

**CHIU CHI-YUE**

**Professor and Director of Research & PhD Program, Nanyang Business School, NTU**



Professor Chiu is interested in culture science research. His research focuses on the interconnections of social ecology, instituted social relations, the mind and the brain, as well as the implications of such interconnections for business management and marketing.

After receiving his bachelor and master degrees in psychology from the University of Hong Kong, Professor Chiu studied social-personality psychology at Columbia University in New York and received his PhD there. Between 1994 and 2002, Professor Chiu taught at the University of Hong Kong, where he had served as the Associate Dean of Social Sciences and the Head of Psychology. He moved to the University of Illinois at Urbana-Champaign in 2002 and taught there as Professor of Psychology and Marketing. In 2008, he joined Nanyang Technological University.

Professor Chiu is the Executive Director of the Culture Science Institute at Nanyang Business School. He was an Associate Editor of the *Asian Journal of Social Psychology*, the *Journal of Cross-Cultural Psychology* and the *Journal of Personality* and is currently a Section Editor of *Social and Personality Psychology Compass*, and a Senior Editor of *Management and Organization Review*. He has edited special issues for *Social Cognition*, *Personality and Social Psychology Review*, *Group Processes and Intergroup Relations*, *Journal of Cross-Cultural Psychology*, *Organizational Behavior and Human Decision Processes*, and the *Journal of Social Issues*. He is also a Series Editor of *Advances in Culture and Psychology* (Oxford) and *Frontiers of Culture and Psychology* (Oxford).

The awards Professor Chiu has received include the Otto Klineberg Prize from the Society for Psychological Study of Social Issues and the Misumi Award from the Asian Association of Social Psychology. He is an elected Fellow of the Society for Experimental Social Psychology. He holds an honorary professorial appointment at the Chinese Academy of Sciences and is also a specially appointed Researcher at the Chinese Academy of Social Sciences.

### ***Psychological Reactions to Culture Mixing***

Instead of being a bounded system with consensually held norms, culture is a self-organizing and self-reproducing adaptive system that co-evolves through interactions with other cultures. To illustrate this perspective, I will present

results from agent-based modeling and experimental studies on local people's psychological reactions to foreign culture inflow and culture mixing.

Globalization has brought symbols of diverse cultures together and provided ample opportunities for inflow of foreign cultures and culture mixing. In this talk, I will argue that local responses to culture mixing depends on the domains in which culture mixing occurs, and the extent to which concern over cultural erosion is salient.