

Curriculum Vitae



Associate Professor Guan Chong

Director

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Education Qualifications

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| 2013 | PhD in Marketing, Nanyang Business School, Nanyang Technological University, Singapore |
| 2006 | Bachelor in Marketing, Guanghua School of Management, Peking University, P.R. China |

Academic and Professional Experience

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| 2019 - 2022 | Deputy Director, Office of Graduate Studies, SUSS |
| 2015 - 2019 | Head of Programme (Marketing), School of Business, SUSS |
| 2014 - 2015 | Head of Programme (Visual Communication with Business), School of Business, SUSS |
| 2011 - 2014 | Lecturer, School of Business, SUSS |
| 2018 - 2022 | Adjunct Faculty, Nanyang Centre for Public Administration, NTU |
| 2019 - Present | Editorial board member, Internet Research |
| 2020 - Present | Editor, International Journal of Internet Marketing and Advertising |
| 2017 - Present | Associate Editor, Journal of Electronic Business & Digital Economics |

Consulting Experience

- 2021 CR Group
- 2019 - 2021 IPOS International
- 2016 National Trades Union Congress (NTUC)

Research Interests

- Machine learning in marketing

Selected Publications

Journal Papers

- Cheng, X., Zhang, S., Fu, S., Liu, W., Guan, C., Mou, J., Ye, Q. and Huang, C. (2022), Exploring the metaverse in the digital economy: an overview and research framework, *Journal of Electronic Business & Digital Economics*, 1, 1/2, 206-224.
- Guan Chong, Hung Yu-Chen & Liu Wenting (2022) Cultural Differences In Hospitality Service Evaluations: Mining Insights of User Generated Content, *Electronic Markets*, 32(3), 1061-1081.
- Guan Chong, Mou Jian, & Jiang Zhiying (2020) Artificial intelligence innovation in education: A twenty-year data-driven historical analysis, *International Journal of Innovation Studies*, 4(4), 134 - 147.
- Ding Ding, Guan Chong, Calvin Chan & Liu Wenting (2020) Building Stock Market Resilience Through Digital Transformation: Using Google Trends to Analyze the Impact of COVID-19 Pandemic, *Frontiers of Business Research in China*, 14(21), 1 - 21.
- Hung Yu-chen & Guan Chong (2020) Winning box office with the right movie synopsis, *European Journal of Marketing*, 54(3), 594 - 614.
- Jiang Zhiying, Guan Chong & de Haaij, Ivo (2019) Congruity and processing fluency: An analysis on the effectiveness of embedded online video advertising, *Asia Pacific Journal of Marketing and Logistics*, 32(5), 1070 - 1088.
- Guan Chong & Lam Shun Yin (2019). Product rating statistics as consumer search aids. *Journal of Interactive Marketing*, 48, 51 - 70.
- Hung Yu-Chen, Song Liang, Chao Chih-Wei & Guan Chong (2017) Love at First Sight: The Effect of Presentation Order on Evaluation of Experiential Options in Luxury Tour Packages, *Journal of Business Research*, 81, 181 - 191.
- Ding Ding, Guan Chong, Fang Zheng & Lee Pui Mun (2017) Does Online Rating Affect Companies' Financial Performance? Evidence from Hotels in Singapore, *Journal of Accounting and Finance*, 17(9), 60 - 75.
- Lee Pui Mun, Guan Chong & Chan M.L. Calvin (2017) Koufu: Fortune of an Entrepreneurial Singapore Hawker, *Asian Case Research Journal*, 21 (1), 175 - 205.
- Sharma Ravi, Fantin Arul-Raj, Prabhu Navin, Guan Chong and Dattakumar Ambica (2016) Digital literacy and knowledge societies: A grounded theory investigation of sustainable development, *Telecommunications Policy*, 40(7), 628 - 643.
- Guan Chong, Ding Ding and Ho Kong Weng (2014) E-Learning in Higher Education for Adult Learners in Singapore, *International Journal of Information and Education Technology*, 5(5), 348 - 353.
- Jain Ajay K., Malhotra Naresh K., and Guan Chong (2012) Positive and Negative Affectivity as Mediators of Volunteerism and Service-oriented Citizenship Behavior and Customer Loyalty, *Psychology & Marketing*, 29(12), 1004 - 1017.
- Sangwan, S., Siguaw, Judy A., and Guan Chong (2009) A Comparative Study of Motivational Differences for Online Shopping, *DATA BASE for Advances in Information Systems*, 40(4), 28 - 42 .
- Sangwan, S., Guan Chong, and Siguaw Judy A. (2009) Virtual Social Networks: Toward A Research Agenda. *International Journal of Virtual Communities and Social Networking*, 1(1), 1 - 13.

Books/Book Chapter

- Lee David Kuo Chuen, Ding Ding & Guan Chong. (2021) Financial Management in the Digital Economy, Singapore University of Social Sciences - World Scientific Future Economy Series. vol. 6, World Scientific.
- Guan Chong, Jiang Zhiying & Ding Ding (2019) The emerging business models. In David Lee (Ed.), Singapore University of Social Sciences - World Scientific Future Economy Series, vol. 2, World Scientific.
- Ding Ding, Guan Chong, Lee David Kuo Chuen, Tan Lee Cheng (2017) From Ant Financial to Alibaba's Rural Taobao Strategy - How Fintech is Transforming Social Inclusion, in David Lee & Robert Deng (Eds.), Handbook of Blockchain, Digital Finance, and Inclusion, vol. 1, Elsevier Academic Press.
- Sharma Ravi S., Malone Lin, Guan Chong and Dattakumar Ambica (2016) A maturity model for digital literacies and sustainable development, In Mehdi Khosrow-Pour (Eds.), Encyclopedia of Information Science and Technology, IGI Global.
- Guan Chong and Lee Pui Mun (2014) Key Learning Points from the Nine Companies' Corporate Sustainability Journeys, Chapter in Many Journeys, Common Destination, Singapore Institute of Management, pp.133 - 147.
- Guan Chong and Lee Pui Mun (2014) Corporate Social Responsibility: Overview of Concepts and Developments in Asia, Chapter in Many Journeys, Common Destination, Singapore Institute of Management, pp.19 - 28.
- Sangwan, S., Guan Chong, and Siguaw Judy A. (2010) Virtual Social Networks, Chapter in Social Computing: Concepts, Methodologies, Tools, and Applications, ed. by Dasgupta S., Khosrow-Pour M., Clarke Steve, Jennex M. E., Becker A., PA, USA: Information Science Publishing, pp.2198 - 2210.
- Sangwan, S., Guan Chong, and Louis-Francois Pau (2008) Market Characteristics of Mobile Communications Market in China. Chapter in The China Information Technology Handbook, ed. by Lytras, M. and Ordonez De Pablos P., New York: Springer Verlag, pp.299 - 308.

Press Article

- Guan Chong, Fang Zheng & Sean Lee (2022) Commentary: MBAs aren't what they used to be. The Straits Times, 29 Dec 2022.
- Guan Chong & Sean Lee (2022) Commentary: Ordering in festive feasts can be stressful so why do people still turn to food delivery apps? CNA, 16 Jan 2022.
- Guan Chong (2020) Commentary: Google Pixel 4a a decent phone but wait a little longer before switching, CNA, 17 Aug 2020.
- Guan Chong & Calvin Chan (2020) Commentary: Has COVID-19 made e-commerce and online shopping the new normal? CNA, 07 Apr 2020
- Chong Guan & Ding Ding (2020) Commentary: Samsung's new Galaxy S20 promises to be a game-changer. But it could struggle to do so, CNA, 19 Feb 2020.
- Tan Khay Boon & Guan Chong (2015) Why retailers need to raise productivity now, Today, 25 Feb 2015, pp.10 and 12.

- Guan Chong (2014) Why Singapore needs Project Jewel (and more malls), Today, 23 April 2014, pp.14 and 19.
- Guan Chong and Allan Chia (2014) Right time to step towards a self-service society, Today, 18 March 2014, pp.17 - 18.
- Guan Chong (2013) Consumers, flex your muscles for Earth's sake, Today, 10 July 2013, pp.14.

Research Grant

- 2022 - 2023 Temasek Foundation
- 2015 - 2018 MOE Academic Research Funding (AcRF) Tier 2
- 2014 - 2018 SUSS Applied Research Committee (ARC) Grant
- 2012 - 2013 Institute on Asian Consumer Insight (ACI) Research Grant
- 2011 NTURCC Research Grant

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