PREFACE

This book is a record of the intellectual adventures of a network of researchers who were fortunate enough to have embarked together in their exploration of culture processes.

The journey began in August 2002, when the volume editors left Hong Kong for the University of Illinois at Urbana-Champaign and joined the Social-Personality-Organizational Psychology program at the university at the same time. Angela joined the program as a first-year doctoral student and Ying-yi and C-Y as new faculty members. The University of Illinois is well known for its tradition of cultural research. Although the founder of this tradition, Harry Triandis, had retired by the time we arrived, he nonetheless was available to provide us invaluable direction and guidance.

Jing (Julie) Chan, Hsin-Ya Liao, Sun No, Ching (Catherine) Wan, and Derrick Wirtz were second- or third-year graduate students at Illinois when we arrived and they later joined our efforts to set up the cultural and group processes (CGP) lab there. In 2003, another group of talented graduate students joined the lab. They included Evelyn Au, Manchi (Melody) Chao, Pelin Kesebir, Young-hoon Kim, Letty Kwan, and Will Tov. Avinish Chaturvedi, Yuet-yee (Shirley) Cheng, Karl Dach-Gruschow, Robert Kreuzbauer, Jennifer L. Rosner, Carlos Torelli, and Yung-jui (Daniel) Yang joined later. As a group, we examined cultural processes from different perspectives.

In 2004, the International Congress of Psychology invited us to organize a symposium for its meeting in Beijing. At the Congress, we were delighted to see Zhi-Xue Zhang, a former colleague at the University of Hong Kong, who was then a faculty member at the Guanghua School of Management at Peking University. At his invitation, Ying-yi and C-Y visited Peking University in spring of 2005, where they met Siqing Peng, another former colleague at the University of Hong Kong, and made many new friends, including Jian Han, Hean Tat Keh, Jing Qiu, Min Wang, and Yan Zhang. In the summer of

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2006, we (Angela, Julie, Melody, Ying-yi, and C-Y) visited Peking University again. The next year, we were happy to reciprocate the hospitality of Zhi-Xue and Jing Qiu by hosting them at the University of Illinois. With Zhi-Xue's and Jing Qiu's support, we organized the Social and Cultural Organizational Psychology (SCOP) discussion group. Jennifer Klafehn, Silke McCance, Louis Tay, and Sang Eun Woo participated frequently in this group. Many CGP Lab members were also SCOP members. The same year, Leigh Anne Liu also visited, albeit only briefly. The formation of SCOP significantly enhanced the relevance of our cultural process analyses to organizational research, which is evident in this book.

The book represents a subset of ideas and research that resulted from the stimulating discussions among CGP Lab and SCOP members – the contributors are all active members of the Illinois–Beijing research network. All contributors richly deserve authorship of this book.

As of this writing, many former members of the Illinois group have graduated and are teaching in different parts of the world, including at universities in Singapore, Hong Kong, and the United States. Many of the graduate students we met in Beijing have also become faculty members at various universities in China. All continue to conduct rigorous research, providing new insights into the dynamic interactions of society, culture, and the self – the core theme of this book.

The objective of this book is to provide an in-depth analysis of cultural processes and their implications. However, a noteworthy new focus of our research network is on the social psychology of globalization. Daniel, Shirley, Letty, Carlos, Melody, Angela, Zhi-Xue, Hean Tat, and Siqing, as well as many other collaborators in Shanghai, Taiwan, Hong Kong, and the United States, have been working diligently on a project with that focus. The results of that project will have important implications for managing intercultural relations in our increasingly globalized world. Due to space constraints, we will have to present the work on globalization in a different outlet. Nonetheless, in the last section of this book on transcultural processes, the contributors have presented a glimpse of this work.

We are grateful to David Matsumoto for inviting us to contribute this book to the Cambridge University Press Culture and Psychology series. We are also grateful to the following agencies for supporting the publication of this book: Campus Research Board of the University of Illinois; Research Grants Council of the Hong Kong SAR Government (7439/05H); National Science Foundation, USA (NSF BCS 07-43119); and the Ministry of Education, Singapore.

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We are thankful to the hundreds of undergraduate research assistants who have helped us at various stages of our research programs. In addition, thousands of research participants kindly shared with us their cultural experiences. We hope that their contributions to our learning through such generous sharing are adequately reflected in the theories and research presented in this book.

We are particularly thankful to the University of Illinois for offering us an incredibly rich and supportive intellectual environment. In addition to the wonderful mentorship that Harry Triandis selflessly offered to us, we are grateful to Dov Cohen, Ed Diener, Sharon Shavitt, Madhu Viswanathan, and many others for being such great colleagues. We are also thankful for the intellectual support that many University of Illinois alumni have offered us. We particularly thank Michele Gelfand, Emi Kashima, and Mark Suh. We also thank Marilynn Brewer, Yoshi Kashima, Kwok Leung, Toshio Yamagishi, Masaki Yuki, and many others who have in the past traveled to Illinois to offer us stimulating talks and conversations.

Finally, we thank the Guanghua School of Management at Peking University for hosting us and providing us with such a rich intellectual environment during our visits. We wish to dedicate this book to our friendship.

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Chi-yue Chiu
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