

Tuck S. (Jonah) Chung

Associate Professor, Department Marketing

Associate Academic
Director of the MSc in
Marketing
Management and
Digital

Contact

Mail:

chung@essec.edu
ESSEC Asia-Pacific
Campus
5 Nepal Park
Singapore 139408

Education

Ph.D. in Marketing, University of Maryland, College Park, United States of America (2007)

M.Sc. in Development Management, Open University, United Kingdom (2015)

M.A. in Asia-Pacific Studies, University of Leeds, United Kingdom (2000)

BBA. (Hon) in Business Administration, National University of Singapore, Singapore (1995)

Biography

Tuck is an Associate Professor of Marketing at ESSEC Business School. He is also the Academic Director for the MSC in Marketing Management and Digital. His research interests span across both marketing and information systems. Specifically, his research interests include consumer online behaviour, marketing analytics, mobile and digital marketing and online personalization of products. He also works in the areas of the financial impact of marketing and service marketing models. He published his works in top academic journals including Marketing Science, Journal of the Academy of Marketing Science and International Journal of Research in Marketing. One of his recent publications won the Journal of the Academy of Marketing Science, Sheth Foundation Best Paper in 2017.

He contributes to the academic community by serving as a reviewer for such journals as Marketing Science, Information Service Research, Journal of Service Research, International Journal of Research in Marketing and Journal of Interactive Marketing. In addition, he currently serves as an editorial board member for the International Journal of Research in Marketing.

He has six years of industry working experience both in the service and goods industry. While he was working in Unilever, he was a manager holding such roles as Market development, Key Account Management and logistics covering both domestic and regional markets. Before joining ESSEC Business School, he was the Assistant Research and Development Director in the Institute on Asian Consumer Insight championing the digital behaviour cluster. In terms of industry engagements, he gave talks in companies as an external marketing expert, served as panel moderator, conduct industry workshop and was key note speaker in international conferences.

Research Areas

Financial impact of marketing

Service Marketing Models

Marketing analytics

Digital Marketing

Publications

Academic Publications

Articles

"The impact of investor impatience and environmental turbulence on myopic marketing management and stock performance" (T. Chung, A. Low,), *International Journal of Research in Marketing*, Sep 2017, Vol. 34, Issue 3, p. 660-677

"Preference Instability, Consumption and Online Rating Behavior" (S. Mukhopadhyay, T. Chung), *International Journal of Research in Marketing*, Sep 2016, Vol. 33, Issue 3, p. 624-638

"Adaptive Personalization Using Social Networks" (T. Chung, M. Wedel, R. Rust), *Journal of the Academy of Marketing Science*, Jan 2016, Vol. 44, Issue 1, p. 66-87

"My Mobile Music: An Adaptive Personalization System for Digital Audio Players" (T. Chung, R. Rust, M. Wedel,), *Marketing Science*, Jan 2009, Vol. 28, Issue 1, p. 52-68

"Marketing Models of Service and Relationships" (R. Rust, T. Chung), *Marketing Science*, Nov 2006, Vol. 25, Issue 6, p. 560-580

Book Chapters

Adaptive Personalization of Mobile Information Services. In: *The Handbook of Handbook of Service Marketing Research* (with M. Wedel). Cheltenham Gloucester (United Kingdom) : Edward Elgar Publishing Ltd, Roland T. Rust. 2014, p. 395-412

Personalization Technologies. In: *The Handbook of Technology Management, Volume 2: Supply Chain Management, Marketing and Advertising, and Global Management* (with R. Rust, K. Na, M. Wedel). Hoboken, N.J (United States of America) : John Wiley & Sons, Hossein Bidgoli. 2010, p. 473-482

Teaching

Teaching at ESSEC

Digital Marketing

Mobile Marketing

Marketing Analytics

Social Media Marketing

Sales and Marketing Relationships

Other Activities

Awards and Distinctions

Winner of the Journal of the Academy of Marketing Science, Sheth Foundation Best Paper Award (2017)

Runner-up for the INFORMS Service Science Best Paper Award (2014).

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 (2007)

Affiliations and Academic Responsibilities

Affiliations

American Marketing Association (AMA)

Academy of Marketing Science (AMS)

European Marketing Academy (EMA)

Institute for Operations Research and the Management Sciences (INFORMS)

Reviewer for international journals

Marketing letters

Marketing Science

Journal of Service Research

Information Service Research

Journal of Interactive Marketing

Journal of Operations Management

International Journal of Research in Marketing