

HUI, CHIN MING
(updated in July 2026)

PROFESSIONAL INFORMATION

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EDUCATION

2008 - 2013	Ph.D. (Social Psychology), Northwestern University Advisors: Dr. Daniel C. Molden & Dr. Eli J. Finkel
2005 - 2007	M.Phil. (Psychology), Chinese University of Hong Kong (CUHK) Advisor: Dr. Michael H. Bond
2002 - 2005	B.S.Sc. (Psychology), CUHK

PROFESSIONAL DEVELOPMENT

2021 - Present	Associate Professor, Department of Psychology, CUHK
2025	Visiting Professor, Department of Psychology, University of Toronto
2014 - 2021	Assistant Professor, Department of Psychology, CUHK
2013 - 2014	Postdoctoral Fellow, Booth School of Business, University of Chicago Advisor: Dr. Ayelet Fishbach

MAIN RESEARCH INTERESTS

- Motivational concerns behind preferences for and choices of being in a relationship versus single
- Prosociality, responsiveness, and coordination in close relationships
- The influence of motivational concerns and self-regulatory styles in goal pursuit
- The psychological limit of self-control
- Self and emotions

AWARDS AND RECOGNITION

2019	Fellow, Society of Experimental Social Psychology
2012 - 2013	Walter Dill Scott Scholarship, Northwestern University
2011 - 2012	Philip Brickman Endowment Fellow, Northwestern University
2010	Student Travel Award, Society for Personality and Social Psychology

RESEARCH GRANTS (SINCE 2015)

External Research Grants in Hong Kong

RGC General Research Fund: Does need for autonomy prevent single individuals from pursuing romantic relationships? Insights from a multiple-goal perspective (Principal Investigator, HK\$791,500, GRF14602426, 2027 – 2028)

RGC General Research Fund: Mind our pain: A multimethod approach to intersubjective understanding of nonshared physical pain (Co-Investigator, HK\$638,750, GRF14614722, 2023 - 2025)

RGC General Research Fund: Promoting or preventing objectification of task helpers: A regulatory-focus perspective (Sole Investigator, HK\$543,200, GRF14601116, 2017 - 2018)

RGC Faculty Development Scheme: Exploring how self-control training improves self-control performance: An experience sampling study (Co-Investigator, HK\$614,890, UGC/FDS15/H03/16, 2016 - 2018)

RGC Early Career Scheme: Materialism creates unresponsive and unhappy close relationships (Sole Investigator, HK\$621,490, ECS24600415, 2016 - 2018)

Internal Research Grants

University of Toronto-CUHK Research Seed Fund: Global trends, societal constraints, and individual preferences: An integrated analysis of the prevalence of singles (Co-Principal Investigator with Dr. Geoff MacDonald, HK\$85,000, 2025 – 2026)

University of Sydney-CUHK Ignition Grant: How DEI commitment statements influence managers' adoption of inclusive practices (Co-Principal Investigator with Dr. Yuan Liao, HK\$60,000, 2023 – 2025)

CUHK Direct Grant: Psychopathological vulnerability and mate selection: A multidisciplinary study with a speed-dating design (Principal Investigator, HK\$99,840, 2023 - 2025)

CUHK Direct Grant: How to boost task engagement among low self-control individuals? A test of the causal roles of task enjoyment (Principal Investigator, HK\$49,693, 2021 - 2023)

CUHK Direct Grant: Regulation of conflicts between the partner's interests and the relationship's interests (Principal Investigator, HK\$80,503, 2017 - 2019)

CUHK Direct Grant: The effect of goals on perspective taking (Sole Investigator, HK\$39,800, 2015 - 2016)

JOURNAL PUBLICATIONS (ORGANIZED BY TOPICS)

%Corresponding author; *Shared First-Authorship; #Student Authors

(a) Prosociality, Responsiveness, and Coordination in Close Relationships

1. Li[#], S., Ng[#], J. C. K., & Hui[%], C. M. (2022). For you and for me: Harvesting the benefits of prosocial spending in romantic relationships. *Journal of Positive Psychology*, 17, 59-69. <https://doi.org/10.1080/17439760.2020.1832244>
2. Hui[%], C. M., Ng[#], J. C. K., & Shieh[#], N. (2020). Perceiving change in responsiveness from the relationship partner's behaviors. *Social Psychological and Personality Science*, 11, 835-845. <https://doi.org/10.1177/1948550619887704>
3. Li[#], S., & Hui[%], C. M. (2019). The roles of communal motivation in daily prosocial behaviors: A dyadic experience-sampling study. *Social Psychological and Personality Science*, 10, 1036-1045. <https://doi.org/10.1177/1948550619829058>

4. **Hui^{%,} C. M., & Tsang^{#,} O. S.** (2017). The role of materialism in self-disclosure within close relationships. *Personality and Individual Differences, 111*, 174-177. <https://doi.org/10.1016/j.paid.2017.02.021>
5. Burnette^{%,} J. L., Davisson, E., Finkel, E. J., van Tongeren, D. R., **Hui, C. M.,** & Hoyle, R. H. (2014). Self-control and forgiveness: A meta-analysis. *Social Psychological and Personality Science, 5*, 442-449. <https://doi.org/10.1177/1948550613502991>
6. Finkel^{%,} E. J., **Hui, C. M.,** Carswell, K. D., & Larson, G. M. (2014). The suffocation of marriage: Climbing Mount Maslow without enough oxygen. *Psychological Inquiry, 25*, 1-41. <https://doi.org/10.1080/1047840X.2014.863723>
7. Finkel^{%,} E. J., Larson, G. M., Carswell, K. D., & **Hui, C. M.** (2014). Marriage at the summit: Response to commentaries. *Psychological Inquiry, 25*, 120-145. <https://doi.org/10.1080/1047840X.2014.890512>
8. **Hui^{%,} C. M.,** Finkel, E. J., Fitzsimons, G. M., Kumashiro, M., & Hofmann, W. (2014). The *Manhattan* effect: When relationship commitment fails to promote support for partners' interests. *Journal of Personality and Social Psychology, 106*, 546-570. <https://doi.org/10.1037/a0035493>
9. **Hui^{%,} C. M.,** Bond, M. H., & Molden, D. C. (2012). Why do(n't) your partner's efforts at self-improvement make you happy?: An implicit theories perspective. *Personality and Social Psychology Bulletin, 38*, 101-113. <https://doi.org/10.1177/0146167211420734>
10. **Hui^{%,} C. M.,** & Bond, M. H. (2009). To please or to neglect your partner?: Attachment avoidance and relationship-driven self-improvement. *Personal Relationships, 16*, 129-145. <https://doi.org/10.1111/j.1475-6811.2009.01214.x>

(b) Motivational Concerns in Goal Pursuit

1. **Hui^{%,} C. M.,** Fung^{#,} J. M. Y., Hui^{#,} Y. Y., & Ng^{#,} J. C. K. (2020). Why goal pursuers prefer to seek support from close friends: The roles of concerns for accessibility. *Asian Journal of Social Psychology, 23*, 435-446. <https://doi.org/10.1111/ajsp.12416>
2. **Hui^{%,} C. M.,** Lui, K. F. H., Lai^{#,} W. Y., Wong, Y. K., & Wong, A. C. N. (2020). Beauty and the beast: Promotion concerns and the pursuit of physically attractive mates. *Journal of Personality, 88*, 892-907. <https://doi.org/10.1111/jopy.12535>
3. Herrenbrueck^{%,} L, Xia, X., Eastwick, P., & **Hui, C. M.** (2018). Smart-dating in speed-dating: How a simple search model can explain matching decisions. *European Economic Review, 106*, 54-76. <https://doi.org/10.1016/j.eurocorev.2018.04.001>

4. Hui^{%,} C. M., & Molden, D. C. (2014). Maintaining commitment in the presence of alternative opportunities: The role of motivations for prevention or promotion. *Social Cognition*, 32, 571-584. <https://doi.org/10.1521/soco.2014.32.6.571>
5. Hui^{%,} C., M., Molden, D. C., & Finkel, E. J. (2013). Loving freedom: Concerns with promotion or prevention and the value of autonomy in close relationships. *Journal of Personality and Social Psychology*, 105, 61-85. <https://doi.org/10.1037/a0032503>
6. Kurman^{%,} J., & Hui, C. M. (2012). Cultural regulatory fit and self-regulatory strategies after unsuccessful outcomes. *European Journal of Social Psychology*, 42, 482-489. <https://doi.org/10.1002/ejsp.1838>
7. Kurman^{%,} J., Hui, C. M., & Dan, O. (2012). Changing the world through changing the self: Understanding a new control strategy through self-reported coping plans in two cultures. *Journal of Cross-Cultural Psychology*, 43, 15-22. <https://doi.org/10.1177/0022022110388565>
8. Molden^{%,} D. C., & Hui, C. M. (2011). Promoting de-escalation of commitment: A regulatory focus perspective on sunk costs. *Psychological Science*, 22, 8-12. <https://doi.org/10.1177/0956797610390386>
9. Hui^{%,} C. M., & Bond, M. H. (2010). Relationship between social axioms and subjective well-being: The role of self-regulation. *Journal of Psychology in Chinese Societies*, 11, 29-52.

(c) The Psychological Limit of Self-Control

1. Wen^{%,} J., & Hui, C. M. (in press). Does strong will get drained more rapidly or more slowly? Two longitudinal studies on how trait self-control relates to stress and fatigue. *Asian Journal of Social Psychology*.
2. Chow^{%,} T. S., Hui, C. M., & Siu^{%,} T. S. U. (2022). "It is my choice to control myself!": Testing the mediating roles of expectancy and value in the association between perceived choice and self-control success. *Frontiers in Psychology*, 13. <https://doi.org/10.3389/fpsyg.2022.851964>
3. Chow^{%,} J. T. S., & Hui, C. M. (2021). How does trait self-compassion benefit self-control in daily life? An experience-sampling study. *Mindfulness*, 12, 162-169. <https://doi.org/10.1007/s12671-020-01509-0>
4. Klinger^{%,} J., Scholer, A. A., Hui, C. M., & Molden, D. C. (2018). Effortful experiences of self-control foster lay theories that self-control is limited. *Journal of Experimental Social Psychology*, 78, 1-13. <https://doi.org/10.1016/j.jesp.2018.04.006>

5. Molden[%], D. C., Hall, A., **Hui, C. M.**, & Scholer, A. A. (2017). Understanding how identity and value motivate self-regulation is necessary but not sufficient: A motivated effort-allocation perspective. *Psychological Inquiry*, 28, 113-121. <https://doi.org/10.1080/1047840X.2017.1337402>
6. Chow[%], J. T. S., **Hui, C. M.**, & Lau, S. (2015). A depleted mind feels inefficacious: Ego-depletion reduces self-efficacy to exert further self-control. *European Journal of Social Psychology*, 45, 754-768. <https://doi.org/10.1002/ejsp.2120>
7. Molden^{%*}, D. C., **Hui^{*}, C. M.**, Scholer, A. A., Meier, B. P., Noreen, E. E., D'Agostino, P. R., & Martin, V. (2012). The motivational versus metabolic effects of carbohydrates on self-control. *Psychological Science*, 23, 1137-1144. <https://doi.org/10.1177/0956797612439069>

Self and Emotions

1. Zhu[%], J. Y., **Hui, C. M.**, Chen, S. X., & Guan, Y. (2021). Media influences on group-serving attribution and prosocial intention: Testing the mediation of group identification and the moderation of independent self-construal. *Current Psychology*. <http://doi.org/10.1007/s12144-021-01615-9>
2. Chen^{%*}, S. X., **Hui^{*}, C. M.**, Ng[#], J. C. K., & Guan, Y. J. (2019). How long can cultural events elevate group identity salience? The mediating role of affective adaptation. *Self and Identity*, 18, 126-143. <https://doi.org/10.1080/15298868.2017.1391874>
3. Chiu[%], C. D., Chang, J. H., & **Hui, C. M.** (2017). Self-concept integration and differentiation in subclinical individuals with dissociation proneness. *Self and Identity*, 16, 364-383. <https://doi.org/10.1080/15298868.2017.1296491>
4. Chen[%], S. X., Guan, Y. J., & **Hui, C. M.** (2012). Responding to news about a natural disaster: The interplay of group identification and social cynicism in perceived prototypicality. *International Journal of Intercultural Relations*, 36, 586-597. <https://doi.org/10.1016/j.ijintrel.2011.12.007>
5. **Hui[%], C. M.**, Fok, H. K., & Bond, M. H. (2009). Who feels more ambivalence?: Linking dialectical thinking to mixed emotions. *Personality and Individual Differences*, 46, 493-498. <https://doi.org/10.1016/j.paid.2008.11.022>
6. **Hui[%], C. M.**, Lo, I. Y. M., Bond, M. H., & Kam, C. C. S. (2008). Which aspects of interpersonal experience count in judgments of well-being? *Personality and Individual Differences*, 44, 501-511. <https://doi.org/10.1016/j.paid.2007.09.014>
7. Fok^{%*}, H. K., **Hui^{*}, C. M.**, Bond, M. H., Matsumoto, D., & Yoo, S. H. (2008). Integrating personality, context, relationship, and emotional type into a model of display rules. *Journal of Research in Personality*, 42, 133-150. <https://doi.org/10.1016/j.jrp.2007.04.005>

(d) Multi-Site Collaboration

1. Algoe, S. B., Karremans, J. C. & The Love Consortium Global Advisors (in press). Globalizing the science of love: Toward a comprehensive science of care and connection. *Current Directions in Psychological Science*.
2. Gelbart, B., Walter, K. V., Conroy-Beam, D., ... **Hui, C. M.**, et al. (2025). The function of love: A signaling-to-alternatives account of the commitment device hypothesis. *Evolution and Human Behavior*, 46, 106672. <https://doi.org/10.1016/j.evolhumbehav.2025.106672>
3. Groyecka-Bernard, A., Sorokowski, P., Karwowski, M., ... **Hui, C. M.**, et al. (2024). Conservatism negatively predicts creativity: A study across 28 countries. *Journal of Cross-Cultural Psychology*, 55, 368-385. <https://doi.org/10.1177/00220221241238321>
4. Sorokowski, P., Kowal, M., Sternberg, R. J., ... **Hui, C.M.**, et al. (2023). Modernization, collectivism, and gender equality predict love experiences in 45 countries. *Scientific Reports*, 13, 773. <https://doi.org/10.1038/s41598-022-26663-4>
5. Sorokowska^o, A., Saluja, S., Sorokowski, P., ... **Hui, C. M.**, et al. (2021). Affective interpersonal touch in close relationships: A cross-cultural perspective. *Personality and Social Psychology Bulletin*, 47, 1705-1721. <https://doi.org/10.1177/0146167220988373>
6. Sorokowski^o, P., Sorokowska, A., Karwowski, M., ... **Hui, C. M.**, et al. (2021). Universality of the triangular theory of love: Adaptation and psychometric properties of the triangular love scale in 25 countries. *Journal of Sex Research*, 58, 106-115. <https://doi.org/10.1080/00224499.2020.1787318>
7. Walter^o, K. V., Conroy-Beam, D., Buss, D. M., ... **Hui, C. M.**, et al. (2021). Sex differences in human mate preferences vary across sex ratios. *Proceedings of the Royal Society B*, 288, 20211115. <https://doi.org/10.1098/rspb.2021.1115>
8. Kowal^o, M., Sorokowski, P., Sorokowska, A., ... **Hui, C. M.**, et al. (2020). Reasons for Facebook usage: Data from 46 countries. *Frontiers in Psychology*, 11, 711. <https://doi.org/10.3389/fpsyg.2020.00711>
9. Walter^o, K. V., Conroy-Beam, D., Buss, D. M., ... **Hui, C. M.**, et al. (2020). Sex differences in mate preferences across 45 countries: A large-scale replication. *Psychological Science*, 31, 408-423. <https://doi.org/10.1177/0956797620904154>
10. Conroy-Beam^o, D., Buss, D. M., Asao, K., ... **Hui, C. M.**, et al. (2019). Contrasting computational models of mate preference integration across 45 countries. *Scientific Reports*, 9, 16885. <https://doi.org/10.1038/s41598-019-52748-8>

11. Conroy-Beam^o, D., Roney, J. R., Lukaszewski, A. W., ... **Hui, C. M.**, et al. (2019). Assortative mating and the evolution of desirability covariation. *Evolution and Human Behavior*, 40, 479-491. <https://doi.org/10.1016/j.evolhumbehav.2019.06.003>
12. Ho^o, M. Y., Chen, S. X., Bond, M. H., **Hui, C. M.**, Chan, C., & Friedman, M. (2012). Linking adult attachment styles to relationship satisfaction in Hong Kong and the United States: The mediating role of personal and structural commitment. *Journal of Happiness Studies*, 13, 565-578. <https://doi.org/10.1007/s10902-011-9279-1>

BOOK CHAPTERS

1. Molden^o, D. C., **Hui, C. M.**, & Scholer, A. (2017). What limits self-control? A motivated effort-allocation account. In D. de Ridder, M. Adriaanse, & K. Fujita (Eds.), *Routledge international handbook of self-control in health and wellbeing* (pp. 129-142). London: Routledge. <https://doi.org/10.4324/9781315648576>
2. Molden^o, D. C., **Hui, C. M.**, & Scholer, A. (2016). Understanding self-regulation failure: A motivated effort-allocation account. In E. R. Hirt, J. J. Clarkson, & L. Jia (Eds.), *Self-regulation and ego-control* (pp. 425-459). Philadelphia, PA: Elsevier. <https://doi.org/10.1016/B978-0-12-801850-7.00020-2>
3. Kurman^o, J., & **Hui, C. M.** (2011). Promotion, prevention or both: Regulatory focus and culture revisited. *Online readings in psychology and culture*, 5(3). <https://doi.org/10.9707/2307-0919.1109>
4. Chan^o, D. K. S., Ng, T., & **Hui, C. M.** (2010). Interpersonal relationships in rapidly changing Chinese societies. In M. H. Bond (Ed.), *Oxford handbook of Chinese psychology* (pp. 515-532). New York: Oxford University Press. <https://doi.org/10.1093/oxfordhb/9780199541850.013.0031>
5. Kwan^o, V. S. Y., **Hui, C. M.**, & McGee, J. A. (2010). What do we know about the Chinese self?: Illustrations with self-esteem, self-efficacy, and self-enhancement. In M. H. Bond (Ed.), *Oxford handbook of Chinese psychology* (pp. 279-294). New York: Oxford University Press. <https://doi.org/10.1093/oxfordhb/9780199541850.013.0018>
6. **Hui^o, C. M.**, & Hui, N. H. H. (2009). The psychological mileage of social axioms: Learning from the past and looking forward. In K. Leung, & M. H. Bond (Eds.), *Psychological aspects of social axioms: Understanding global belief systems* (pp. 13-30). New York: Springer. https://doi.org/10.1007/978-0-387-09810-4_2

EXTERNAL SERVICES

Editorial Board

Associate Editor, Asian Journal of Social Psychology (2021 - present)
 Board Member, Asian Journal of Social Psychology (2018 - present)

Ad Hoc Review for Peer-Reviewed Journals

Acta Psychologica	Journal of Positive Psychology
Applied Psychology: An International Review	Journal of Psychology in Chinese Societies
Asian Journal of Social Psychology	Journal of Social and Personal Relationships
Australian Journal of Psychology	Journal of Social Psychology
BMC Public Health	Motivation and Emotion
Cognition and Emotion	Motivation Science
Cross-Cultural and Strategic Management	New Ideas in Psychology
Current Psychology	Organizational Behavior and Human Decision Processes
Developmental Psychology	Personality and Individual Differences
European Journal of Personality	Personality and Social Psychology Bulletin
European Journal of Social Psychology	Perspectives on Psychological Science
Frontiers in Psychology	PloS One
International Journal of Psychology	Psychological Reports
Journal of Adolescence	Psychological Science
Journal of Consumer Psychology	Scandinavian Journal of Psychology
Journal of Cross-Cultural Psychology	Scientific Reports
Journal of Experimental Psychology: General	Self and Identity
Journal of Experimental Social Psychology	Social influence
Journal of Personality	Theory and Psychology
Journal of Personality and Social Psychology	
<i>(ASC, IRGP, & PPID sections)</i>	

External Reviewer for Grants

Singapore Ministry of Education Social Science Research Thematic Grant, Singapore, 2019
 VENI (Innovational Research Incentive Scheme), Netherlands, 2017
 Multi-Year Research Grant of University of Macau, China, 2015

External Services for Collaborative Networks

Global Ambassador, The Love Consortium, 2024 - Present

Conference Committee

Poster Review Panel for the Meeting for Society for Personality and Social Psychology, 2014, 2020

Academic Assessor/Advisor for Programme Review

Master Degree of Social Sciences (Psychology), Hong Kong Shue Yan University, 2023 - Present
 Bachelor Degree of Social Science (Business Psychology), Lingnan University, 2021 - Present
 Advanced Diploma in Applied Social Sciences (Psychology)/ Advanced Certificate in Psychology,
 HKU SPACE, 2020 - 2022

SERVICES TO CUHK

Faculty of Social Science Faculty Board	Elected Member (2025 – Present)
Faculty of Social Science Committee on Teaching and Learning	Member (2021 – Present)
Shaw College Alumni Affairs Committee	Member (2022 – Present)
New Asia College Staff Association	Other Officer of Executive Committee (2017 – 2019)
Faculty of Social Science Teaching Quality Assessment	Peer Reviewer (2023, 2024, 2026)

SERVICES TO THE DEPARTMENT OF PSYCHOLOGY, CUHK

Curriculum Committee	Chairperson (2021 – Present) Vice-Chairperson (2016 – 2021) Member (2014 – 2016)
Student Exchange Programme Committee	Member (2019 – Present)
Alumni Committee	Member (2014 – Present)
Executive Committee	Elected Member (2023 – 2024, 2025 – Present)
Graduate Panel	Member (2021 – 2023)
External Relations Committee	Member (2014 – 2018)

TEACHING EXPERIENCES

Graduate Level

Major Psychological Approaches
Seminar in Social Psychology and Personality

Undergraduate Level

Research Practicum
Counseling Theories and Their Applications
Culture, Groups, and Social Behavior
Special Topics in Social and Industrial-Organizational Psychology (Relationship Science)
Self-Regulation (Northwestern University)

MENTORSHIP AND EXAMINATION COMMITTEES

Postdoctoral Fellow Supervision

2018 – 2019 Chi Kit NG

Doctoral Dissertation Supervision

In progress – Yingyi HE
2025 Wen JIANG
2023 Xinlin YANG
2019 Mang Yan FUNG, Sisi LI

Research Master's Thesis Supervision

2025 Yi JIN
2023 Jingyi OU
2022 Ka Yi NG
2021 Sok U SIU
2019 Yiu Yuen HUI, Wing Yu LAI

Undergraduate Thesis Supervision

2026	Kai Ian WU
2025	Sze Yui CHAN, Tin Yan Audrey WONG
2024	Hiu Lam TANG, Sammee TSE, Chit WONG
2023	Jessie Yuen Sum CHOY, Wing Ting WONG
2022	Pui Ching LEUNG, Chun Yat PANG, Hiu Ching SHUM, Hoi Ching WONG
2021	Yik Hong LEUNG, Kuang Heng LI, Chun Hei WONG, Maan Fung WONG
2020	Chui Han NG
2019	Wing Lam CHEUNG, Yui Hei FOCK, Kai Hang LEI, Ka Yi NG
2018	Cheuk Chi LEE
2017	Chui Yun CHAN, Yiu Yuen HUI, Wing Yu LAI
2016	Chun Kit LIN, O Suet TSANG