Tuck Siong CHUNG

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Département: Marketing
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INTERETS DE RECHERCHE

Marketing et analyses des données, Modèles marketing, Stratégie marketing

FORMATION

2015	MSc en Gestion du Dévelopement, 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

Positions académiques principales

2026 - Présent	Professeur, ESSEC Business School, France
2017 - 2026	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

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

PUBLICATIONS

Articles

CHEN, Y., CHUNG, T.S., LIN, C. et LOW, A. (2024). When do stock options affect CEO risk-taking? The moderating role of CEO regulatory focus. *Journal of Business Finance and Accounting*, 55(7-8), pp. 1724-1761.

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., LIU, C., LOW, A. et WANG, X. (2025). How Does CEO Regulatory Focus Affect CSR's Impact of Firm Outcomes? Dans: 2025 European Marketing Academy (EMAC) Spring Conference. Madrid.

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 MUKHOPADHAY, 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

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

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
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,
2013	PhD Seminar in Marketing Modeling, Nanyang Business School, Singapour
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

Autres activités professionnelles

2020 - 2023	National representative (Singapore), European Marketing Academy

SERVICE

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