

Tuck Siong CHUNG

Professeur associé

Département: Marketing

ESSEC Business School

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France

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INTERETS DE RECHERCHE

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

Positions académiques principales

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| 2017 - Présent | Professeur associé, ESSEC Business School, Singapour |
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Autres affiliations académiques

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| 2015 - 2017 | Directeur de centre, Institute on Asian Consumer Insight, Singapour |
| 2007 - 2017 | Autre, Nanyang Technological University, Singapour |

Autres expériences professionnelles

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| 1997 - 2001 | Chargé des Ventes et Opérations pour la catégorie Crèmes Glacées, Unilever, Singapour |
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BOURSES, PRIX ET DISTINCTIONS

Prix et Distinctions

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| 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

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 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

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

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, Singapore
- 2009 - 2013 Member, Marketing and International Division PhD Committee, Nanyang Business School, Singapore
- 2009 - 2011 Member, Curriculum Review Committee, Nanyang Business School, Singapore