

Jingkai Hong

📍 Behavioural Sciences Group, Warwick Business School, The University of Warwick, Coventry, CV4 7AL

✉ jingkai.hong@warwick.ac.uk 📞 +44 07421726640 🌐 LinkedIn 📄 ORCID

EDUCATION & EMPLOYMENT

The Pennsylvania State University, Smeal College of Business Jun. 2025 - Present
Research Associate in Consumer Behaviour (Remote and Part-time)

- Collaborating with Dr Jason Bell on experimental research examining decision-making under resource scarcity, integrating behavioural experiments and computational modelling.
- Responsible for experimental design, data analysis, and model-based interpretation of choice processes.

University of Warwick, Warwick Business School Oct. 2020 - Nov. 2025
PhD in Behavioural Science

- Supervisor: Dr Tim Mullett
- Examiners: Prof Neil Stewart, Prof Nick Chater, Prof Stian Reimers
- Thesis: Decoding Cognitive Bias in Decision Making
- Methods: behavioural experiments, eye-tracking, mixed-effects modelling, hierarchical Bayesian sequential-sampling models (HSSM).

University of Toronto, Department of Psychology Sep. 2023 - Sep. 2024
Visiting Doctoral Researcher in Cognitive Psychology

- Supervisor: Cendri Hutcherson
- Conducted collaborative research on time pressure, cognitive load, and risky decision-making, combining experimental manipulation with computational analysis.

University of Edinburgh, School of Mathematics Sep. 2019 - Oct. 2020
MSc in Financial Modelling and Optimization (Distinction)

Jiangsu University, School of Mathematics Sep. 2014 - Jun. 2018
BSc in Mathematics and Applied Mathematics

- GPA 3.95/4.0 (Average 89.08/100, Top 5% in Cohort)

RESEARCH INTERESTS

Core Research Focus: Attention and information processing, cognitive biases, evidence accumulation

Applications: Individual-level decision-making (consumer behaviour); organisational decision-making (B2B/B2G and NHS procurement)

Methodological: Behavioural experiments (laboratory and online), Eye-tracking (desktop and mobile), Hierarchical Bayesian sequential-sampling models (e.g., HSSM)

PUBLICATIONS

Under Review / In Preparation

- [1] **Hong, J.**, & Mullett, T. L. How Value Magnitude Reshapes the Timecourse of Gaze Bias in Decision Making. Under review at *Cognition*. (Job market paper)
- [2] **Hong, J.**, & Mullett, T. L. Primacy and Recency in Rapid Decision Making: Evidence Accumulation and the U-Shaped Curve. Under review at *Psychological Science*.
- [3] **Hong, J.**, & Hutcherson, C. A. Reducing Cognitive Cycles: How Time Constraints and Cognitive Load Affect Risky Decision-Making and Framing Biases. Manuscript in preparation for *Journal of Experimental Psychology: General*.

Working Papers

- [1] **Hong, J.**, & Bell, J. J. Scarcity and Speed: Reconciling Deliberation and Simplification in Budget-Constrained Decision-Making.

TEACHING EXPERIENCE

Senior Teaching Assistant
Warwick Business School

Coventry, UK
Oct. 2022 – Mar. 2025

- Delivered teaching following completion of institutional higher education training aligned with the UK Professional Standards Framework (UKPSF).
- Led R-based quantitative workshops, tutorials, and seminars; responsible for assessment and marking.
- Module Involvements:
 - Behavioural Economics (undergraduate level)
 - The Economics of Well-Being (undergraduate level)
 - Consumer Behaviour (undergraduate level module)
 - Analysis of Economic Behaviour (master level module)
 - Business Statistics (📊) (master level module)
 - Big Data Analysis (📊) (master level module)

CONFERENCE SYMPOSIA, TALKS & POSTERS

“Value Magnitude Dependent Choice and Attention Dynamics”

- Subjective Probability Utility and Decision Making (SPUDM) (Presentation), Vienna, 2023
- Society for Judgement and Decision Making (SJDM) (Poster), San Francisco, 2023
- European Group of Process Tracing Studies (EGPROC) (Presentation), Netherlands, 2025

“Data-Driven Serial-Position Effects and Temporal Dynamics in Decision Making”

- Subjective Probability Utility and Decision Making (SPUDM) (Presentation), Lucca, 2025

SKILLS

Behavioural & Experimental Methods

- Experimental design (laboratory and online; Prolific, jsPsych, JavaScript)
- Eye-tracking: desktop and mobile systems (e.g., Tobii Pro)

Quantitative Analysis & Computational Modelling

- R (advanced): multilevel and mixed-effects models, regression analysis, data visualisation
- Python: hierarchical Bayesian sequential-sampling models (HSSM), computational modelling
- Matlab: simulation of decision models, parameter recovery, model validation

Other Tools

- Java, SPSS/Stata, Microsoft Office, LaTeX.

HONORS & AWARDS

2023	Outstanding Contribution to the Postgraduate Programmes Award
2022	Award for Outstanding Contribution to Teaching
2018	Outstanding Graduate, Jiangsu University
2014–2017	School Merit Student (Top Academic Distinction), Jiangsu University (three consecutive years)
2014–2017	First-Class Academic Excellence Scholarship, Jiangsu University (three consecutive years)