

# Tuck Siong CHUNG

Professeur associé

Département: Marketing

ESSEC Business School

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France

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## INTERETS DE RECHERCHE

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Marketing et analyses des données, Modèles marketing, Stratégie marketing

## FORMATION

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2015	MSc en Gestion du Développement, Open University, Royaume-Uni
2007	Ph.D. en Marketing & Economie, Robert H. Smith School of Business, États-Unis
2000	M.A., Etudes de l'Asie Pacifique, Université de Leeds, Royaume-Uni
1995	BBA. (Hon) en Administration Commerciale, National University of Singapore, Singapour

## EXPERIENCE PROFESSIONNELLE

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### Positions académiques principales

2017 - Présent      Professeur associé, ESSEC Business School, Singapour

### Autres affiliations académiques

2015 - 2017      Directeur de centre, Institute on Asian Consumer Insight, Singapour

2007 - 2017      Autre, Nanyang Technological University, Singapour

### Autres expériences professionnelles

1997 - 2001      Chargé des Ventes et Opérations pour la catégorie Crèmes Glacées, Unilever, Singapour

## BOURSES, PRIX ET DISTINCTIONS

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### Prix et Distinctions

2017	Gagnant du Journal of the Academy of Marketing Science, Prix du Meilleur Article décerné par la Sheth Foundation
2014	Dauphin, INFORMS Service Science Best Paper Award
2007	Prix Marvin A. Jolson Etudiant Doctorant Remarquable en Marketing, University of Maryland, College Park, Maryland
2007	Prix d'Excellence Académique: Frank T. Paine Award for Academic Achievement, University of Maryland, College Park, Maryland

### Articles

- CHUNG, T.S., LOW, A. et RUST, R.T. (2023). Executive confidence and myopic marketing management. *Journal of the Academy of Marketing Science*, 51, pp. 1118-1142.
- CHUNG, T.S. et LOW, A. (2022). CEO Regulatory Focus and Myopic Marketing Management. *International Journal of Research in Marketing*, 39(1), pp. 247-267.
- MUKHOPADHYAY, S., KUMAR, V., SHARMA, A. et CHUNG, T.S. (2022). Impact of review narrativity on sales in a competitive environment. *Production and Operations Management*, 31(6), pp. 2538–2556.
- CHUNG, T.S., JIA, X., JING, J., NG, J. et ZHANG, J.J. (2022). Product Market Effects of Customer Referencing. *European Accounting Review*, 33(4), pp. 1165-1196.
- CHUNG, T.S. et LOW, A. (2017). The Impact of Investor Impatience and Environmental Turbulence on Myopic Marketing Management and Stock Performance. *International Journal of Research in Marketing*, 34(3), pp. 660-677.
- CHUNG, T.S., WEDEL, M. et RUST, R. (2016). Adaptive Personalization Using Social Networks. *Journal of the Academy of Marketing Science*, 44(1), pp. 66-87.
- MUKHOPADHYAY, S. et CHUNG, T.S. (2016). Preference Instability, Consumption and Online Rating Behavior. *International Journal of Research in Marketing*, 33(3), pp. 624-638.
- CHUNG, T.S., RUST, R. et WEDEL, M. (2009). My Mobile Music: An Adaptive Personalization System for Digital Audio Players. *Marketing Science*, 28(1), pp. 52-68.
- RUST, R. et CHUNG, T.S. (2006). Marketing Models of Service and Relationships. *Marketing Science*, 25(6), pp. 560-580.

### Chapitres d'ouvrage

- CHUNG, T.S. et WEDEL, M. (2014). Adaptive Personalization of Mobile Information Services. Dans: *The Handbook of Handbook of Service Marketing Research*. 1st ed. Cheltenham Gloucester: Edward Elgar Publishing Ltd, pp. 395-412.
- RUST, R., NA, K., WEDEL, M. et CHUNG, T.S. (2010). Personalization Technologies. Dans: *The Handbook of Technology Management, Volume 2: Supply Chain Management, Marketing and Advertising, and Global Management*. 1st ed. Hoboken: John Wiley & Sons, Inc. pp. 473-482.

### Conférences

- CHUNG, T.S. (2024). Associate Rule and Word Embedding Mining of Cultural Differences in Online Review. Dans: 53rd European Marketing Academy (EMAC) Conference 2024. Bucharest.
- CHUNG, T.S. et MUKHOPADHYAY, S. (2019). Impact of Online Review Narratives on Offline Business Performance. Dans: 41st Annual INFORMS Marketing Science (ISMS) Conference.
- NG, S., GOH, K.H. et CHUNG, T.S. (2019). Who and When Will Consumer Choose Online Versus Offline Platforms: Omni-Channel Customer Service in a Digital Economy. Dans: 2019 Frontiers in Service Conference.
- CHUNG, T.S. (2018). A Heuristic-analytic Perspective On The Helpfulness Of Online Consumer Reviews. Dans: Institute for Operations Research and the Management Sciences (INFORMS) 2018 International Meeting.

## AUTRES ACTIVITES DE RECHERCHE

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### Membre d'un comité de lecture

- Depuis 2023 Journal of Service Research
- Depuis 2021 Asia Marketing Journal
- 2016 - 2021 International Journal of Research in Marketing

### Relecteur pour :

International Journal of Research in Marketing, Journal of Interactive Marketing, Journal of Marketing, Journal of Operations Management, Journal of Service Research, Marketing Letters, Marketing Science

### Affiliations

- Depuis 2017 Membre, Academy of Marketing Science (AMS)
- Depuis 2017 Membre, American Marketing Association (AMA)
- Depuis 2016 Membre, European Marketing Academy (EMA)
- Depuis 2003 Membre, Institute for Operations Research and the Management Sciences (INFORMS)

### Supervision de thèses / HDR

- 2014 S. MUKHOPADHYAY (Nanyang Business School), Directeur de thèse, Premier Poste : Indian Institute of Management Ahmedabad (IIMA)
- 2013 C. GUAN (Nanyang Business School), Membre de jury, Premier Poste : Singapore University of Social Sciences

## ENSEIGNEMENT

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- 2022 PhD Seminar (Lecture in Marketing Analytics), ESSEC Business School, France
- 2021 Business Week, ESSEC Business School, Singapour
- 2020 Market Studies (Marketing Research), ESSEC Business School, Singapour
- 2019 Marketing Analytics, ESSEC Business School, Singapour
- 2018 Marketing and Sales Relationship, ESSEC Business School, Singapour
- 2018 Brand Management Using Digital Marketing and Social Media, ESSEC Business School, Singapour
- 2018 Asian Strategy Consulting Project, ESSEC Business School, Singapour
- 2018 MMD Overseas Study Trip, ESSEC Business School, Singapour
- 2018 Digital Marketing Challenge, ESSEC Business School, Singapour
- 2017 Digital Marketing Strategy and Planning, ESSEC Business School, Singapour
- 2017 Social Media Marketing and Mobile Marketing, ESSEC Business School, Singapour
- 2013 PhD Seminar in Marketing Modeling, Nanyang Business School, Singapour

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| 2012 | Market Relationship, Nanyang Business School, Singapour                   |
| 2010 | PhD Seminar on Contemporary Issues in Marketing, Nanyang Business School, |
| 2009 | Services Marketing, Nanyang Business School, Singapour                    |

## **ACTIVITES PROFESSIONNELLES**

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### **Autres activités professionnelles**

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| 2020 - 2023 | National representative (Singapore), European Marketing Academy |
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## **SERVICE**

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| 2013 - 2017 | Chair, Marketing and International Division PhD Committee, Nanyang Business School, Singapour  |
| 2009 - 2011 | Member, Curriculum Review Committee, Nanyang Business School, Singapour                        |
| 2009 - 2013 | Member, Marketing and International Division PhD Committee, Nanyang Business School, Singapour |