Tuck Siong CHUNG

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ESSEC Business School
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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

2026 - Present	Professor, ESSEC Business School, France
2017 - 2026	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

PUBLICATIONS

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, 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 MediaBrand Management

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

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