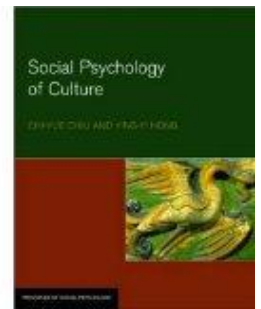
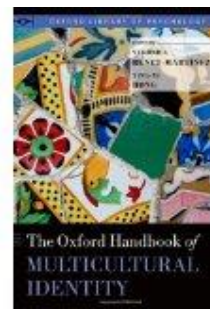
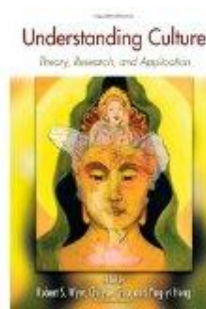
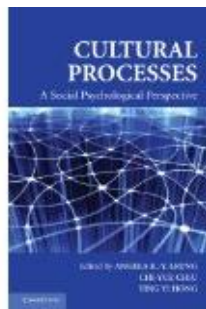


Ying-Yi HONG

Ying Yi is a Professor at the Nanyang Business School (NBS). She received her Ph.D. from Columbia University in 1994. Before joining NBS in 2008, she had taught at the Hong Kong University of Science and Technology from 1994 to 2002, and at the University of Illinois Urbana-Champaign from 2002 to 2008. She received the Otto Klineberg Intercultural and International Relations Award in 2001, the Young Investigator Award (conferred by the International Society of Self and Identity) in 2004, and is a Fellow of the Association for Psychological Science and elected member of the Society of Experimental Social Psychology.

She is currently the editor of two book series edited by Oxford University Press: *Advances in Culture and Psychology* and *Frontiers in Culture and Psychology*, associate editor of *Asian Journal of Social Psychology*, and serving on the editorial board of *Journal of Personality and Social Psychology*. Her book entitled "Social Psychology of Culture" was published in 2006 by Psychology Press and has been adopted as textbook by instructors around the world.



http://research.ntu.edu.sg/expertise/academicprofile/pages/StaffProfile.aspx?ST_EMAILID=YYHONG

<http://www3.ntu.edu.sg/home/YYHong/>

YYHong@ntu.edu.sg