

## Curriculum Vitae



### **Dr Chung Seh Woong**

Senior Lecturer, Marketing Programme  
School of Business

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### **Education Qualifications**

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**

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**

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

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Nov 2018	Building and Construction Authority
Jan 2015	LaPalette Singapore
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### **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, JinKyung; 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 socioeconomic 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, SehWoong**; 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.