

Tuck Siong CHUNG

Professeur associé

Department: Marketing

ESSEC Business School

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RESEARCH INTERESTS

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

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

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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 | Frank T. Paine Award for Academic Achievement, University of Maryland, College Park, Maryland |
| 2007 | Marvin A. Jolson Outstanding Marketing Doctoral Student Award, University of Maryland, College Park, Maryland |

PUBLICATIONS

Journal Articles

- 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*, In press.
- 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. 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

- 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 - Present National representative (Singapore), International Journal of Research in Marketing, United States of America

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