

Tuck Siong CHUNG

Associate Professor

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Department: Marketing

Campus de Singapour

DIPLOMAS

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

CAREER

FULL-TIME ACADEMIC APPOINTMENTS

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| 2017 - Now | Associate Professor (ESSEC Business School Singapore) |
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PROFESSIONAL APPOINTMENTS

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| 1997 - 2001-01-01 | Sales and operations manager in the Ice Cream Department (Unilever Singapore) |
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OTHER ACADEMIC APPOINTMENTS

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| 2007 - 2017-09-01 | Assistant Professor (Nanyang Technological University Singapore) |
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OTHER APPOINTMENTS

2015 - 2017-01-01 Assistant Research and Development Director (Institute on Asian Consumer Insight Singapore)

PUBLICATIONS

JOURNAL ARTICLES

[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. 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., 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., 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.](#)

[CHEN, Y., CHUNG, T.S., LIN, C. et 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.](#)

PRESENTATIONS AT AN ACADEMIC OR PROFESSIONAL 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.](#)

[CHUNG, T.S. et MUKHOPADHAY, 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. \(2024\). Associate Rule and Word Embedding Mining of Cultural Differences in Online Review. Dans: 53rd European Marketing Academy \(EMAC\) Conference 2024. Bucharest.](#)

RESEARCH ACTIVITIES

Member of an academic association

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

Reviewer for a journal

- 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

Editorial Board Membership

2016 - 2021: Editorial board membership - International Journal of Research in Marketing
2021 - Now: Editorial Board membership - Asia Marketing Journal
2023 - Now: Editorial Board membership - Journal of Service Research

PROFESSIONAL ACTIVITIES

Member of a professional association, of an expert group or of a board of directors

2020 - 2023: National representative (Singapore) (European Marketing Academy)

SERVICES

2013 - 2017: Chair, Marketing and International Division PhD Committee (Nanyang Business School Singapore)
2009 - 2013: Member, Marketing and International Division PhD Committee (Nanyang

2009 - 2011: Business School Singapore)
Member, Curriculum Review Committee (Nanyang Business School Singapore)