

## Curriculum Vitae



### **Dr Chung Seh Woong**

Senior Lecturer, Marketing Programme  
School of Business

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### **Education Qualifications**

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| 2001 | PhD in Management (Marketing), University of Toronto, Canada     |
| 1990 | MA in Sociology, Utah State University, United States of America |
| 1987 | BA in Political Science, Yonsei University, South Korea          |

### **Academic and Professional Experience**

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| 2010 - 2020 | Assistant Professor of Marketing (Education), Singapore Management University |
| 2007 - 2010 | Practice Assistant Professor of Marketing, Singapore Management University    |
| 2002 - 2007 | Assistant Professor of Marketing, Singapore Management University             |
| 1999 - 2002 | Assistant Professor of Marketing, INSEAD, France                              |

### **Consultation and Executive Experience**

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| Nov 2018 | Building and Construction Authority |
| Jan 2015 | LaPalette Singapore                 |
| Jan 2009 | Wild Bunch & Co.                    |

### **Research Interests**

- Consumer memory, Product convergence and modularity, Consumer narcissism, Experimental methodology

### **Selected Publications**

- What's in a name? The impact of subcategory salience on value perception and upgrade intention for multicategory products, by HAN, Jin K.; CHUNG, Seh Woong; SOHN, Yong Seok. (2018). Psychology and Marketing, 1-10.
- Technological expectation and consumer preferences for product form, by CHUNG, Seh-Woong; HAN, Jin-Kyung; SOHN, Yong-Seok. (2012). Journal of Business Research, 65 (9), 1290-1294.

Technology convergence: When do consumers prefer converged products to dedicated products?, by HAN, Jin K.; CHUNG, Seh-Woong; SOHN, Yong-Seok. (2009). *Journal of Marketing*, 73 (4), 97-108.

A durable replacement model for symbolic vs. utilitarian consumption: An integrated cultural and socio-economic perspective, by YOO, Shijin; CHUNG, Seh-Woong; HAN, Jin K.(2006). *Global Economic Review*, 35 (2), 193-206.

Effects of Brand Name Exposure on Brand Choice: An Implicit Memory Perspective, by CHUNG, Seh-Woong; SZYMANSKI, Katrin. (1997). *Advances in Consumer Research*, 24 288-294.

#### **Conference Proceedings:**

Category descriptors and brand-naming decisions in convergence products: Subcategories, willingness to pay, and product replacement, (2016). *Theory and Practice in Marketing*, 2016 June 24, Seoul, Korea. South Korea (Selected as Top Five Presentations at TPM Conference)

Perceptual Fluency, Attitudes and Choice, by Mitchell, Andrew; CHUNG, Seh-Woong. (2007). *Advances in Consumer Research*, (pp. 30-30) Association for Consumer Research; 1999.

Consumer preferences for high-tech product forms: Converged or separate? Evolution of technology and reversal of preferences, by HAN, Jin K.; CHUNG, Seh-Woong; YONG, Seok Sohn. (2005). *Singapore Marketing Research Roundtable*, December 2005, Singapore.

A Model of Constrained Choice, by CHUNG, Seh-Woong. (2005). *Society for Consumer Psychology Winter Conference*, St Pete Beach, 24-26 February 2005, St Pete Beach, FL, USA.

The strategic role of product modularity: A demand-side perspective, by CHUNG, Seh-Woong; Han, Jin K. (2003). *INFORMS Marketing Science Conference*, College Park, 12-15 June 2003, College Park, MD, USA.

The Strategic Role of Product Modularity: A Demand-Side Perspective, SMU Internal Grant, Ministry of Education (MOE) Tier 1, Principal Investigator: CHUNG Seh-Woong, 2003, S\$26,779.4

#### **Teaching Material:**

Chung, Seh-Woong, Markus Christen & David Soberman, 2003, "Ford KA: The Market Research Problem (A, B, & C)", the European Case Clearing House, Ltd.

*Updated on 22 October 2020*