

# Tuck Siong CHUNG

Associate Professor

Department: Marketing

ESSEC Business School

3 avenue Bernard Hirsch

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France

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## RESEARCH INTERESTS

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Marketing and Data Analytics, Marketing Models, Marketing Strategy

## EDUCATION

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| 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

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### Full-time academic positions

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| 2017 - Present | Associate Professor, ESSEC Business School, Singapore |
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### Other affiliations and appointments

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| 2015 - 2017 | Assistant Research and Development Director, Institute on Asian Consumer Insight, Singapore |
| 2007 - 2017 | Assistant Professor, Nanyang Technological University, Singapore                            |

### Other professional experiences

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| 1997 - 2001 | Sales and operations manager in the Ice Cream Department, Unilever, Singapore |
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## GRANTS AND HONORS

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### Awards and Honors

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| 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

- 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. (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 MUKHOPADHYAY, 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

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### 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

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- 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

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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                    |

## **PROFESSIONAL ACTIVITIES**

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### **Other professional activities**

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