

C. CLARK CAO

Associate Professor

Department of Marketing and International Business

Lingnan University, Hong Kong SAR

Tel : +852 2616-8231, Email : clarkcao@ln.edu.hk

Home page : <https://www.ln.edu.hk/mkt/clark/index.shtml>

EDUCATION

- 2013-2019 **Ph.D. in Marketing (Minor: Psychology)**
Eller College of Management, University of Arizona, USA
- 2009-2012 **M.M. in Marketing**
Shanghai Jiao Tong University, Shanghai, China
- 2005-2009 **B.M. in Marketing / B.L.A. in Laws**
Shanghai Jiao Tong University, Shanghai, China
Rennes School of Business, Rennes, France (visiting, 2007)

ACADEMIC APPOINTMENTS

- 2025-Present **Lingnan University, Hong Kong SAR**
Associate Professor, Department of Marketing and International Business
- 2019-2025 **Lingnan University, Hong Kong SAR**
Assistant Professor, Department of Marketing and International Business

PUBLICATIONS

He, Dongjin, Lican Wei, Jie Wang, C. Clark Cao, and Dickson Tok (forthcoming), "Handmade Brands and Product Variety Perception: The 'Handmade = Small Variety' Belief," accepted by *Marketing Letters*.

Han, Bin, Fabienne Renckens, C. Clark Cao, and Hans D. Schotten (2025), "A Novel Dynamic Epidemic Model for Successive Opinion Diffusion in Social Networks," in *2025 IEEE Global Communications Conference (GLOBECOM)*, Taipei, Taiwan, China: IEEE, (Preprint) <http://arxiv.org/abs/2504.01718>.

Cao, C. Clark, Merrie Brucks, and Martin Reimann (2024), "Seeking Structure in Collections: Desire for Control Motivates Engagement in Collecting," *Journal of Consumer Research*, ucae071, <https://doi.org/10.1093/jcr/ucae071>. (Corresponding author)

Sun, Zhuanlan, C. Clark Cao, Sheng Liu, Yiwei Li, and Chao Ma (2024), "Behavioral Consequences of Second-Person Pronouns in Written Communications Between Authors and Reviewers of Scientific Papers," *Nature Communications*, 15, 152, <https://doi.org/10.1038/s41467-023-44515-1>. (Co-first author)

Media coverage: https://www.thepaper.cn/newsDetail_forward_25946640 (in Chinese)

Sun, Zhuanlan, C. Clark Cao, Chao Ma, and Yiwei Li (2023), “The academic status of reviewers predicts their language use,” *Journal of Informetrics*, 17 (4), 101449, <https://doi.org/10.1016/j.joi.2023.101449>. (Corresponding author)

Media coverage: https://mp.weixin.qq.com/s/eFm2_TxOg-oBp9ahrz1DRg (in Chinese)

Fang, Zexin, Bin Han, C. Clark Cao, and Hans D. Schotten (2023), “Artificial ASMR: A Cyber-Psychological Approach,” in *2023 IEEE 33rd International Workshop on Machine Learning for Signal Processing (MLSP)*, Rome, Italy: IEEE, <https://doi.org/10.1109/MLSP55844.2023.10285977>.

Media coverage: <https://www.discovermagazine.com/mind/relaxing-asmr-sounds-are-harder-to-re-create-than-you-d-think>

Cao, C. Clark and Martin Reimann (2020), “Data Triangulation in Consumer Neuroscience: Integrating Functional Neuroimaging with Meta-Analyses, Psychometrics, and Behavioral Data,” *Frontiers in Psychology*, 11, 550204, <https://doi.org/10.3389/fpsyg.2020.550204>. (Corresponding author)

Reimann, Martin and C. Clark Cao (2016), “Aesthetics: Antecedents, Underlying Processes, and Behavioral Consequences,” in Cathrine V. Jansson-Boyd and Magdalena J. Zawisza (Eds.) *Routledge International Handbook of Consumer Psychology*, Taylor & Francis: London & New York, 565-599.

WORKING PAPERS

Cao, C. Clark, Martin Reimann, and Merrie Brucks, “Perceiving Control via Collection Completion: Behavioral and Neuroimaging Evidence,” under first round revision with *Journal of the Association for Consumer Research*.

Fang, Zexin, Bin Han, Henrik H. Sveen, C. Clark Cao, and Hans D. Schotten, “How Cyclic Acoustic Patterns Influence ASMR Perception: A Signal Processing Perspective,” preprint, <http://arxiv.org/abs/2504.00621>. Submitted to *IEEE Signal Processing Letters*.

Huang, Liang, C. Clark Cao, Lei Su, and Darren W. Dahl, “My Face, My Choice: Facial Payment Encourages Post-Purchase Divergence,” preparing manuscript for submission to *Journal of Marketing Research*.

Godfrey, Matthew, C. Clark Cao, and Elizabeth Miller, “Norm Creation, Negotiation, and Persistence in Unsettled Times,” preparing manuscript for submission to *Journal of Marketing Research*.

Yi, John, Jingyi Zhang, C. Clark Cao, and Dongjin He, “Catching the Unlikely Gambler: How and Why *Gacha* Games Appeal to High Conscientious Consumers,” preparing manuscript for submission to *Nature Human Behaviour*.

Cao, C. Clark, John Yi, and Darren W. Dahl, “My Never-Ending Story: Why, How, and When Incompleteness in Product Sets Signals Self-Growth,” preparing manuscript for submission to *Journal of Consumer Psychology*.

Cao, C. Clark, Liang Huang, and Wilson Bastos, “Keeping It Intact: Structure Maintenance Behavior During Consumption,” preparing manuscript for submission to *Journal of Marketing Research*.

Cao, C. Clark, Chao Ma, Yiwei Li, Kao Si, Zhengxiu Sun, and Feng Guo, “Citation Discounting: How Short Travel Time Between Researcher and Journal Undermines Research Impact,” preparing manuscript for submission to *Economics Letters*.

WORK IN PROGRESS

Cao, C. Clark, Chao Ma, Yiwei Li, Kao Si, and Feng Guo, “Temporal Anchors While Backdating and the Beginning-of-the-Year Effect,” data collection phase; target journal: *Nature Human Behaviour*.

Cao, C. Clark, Liang Huang, and Daniel Sullivan, “A Mortal Irony: Dead Bodies as a Coping Mechanism for Death,” data collection phase; target journal: *Proceedings of the National Academy of Sciences*.

Cao, C. Clark, Muxia Sun, Liang Huang, and Pei Sun, “When Neuroforecasting Meets Machine Learning: Employing Deep Learning Techniques and Functional Neuroimaging to Predict Products’ Success in the Mass Market,” data collection phase; target journal: *Nature Human Behaviour*.

Cao, C. Clark, Zhuanlan Sun, and Chao Ma, “A Decade of Pre-Registration in Psychological Research: A Bibliometric Investigation,” data collection phase; target journal: *Psychological Science*.

Feng, Di, Jianying Qiu, and C. Clark Cao, “Why People Don’t Get the Deferred Acceptance Algorithm: Experimental Evidence,” data collection phase; target journal: *Marketing Science*.

GRANT RECORD

2025	Lingnan University Direct Grant (DB25A7), “Fitting Sets: Psychological Underpinnings and Neural Correlates” (50,000 HKD).
2025	Lingnan University Direct Grant (DR25B6), “Hypermasculinity, Personal Control Threat, and Consumer Behavior” (80,000 HKD).
2024	Lingnan University Faculty Research Grant (FRG DB24B3), “Catching the Unlikely Gambler: How and Why <i>Gacha</i> Games Appeal to High Conscientious Consumers” (50,000 HKD).
2024	Lingnan University Direct Grant (DR24C2), “Machine Learning Empowered Neuroforecasting” (40,000 HKD).
2023	Lingnan University Faculty Research Grant (FRG DB23B6), “How Limiting Firearm Accessibility Leads to Greater Toxic Masculinity” (50,000 HKD).
2022	Hong Kong University Grants Committee (UGC), General Research Fund (GRF, 13501722), “Facial Payment, Self-Relevance, and Consumer Divergence” (282,561 HKD).

2021	Lingnan University Faculty Research Grant (FRG DB22A9), “Understanding the Disruption and Persistence of Social Norms During the COVID-19 Pandemic: Insights from Mask Wearing Behavior” (50,000 HKD).
2021	Hong Kong University Grants Committee (UGC), Early Career Scheme (ECS, 23501721), “Consumer Structure Motivation” (427,950 HKD).
2021	Lam Kei On Memorial Trust, Lam Woo Research Fund (F871223), “Why Do We Pay to See Mummies and Zombie Movies: The Consumption of Dead Bodies” (298,212 HKD).
2021	Hong Kong Institute of Business Studies Research Grant (HCRG-201-001), “Coping with Control Motivation by Collecting: The Role of Structure in Systematic Acquisition Behavior” (3,890 HKD).
2020	Lingnan University Faculty Research Grant (FRG DB21A8), “Facial Payment, Consumer Conformity, and Self-Awareness” (50,000 HKD).
2020	Lingnan University Direct Grant (DR21A9), “Motivations and Cognitive Processes Underlying Consumer Collecting Behavior” (80,000 HKD).
2020	Hong Kong Institute of Business Studies Research Grant (HCRG-190-008), “How Perspectives on Social Distancing Shapes Consumer Perception of Brand and Business” (5,000 HKD).
2019	Lingnan University Faculty Research Grant (FRG DB20A5), “Payment and Power: How the Action of Payment Produces Perceptions of Agency”, (50,000 HKD).
2019	Hong Kong Institute of Business Studies Seed Fund (HKIBS 190-004), (10,000 HKD).
2018	University of Arizona Center for Management Innovations in Health Care (CMIHC) Research Grant, “Collecting Behavior as A Coping Mechanism for Health and Well-Being,” (3,750 USD).
2014	University of Arizona Center for Leadership Ethics Research Small Grant Awards, “Neurophysiological Basis of Collecting Behavior,” (3,000 USD).

HONORS & AWARDS

2022	LU Research & Knowledge Transfer Fund Award 2022 (For RGC Grant “Facial Payment, Self-Relevance, and Consumer Divergence”).
2021	LU Research & Knowledge Transfer Fund Award 2021 (For RGC Grant “Consumer Structure Motivation”).
2017	Fellow (Presenter), University of Houston Marketing Doctoral Symposium, University of Houston (Houston, TX).
2015	Fellow (Presenter), Robert Mittelstaedt Doctoral Symposium, University of Nebraska (Lincoln, NE)

TALKS AND PRESENTATIONS

- 2025 Huang, Liang, C. Clark Cao, Lei Su, and Darren Dahl, "My Face, My Choice: Facial Payment Makes People Less Happy About Others Making the Same Purchase Decisions," Consumer Behavior Workshop at City University of Hong Kong. Hong Kong SAR, China. Presenter.
- 2025 Cao, C. Clark, Consumer Structure Motivation: A Research Journey, Talks at Renmin University of China and Tsinghua University. Beijing, China. Presenter
- 2025 Cao, C. Clark, Liang Huang, and Wilson Bastos, "To Cherish and to Hold (Onto): Structure Maintenance Behavior in Brand Consumption," 18th Global Brand Conference. Porto, Portugal. Presenter.
- 2025 Huang, Liang, C. Clark Cao, Lei Su, and Darren Dahl, "My Face, My Choice: Facial Payment Makes People Less Happy About Others Making the Same Purchase Decisions," International Conference on Marketing Science and Innovation. Chengdu, China. Presenter.
- 2024 Huang, Liang, C. Clark Cao, Lei Su, and Darren Dahl, "My Face, My Choice: Facial Payment Makes People Less Happy About Others Making the Same Purchase Decisions," Association for Consumer Research Annual Conference. Paris, France. Presenter.
- 2024 Godfrey, Matthew, C. Clark Cao, and Elizabeth Miller, "Norm Disruption, Persistence, And Change in Unsettled Times," Asia-Pacific Association for Consumer Research Conference. Bali, Indonesia. Co-Presenter.
- 2023 Godfrey, Matthew, C. Clark Cao, and Elizabeth Miller, "Consumer Responses to Norm Disruption in Unsettled Times," Association for Consumer Research Annual Conference. Seattle, WA. Co-Presenter.
- 2021 Cao, C. Clark, John Y. Yi, and Darren Dahl, "My Never-Ending Story: Why, How, and When Incompleteness in Product Sets Signals Self-Expansion," CB Newcomer Symposium at Hong Kong Polytechnic University. Presenter.
- 2021 Cao, C. Clark and Liang Huang, "Keeping it Intact: Structure Maintenance Behavior During Consumption," Society of Consumer Psychology Annual Conference. Online. Presenter.
- 2018 Cao, C. Clark, Merrie Brucks, and Martin Reimann, "Psychological and Neurophysiological Evidence on How Desire for Control Motives Systematic Collecting," ACR Workshop on Consumer Neuroscience. Dallas, TX. Presenter.
- 2018 Cao, C. Clark, Merrie Brucks, and Martin Reimann, "How Desire for Control Motivates Collecting Behaviors," Society of Consumer Psychology Annual Conference. Dallas, TX. Presenter.
- 2018 Cao, C. Clark, Merrie Brucks, and Martin Reimann, "Collect to Control: How Desire for Control Motivates Systematic Acquisition Behavior in Collecting," poster at UA/ASU Research Symposium. Phoenix, AZ. Presenter.

- 2017 Cao, C. Clark, Merrie Brucks, and Martin Reimann, “How Desire for Control Drives Collectors to Complete Their Collections,” Association for Consumer Research Annual Conference. San Diego, CA. Presenter.

CONFERENCE SESSIONS ORGANIZER

- 2025 Hong Kong Quant Marketing Conference 2025, organizing committee. Hong Kong SAR, China.
- 2018 Cao, C. Clark and Merrie Brucks (co-chair), “Understanding the Role of Control in Consumer Behavior,” the Society of Consumer Psychology Annual Conference. Dallas, TX.
- 2017 Reimann, Martin and C. Clark Cao (co-chair), “New Insights on the Role of Aesthetics in Consumer Behavior,” the Association for Consumer Research Annual Conference. San Diego, CA.

PROFESSIONAL SERVICE

- 2025 Reviewer for *Scientific Reports*
- 2024 Reviewer for the Global Brand Conference
- 2023 Reviewer for the Society for Consumer Psychology Annual Conference
- 2021 *Ad hoc* reviewer for *Psychology and Marketing*
- 2020 *Ad hoc* reviewer for *Journal of Association for Consumer Research*
- 2019 *Ad hoc* reviewer for *Journal of Neuroscience, Psychology, and Economics*
- 2018 Trainee reviewer for *Journal of Consumer Research*
- 2018 Reviewer for Association for Consumer Research Annual Conference
- 2017 *Ad hoc* reviewer for *European Journal of Marketing*
- 2017 Reviewer for Society for Consumer Psychology Annual Conference