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**Kenichi Ito**  
**Curriculum Vitae**  
**2017**

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**PERSONAL**

Office: HSS-04-11, Nanyang Technological University, 14 Nanyang Drive, Singapore, 637332  
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**ACADEMIC GRANT**

2017 – present      National Research Fundation (PI: S\$ 482,404.80)  
2016 – present      Academic Research Fund Tier 1 (Co-PI: S\$ 99,360.00)  
2015 – present      Academic Research Fund Tier 1 (PI: S\$ 67,972.80)  
2013 – present      Nanyang Technological University Start-up Grant (PI: S\$ 32,000.00)  
2012 – present      Institute on Asian Consumer Insight Start-up Grant (PI: S\$ 49,500.00)

**TEACHING EXPERIENCE**

**Undergraduate Course**

2017	Laboratory in Social Psychology	Nanyang Technological University
2017	Consumer Psychology	Nanyang Technological University
2016	Psychology in the Workplace	Nanyang Technological University
2016	Consumer Psychology	Nanyang Technological University
2015	Psychology in the Workplace	Nanyang Technological University
2015	Psychology in the Workplace	Nanyang Technological University
2014	The Social Psychology of Human Communication	Nanyang Technological University
2014	Psychology in the Workplace	Nanyang Technological University
2013	The Social Psychology of Human Communication	Nanyang Technological University
2012	Social Psychology	University of Alberta

**Graduate Student Supervision**

2016 – present      Chew Wei Ong  
2013 – present      Yang Shanshan  
2014 – 2016        Koh Wenhui Eugene  
2016 – 2016        Chwn Miaohua

**Undergraduate Student Supervision**

I have supervised following students' undergraduate thesis or independent research

- 2016 Ng Xin En Dorothy, Seow Xiang Mei Claire, Low Hui Hui, Lee Xin Hui, Dhaneesha Ratankumar Chugani, Chi Boon See
- 2015 Tan Jia Hui, Low Jun Min, Ng Jian Ming, Teo Zhi Min Joan.
- 2014 Zhou Nan, Chua Cheng You, Liew Wee Kiat, Yim Chia Lek
- 2013 Chong Pui Jiun, Yusulyana, Bte, Yusof, Li Peck Hong, Theodora Kaur Chan Wanqing, Tong Shui Man, Chua Yi Xian, Natalie Ong, Si Ying, Samuel Tan Hon Meng.

### **Faculty Development**

- 2015 December Peer and Self-Assessment: Modes and Possibilities in NTULearn
- 2015 September Team-Based Learning Workshop 1 - The TBL Experience for Teachers
- 2015 April Advanced Learning Design

### **ADMINISTRATIVE SERVICE**

- 2013 – present Space and Facility Planning Committee
- 2014 – present Undergraduate Career Development (HPAP)

### **EMPLOYMENT**

- 2013 – present Assistant Professor, Division of Psychology, Nanyang Technological University, Singapore
- 2013 – present Research Fellow, Institute on Asian Consumer Insight, Singapore
- 2012 – 2013 Post-doctoral Fellow, Institute on Asian Consumer Insight, Singapore
- 2012 Graduate Student Instructor, University of Alberta, Canada
- 2007 – 2012 Research/Teaching Assistant, University of Alberta, Canada
- 2003 – 2006 Part-time Teaching Assistant, University of Winnipeg, Canada

### **EDUCATION**

- 2012 Doctor of Philosophy, University of Alberta, Canada  
Area of Study: Social & Cultural Psychology
- 2010 Master of Science, University of Alberta, Canada  
Area of Study: Social & Cultural Psychology
- 2006 Bachelor of Arts Honours University of Winnipeg, Canada  
Area of Study: Psychology

### **PUBLICATIONS**

- Citations = 115, h-index = 6, i10-index =4 (Google Scholar)
- Citations = 56, h-index = 4 (Scopus)

### **Refereed Journal Articles**

- Asano R, **Ito K**, Yoshida T (2016) Shared Relationship Efficacy of Dyad Can Increase Life Satisfaction in Close Relationships: Multilevel Study. *PLoS ONE 11(7)*: e0159822. doi:10.1371/journal.pone.0159822
- Ito, K.**, Masuda, T., Komiya, A., & Hioki, K. (2015). Seeking help from close, same-sex friends: Relational costs for Japanese and personal costs for European Canadians. *Journal of Social and Personal Relationship*, 32(4), 529-554. (5-year Impact Factor = 1.826)
- de Bellis, E., Hildebrand, C., **Ito, K.**, Herrmann, A. (2015). Cross-National Differences in Uncertainty Avoidance Predict the Effectiveness of Mass Customization across East Asia: A Large-Scale Field Investigation. *Marketing Letters*, 26(3), 309–320. (5-year Impact Factor = 1.309)
- Ito, K.**, Masuda, T., & Li, M.W. (2013). Agency and Facial Emotion Judgment in Context. *Personality and Social Psychology Bulletin*, 39, 763-776. (5-year Impact Factor = 3.628)
- Wang, H., Masuda, T., **Ito, K.**, & Rashid, M. (2013). How Much Information? East Asian and North American Cultural Products and Information Search Performance. *Personality and Social Psychology Bulletin*, 38, 1539-1551. (5-year Impact Factor = 3.628)
- Masuda, T., Wang, H., Ishii, K., & **Ito, K** (2012). Do Surrounding Figures' Emotions Affect the Judgment of Target Figure's Emotion?: Comparing the Patterns of Attention between European-Canadians, Asian-Canadians, Asian International Students, and Japanese using Eye-trackers. *Frontier in Integrative Neuroscience: The Impact of Emotion on Cognition*. DOI: 10.3389/fnint.2012.00072
- Ito, K.**, Masuda, T., & Hioki, K. (2012). Affective Information in Context and Judgment of Facial Expression: Cultural Similarities and Variations in Context Effects Between North Americans and East Asians. *Journal of Cross-Cultural Psychology*, 43, 429-445. (5-year Impact Factor = 2.056)

### Book Chapter

- Masuda, T., Wang, H., **Ito, K.**, & Senzaki, S. (2012). Culture and Cognition: Implications for Art, Design, and Advertisement. In S. Okazaki (Ed.), *Handbook of Research in International Advertising*: Edward Elgar Publishing, UK.

### Manuscripts under Review

- Ito, K.**, & Yang, S. (under review). *Introduction or Retraction of Relational Self-Disclosure on Facebook: When Romantic Partners Change Their Profile Picture*. Manuscript submitted for publication. Nanyang Technological University.
- Ho, H., & **Ito, K.** (under review) *Peer Communication about Consumption on Social Networking Sites: Impact on Materialistic and Non-materialistic Youths*. Manuscript submitted for publication. Nanyang Technological University
- de Bellis, E. Hildebrand, C., **Ito, K.**, Herrmann, A., & Schmitt, B. (under review). *Boosting the Global Effectiveness of Mass Customization: Through Processing-Congruent Interfaces and Habitual Priming*. Unpublished Manuscript, Center for Consumer Insight, St. Gallen University, Switzerland.

### Manuscript in Progress

- Ito, K.,** Tan, T., & Lee, A. *Residential mobility and uncertainty avoidance*. Unpublished manuscript. Nanyang Technological University, Singapore.
- Ito, K.,** Tan, T., Low, J.M., & Lee, A. *Residential stability and intention to purchase novel products: The role of word-of-mouth communication in stable communities*. Unpublished manuscript. Nanyang Technological University, Singapore.
- Ito, K.** *Perception of collective emotion in Singapore and Japan*. Unpublished Manuscript. Nanyang Technological University, Singapore.
- Ito, K.** & Lim, E.. *Acute Stress Increases Identity with Favorite Brands*. Unpublished Manuscript, Nanyang Technological University.
- Masuda, T., Argo, J., Hioki, K., & **Ito, K.** *Culture and Face Recognitions in Business Settings*. Unpublished Manuscript, University of Alberta, Canada.
- Kurki, H., de Bellis, E., & **Ito, K** (in progress). *Consumer perception of product colour: A cross-cultural study*. Unpublished Manuscript. Center for Consumer Insight, St. Gallen University, Switzerland.
- Park, J., Hadi R., & **Ito, K.** (in progress). Cultural differences in the effect of background congruity on product evaluation. Unpublished Manuscript. Chiba University of Commerce, Japan.

#### **Non-refereed Journal Articles**

- Hioki, K. & **Ito, K.** (2015). The effects of social trend cognition on novelty item selection (Japanese). *Journal of Economics & Business Administration*, 211, 2, 79-89.

#### **Blog post**

- Ito, K.,** Masuda, T. & Li, M.W. (2013, September 5). What matters when we identify others' facial emotion? [Web log post]. Retrieved from <http://spsptalks.wordpress.com/2013/09/05/what-matters-when-we-identify-others-facial-emotion>

### **CONFERENCE**

#### **Symposium**

- Ito, K. (2016, July). *I prefer disruptive innovation: Residential stability and prosocial consumer behaviors*. Symposium session presented at the 23<sup>rd</sup> International Congress of International Association for Cross-Cultural Psychology, Nagoya, Japan.
- de Bellis, E., Hildebrand, C., **Ito, K.**, Herrmann, A., & Schmitt, B (2016, May). The Global Boundaries of Mass Customization. Symposium session presented at Theory + Practice in Marketing Conference, Houston, TX.
- de Bellis, E., Hildebrand, C., **Ito, K.**, Herrmann, A., & Schmitt, B (2015, October). *Examining the Global Boundaries of Mass Customization: Conventional Configuration Procedures Clash with Holistic Information Processing*. Symposium session presented at Association for Consumer Research Conference, New Orleans, LA.
- de Bellis, E., Hildebrand, C., **Ito, K.**, Herrmann, A., & Schmitt, B. (2014, August). *From global rollout to local failure: Product customization systems clash with holistic information processing*. Symposium session presented at the 122<sup>nd</sup> Annual Convention of American Psychological Association, Washington, DC.

Ito, K. (2014, July). *Relationship with favorite brands and stress*. Symposium session presented at the 28<sup>th</sup> International Congress of Applied Psychology, Paris, France.

Masuda, T., **Ito, K.**, Li, M.W.L., & Hioki, K. (2013, May). *When are North Americans context sensitive? Comparing the strength of the context effect on North Americans and East Asians*. Symposium session presented at the annual convention of the Association for Psychological Science, Washington, DC.

Masuda, T., Argo, J., **Ito, K.**, & Hioki, K. (2012, January). *How do MBA students judge a boss's facial expressions?: Cultural variation in judgment styles between European Canadians and Japanese*. Symposium session presented at the annual meeting of the Society of Personality and Social Psychology, San Diego, CA.

### Poster

Ito, K. (2015, August). *Cultural Variations in the Sensitivity to Context and the Accuracy of Face Perception*. Poster session presented at the APA Annual Convention, Totonto, Canada.

Yang, S., & **Ito, K.** (2015). *Relational Self-Disclosure on Facebook: Dating Partner Using Couple Profile Photo Enhances Commitment Perception and Relationship Satisfaction*. Poster session presented at the International Convention of Psychological Science, Amsterdam, the Netherlands.

**Ito, K.**, Masuda, T., & Komiya, A. (2012, January). *Change in the level of intimacy in friendships by seeking social support in Canada and Japan*. Poster session presented at the annual meeting of the Society of Personality and Social Psychology, San Diego, CA.

**Ito, K.**, Masuda, T., Hioki, K., & Komiya, A. (2011, January). *Shared belief of social support seeking in friendships: Situation sampling in Canada and Japan*. Poster session presented at the annual meeting of the Society of Personality and Social Psychology, San Antonio, TX.

Masuda, T., Hioki, K., Caplan, J., **Ito, K.**, Senzaki, S., Leskiw, D., Gasior, C. (2011, January). *Event-Related Potential (ERP) Activation During Recognition of Visual Images: Implications for Cross-Cultural Research*. Poster session presented at the annual meeting of the Society of Personality and Social Psychology, San Antonio, TX.

**Ito, K.**, Masuda, T., & Hioki, K. (2010, January). *Does the presence of social others affect the facial emotion evaluation?: Cross-cultural comparison*. Poster session presented at the annual meeting of the Society of Personality and Social Psychology, Las Vegas, NV.

Wang, H., Masuda, T., & **Ito, K.** (2010, January). *Culture and the poster design: comparing the complexity preferences of Easterners and Westerners*. Poster session presented at the annual meeting of the Society of Personality and Social Psychology, Las Vegas, NV.

**Ito, K.**, Masuda, T., & Hioki, K. (2009, February). *Facial emotion evaluation and context sensitivity among North Americans: Cross-cultural evidence from affective priming paradigm*. Poster session presented at the annual meeting of the Society of Personality and Social Psychology, Tampa, FL

Masuda, T., **Ito, K.**, & Nhan, D. (2009, February). *Culture and change blindness: Comparing the learning effect between Japanese and Canadians*. Poster session presented at the annual meeting of the Society of Personality and Social Psychology, Tampa, FL.

Wang, H., Masuda, T., & **Ito, K.** (2009, February). *Culture and internet environment: Comparing the information search speed between Asian- and European-Canadians*. Poster session

presented at the annual meeting of the Society of Personality and Social Psychology, Tampa, FL.

- Ito, K.,** Fher, B., & Harasymchuk, C. (2008, February). *Passivity and Activity in friendships and romantic relationships: The effect of close relationships and self-construals on responses to conflict and attributions*. Poster session presented at the annual meeting of the Society of Personality and Social Psychology, Albuquerque, NM.
- Ito, K.,** Fher, B., & Harasymchuk, C. (2006, April). *The effect of self-construals on responses to dissatisfaction in close relationships (i.e., the exit-voice-loyalty-neglect model) and attributions for the responses*. Paper presented at the 25<sup>th</sup> Annual Prairie Undergraduate Research Conference, Winnipeg, MB.

### AWARDS

- 2013 Certificate for Academic Excellence (Ph.D. Thesis), Canadian Psychological Association
- 2011 Certificate for Academic Excellence (Master Thesis), Canadian Psychological Association

### INVITED TALKS

- Ito, K. (2015, November). *Mutual Interaction: The relationship between culture and the mind*. University of Macau, China
- Ito, K. (2014, July). *Seeking Help from Close, Same-sex Friends: Relational costs and Personal costs for Japanese and European Canadians*. Brown Bag Lecture, Kyoto University, Kyoto, Japan.
- de Bellis, E., **Ito, K.,** Herrmann, A., Hildebrand, C., & Schmitt, B. (2013, December). *Culture and consumers' experience of using mass customization interfaces*. The Academic symposium on Asian Markets and Asian Consumers, Institute on Asian Consumer Insight, Singapore.
- Ito, K. (2013, March). *Mutual Constitution: The relationship between culture and the mind*. Capstone Seminar, Singapore Management University, Singapore.
- Ito, K. (2011, June). *Social Support Practices in Friendships*. Brown Bag Lecture, Kyoto University, Kyoto, Japan.
- Ito, K., & Masuda, T. (2010, August). *Investigating mutual relationships between culture and psychology*. Brown Bag Lecture, Kyoto University, Kyoto, Japan.

### EDITORIAL EXPERIENCE

#### Ad hoc Journal Reviewer

Personality and Social Psychology Bulletin  
Journal of Cross-Cultural Psychology  
Asian Journal of Social Psychology  
Journal of Social and Personal Relationship  
Journal of Pacific Rim Psychology

### OTHERS

#### Consulting Experience

- 2014 Asahi Group Holdings, LTD

**Panel Discussant**

2014 ACI-NRI Joint Seminar, *Marketing To A New Generation Of ASEAN Consumers.*