance: Examining the Underlying Motivation and Workload Mechanism

CHAN, W. K. & Echo Wan

Department Research fund, Hong Kong Polytechnic University

1/01/09 → 30/06/11 [**Amount: HK\$100,000**]

Prize and Awards

Top Cited Article for the year of 2021-2022, "What Feedback Matters? The Role of Experience in Motivating Crowdsourcing Innovation", *Production and Operations Management*, 30(1), 103-126. 2023.

Winner of Outstanding Reviewer, *Journal of Marketing*, 2020.

Outstanding Performance in Scholarly Work, School of Business, Hong Kong Baptist University, 2020.

Best Reviewer, *Journal of Services Marketing*, 2020.

Outstanding Reviewers, Emerald Literati Awards for Excellence, 2020.

Outstanding Reviewer, *Asia Pacific Journal of Management*, 2017.

Excellence in Reviewing, *Asia Pacific Journal of Management*, 2016.

Research Honor: Featured in the top list of *Journal of Advertising Research* website on "Celebrity Endorsement" (2016): "Assessing Asia Pacific Journal of Management, 2016. Celebrity Endorsement Effects in China: A Consumer-Celebrity Relational Approach".

Research Honor: Selected as the Top Research from the *Journal of Interactive Marketing*, by Professor Ratchford, Editor-in-Chief of the *Journal of Interactive Marketing*, 2016.

MSI's Young Scholar of 2015, Marketing Science Institute, 2015.

Conference President of the Scientific Committee, HR/Marketing Track at 13th International Research Seminar on Service Management at Lalonde Conference, 2014.

Excellence in Reviewing, *Journal of Interactive Marketing*, 2014.

FB Fellow Award, Faculty of Business, Hong Kong Polytechnic University, 2013.

Performance Award for Achievement in Teaching and Research, Department of Management and Marketing, The Hong Kong Polytechnic University, 2011.

Best Service Article of Journal of Marketing, "Is Customer Participation in Value Creation a Double-Edged Sword? Evidence from Professional Financial Services Across Cultures", Service Marketing Special Interest Group (SERVSIG) of American Marketing Association (AMA), 2011.

Performance Award for Achievement in Teaching and Research, Department of Management and Marketing, The Hong Kong Polytechnic University, 2010.

Research Output Prize Winner (Li Ka Shing Prizes), "Strengthening Customer Loyalty through Intimacy and Passion: Roles of Customer-Firm Affection and Customer-Staff Relations in Services," *Journal of Marketing Research* (A*journal in FB List), University of Hong Kong, 2009.

AMA Sheth Foundation Doctoral Consortium, W.P. Carey School of Business, Arizona State of University, 2007.

Best Track Paper Award of the Service Track, "Examining the Roles of Customer-Staff Proximity in Service Recovery Evaluations: Emotion Coping and Expectations/Perceptions Moderating," American Marketing Association (AMA) Educators' Summer Conference at Washington, United State, 2007.

Recipient of Marketing Scholar Fund, School of Business, University of Hong Kong, 2006.

Sir Edward Youde Memorial Fellowship for Postgraduate Research Student, Hong Kong, 2004.

Swire University Scholarship, The Swire Group, 2002.

Journal Editorship

- Associate Editor of *Journal of Services Marketing*
 - Associate Editor of *Journal of Global Marketing*
 - Editorial review board of *Journal of Marketing* (since 2018, July)
 - Editorial review board of *Journal of Services Research* (since 2015)
 - Editorial board of *Cornell Hospitality Quarterly* (since 2020, September)
 - Editorial advisory board of *Journal of Services Marketing* (since 2015)
 - Editorial review board of *Asian Pacific Journal of Management* (since 2013)
 - Contributing Editor of *Expert Journal of Marketing* (since 2014)
 - Co-editor for a special issue of *Journal of Service Theory and Practice (JSTP)*-Title "Emerging Digital Technologies and Professional Services: Current and Future Research Agenda" (22/23)
- Journal Review
- Journal of Marketing Research*
 - Journal of Marketing*
 - Journal of the Academy of Marketing Science*
 - Journal of Services Research*
 - Journal of Retailing*
 - Journal of Interactive Marketing*
 - Journal of Business Research*
 - Cornell Hospitality Quarterly*
 - Journal of Advertising Research*
 - MIT Sloan Management Review*

- Service Industries Journal
- Journal of Services Marketing
- International Journal of Hospitality Management
- Conference/Grant/Award Review (since 2007)
- Hong Kong (SAR) General Research Fund (GRF)
- Early Career Scheme Research Fund, UGC (ECS)
- Academy of International Business (AIB)
- IACMR Conference
- Global Marketing conference
- Research project proposal review for the Research Foundation—Flanders (FWO) (since 2015)
- Dissertation review for John A. Howard / AMA Doctoral Dissertation Award (2019)

Conference Leadership

- Session Chair of 2020 AIBSEAR Hong Kong Conference - Invitation to be a Session Chair (3A), Hong Kong, The Hang Seng University of Hong Kong (HSUHK), December 4-December 6, 2020.
- Program Committee Member, Frontiers in Service Conference 2021.
- Keynote speaker for the session of “Creating Impactful Research”, 26th Annual SERVSIG Doctoral Consortium, July 18, 2019.
- Invited moderators for the Journal of Marketing workshop, held at Hong Kong Polytechnic University, May 2019.
- Co-organizer and keynote speaker of Marketing Scholar Forum titled “Exploring New Theory Perspectives in Marketing Strategy & Services Marketing”, Hong Kong, June 5-6, 2017.
- President of the Scientific Committee of the HR/Marketing Track Chair at 13th International Research Seminar on Service Management at Lalonde Conference, 2014.

Media Coverage

- Sing Tao Daily- Is Crowdsourcing a bubble or the start of innovation—March 31, 2022
- Hong Kong Economic Time-Customer appreciation during pandemic—May 3, 2021
- Sky Post-Customer appreciation during pandemic—May 7, 2021
- Recruit post-Customer appreciation during pandemic—May 6, 2021
- HKBU iMoney Business Column – March 31, 2021
- Hong Kong Economic Time-Customer appreciation survey- November 21, 2018
- Hong Kong Commercial Daily-Customer appreciation survey- November 21, 2018
- Am730-news-Customer appreciation survey—November 21, 2018
- Wen Wei Po news—Customer appreciation survey—November 21, 2018
- Lion Rock Daily—Customer appreciation survey—November 21, 2018
- Eastern Oriented Daily—Customer appreciation survey—November 21, 2018
- Hong Kong Commercial Press—Customer appreciation survey—November 21, 2018

Other Professional Engagement

- Chairman, Advisory Committee of Master of Science in Entrepreneurial Management Program, School of Business, The Hang Seng University of Hong Kong (1 September, 2021 to 31 August 2024)
- Advisory Board Member of Research Centre for ESG (CESG), the Hang Seng University of Hong Kong (June 2, 2022 to August 31, 2024)
- Being a Consultant for Hong Kong SAR Government: Efficiency Unity (2017- 2022)
- Panel judge of the HKACE Customer Service Excellence Award 2022 (2022)
- Panel judge of the HKACE Customer Service Excellence Award 2021 (2021)
- Committee of the SERVSIG EMERGING SERVICE SCHOLAR AWARD 2018
- Evaluation committee of Lovelock Career Contributions Award, 2015