

Tuck Siong CHUNG

Associate Professor

Department: Marketing

ESSEC Business School

5 Nepal Park

139408 Singapore

Singapore

Email: chung@essec.edu

RESEARCH INTERESTS

Marketing and Data Analytics, Marketing Models, Marketing Strategy

EDUCATION

2015	MSc in Development Management, Open University, United Kingdom
2007	Ph.D. in Marketing & Economics, Robert H. Smith School of Business, United States of America
2000	M.A. in Asia-Pacific Studies, University of Leeds, United Kingdom
1995	BBA. (Hon) in Business Administration, National University of Singapore, Singapore

EMPLOYMENT

Full-time academic positions

2017 - Present Associate Professor, ESSEC Business School, Singapore

Other affiliations and appointments

2015 - 2017 Assistant Research and Development Director, Institute on Asian Consumer Insight, Singapore

2007 - 2017 Assistant Professor, Nanyang Technological University, Singapore

Other professional experiences

1997 - 2001 Sales and operations manager in the Ice Cream Department, Unilever, Singapore

GRANTS AND HONORS

Awards and Honors

2017	Winner of the Journal of the Academy of Marketing Science, Sheth Foundation Best Paper Award
2014	Runner-up for the INFORMS Service Science Best Paper Award
2007	Marvin A. Jolson Outstanding Marketing Doctoral Student Award, University of Maryland, College Park, Maryland
2007	Frank T. Paine Award for Academic Achievement, University of Maryland, College Park, Maryland

Journal Articles

- CHEN, Y., CHUNG, T.S., LIN, C. and 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. and RUST, R.T. (2023). Executive confidence and myopic marketing management. *Journal of the Academy of Marketing Science*, 51, pp. 1118-1142.
- CHUNG, T.S. and 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. and 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. and ZHANG, J.J. (2022). Product Market Effects of Customer Referencing. *European Accounting Review*, 33(4), pp. 1165-1196.
- CHUNG, T.S. and 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. and RUST, R. (2016). Adaptive Personalization Using Social Networks. *Journal of the Academy of Marketing Science*, 44(1), pp. 66-87.
- MUKHOPADHYAY, S. and 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. and WEDEL, M. (2009). My Mobile Music: An Adaptive Personalization System for Digital Audio Players. *Marketing Science*, 28(1), pp. 52-68.
- RUST, R. and CHUNG, T.S. (2006). Marketing Models of Service and Relationships. *Marketing Science*, 25(6), pp. 560-580.

Book chapters

- CHUNG, T.S. and WEDEL, M. (2014). Adaptive Personalization of Mobile Information Services. In: *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. and CHUNG, T.S. (2010). Personalization Technologies. In: *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.

Conferences

- CHUNG, T.S., LIU, C., LOW, A. and WANG, X. (2025). How Does CEO Regulatory Focus Affect CSR's Impact of Firm Outcomes? In: 2025 European Marketing Academy (EMAC) Spring Conference. Madrid.
- CHUNG, T.S. (2024). Associate Rule and Word Embedding Mining of Cultural Differences in Online Review. In: 53rd European Marketing Academy (EMAC) Conference 2024. Bucharest.
- CHUNG, T.S. and MUKHOPADHAY, S. (2019). Impact of Online Review Narratives on Offline Business Performance. In: 41st Annual INFORMS Marketing Science (ISMS) Conference.

NG, S., GOH, K.H. and CHUNG, T.S. (2019). Who and When Will Consumer Choose Online Versus Offline Platforms: Omni-Channel Customer Service in a Digital Economy. In: 2019 Frontiers in Service Conference.

CHUNG, T.S. (2018). A Heuristic-analytic Perspective On The Helpfulness Of Online Consumer Reviews. In: Institute for Operations Research and the Management Sciences (INFORMS) 2018 International Meeting.

OTHER RESEARCH ACTIVITIES

Editorial Board Membership

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

Ad-hoc reviewer for :

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

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

PhD Supervision

- 2014 S. MUKHOPADHYAY (Nanyang Business School), Thesis director, First Placement: Indian Institute of Management Ahmedabad (IIMA)
- 2013 C. GUAN (Nanyang Business School), Thesis jury member, First Placement: Singapore University of Social Sciences

TEACHING EXPERIENCE

- 2022 PhD Seminar (Lecture in Marketing Analytics) PhD Seminar (Lecture in Marketing
- 2021 Business Week, ESSEC Business School, Singapore
- 2020 Market Studies (Marketing Research), ESSEC Business School, Singapore
- 2019 Marketing Analytics, ESSEC Business School, Singapore
- 2018 Marketing and Sales Relationship, ESSEC Business School, Singapore
- 2018 Brand Management Using Digital Marketing and Social Media Brand Management
- 2018 Asian Strategy Consulting Project, ESSEC Business School, Singapore
- 2018 MMD Overseas Study Trip, ESSEC Business School, Singapore

2018	Digital Marketing Challenge, ESSEC Business School, Singapore
2017	Digital Marketing Strategy and Planning, ESSEC Business School, Singapore
2017	Social Media Marketing and Mobile Marketing, ESSEC Business School,
2013	PhD Seminar in Marketing Modeling, Nanyang Business School, Singapore
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

PROFESSIONAL ACTIVITIES

Other professional activities

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