

Curriculum Vitae



Dr Jiang Zhiying

Head, Graduate Certificate & Diploma in Digital Marketing Programmes
School of Business

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Education Qualifications

2014	PhD, Marketing, National University of Singapore
2006	MSc, Econometrics, Erasmus University Rotterdam
2005	BSc, Business Administration, Erasmus University Rotterdam

Academic and Professional Experience

Apr 2019 - Present	Head of Programme, Graduate Certificate/Diploma in Digital Marketing, School of Business, Singapore University of Social Science
Jan 2019 - Present	Senior Lecturer, School of Business, Singapore University of Social Science
Oct 2017 - Dec 2018	Lecturer, Marketing Programme, School of Business, Singapore University of Social Science
Jan 2014 - Jul 2017	Assistant Professor, Department of Business Economics, Erasmus School of Economics, Erasmus University Rotterdam

Consultation and Executive Experience

2020 July	Consultation with HDB, Singapore (Pro Bono) Project details: Using customer journey mapping to optimize information acquisition on HDB digital portal.
2016 October	Consultation with Philips Consumer Lifestyle, Amsterdam Project details: Using review and rating data on Amazon to help product managers improve their product design.
2015 September	Consultation with IMS Health, Rotterdam Project details: In depth and longitudinal analyses with patient adherence in using medicine.

2014 June

Consultation with IMS Health, Rotterdam

Project details: segmentation based on doctor's usage pattern to produce targeted schemes of detailing service for new medicine.

Research Interests

- Marketing and Customer Analytics
- Marketing Research
- Consumer Learning
- Mobile Economics
- Sharing Economy

Selected Publications

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.

Jiang Zhiying, Vanessa Liu, Miriam Erne, Calvin Cheng, Joseph Lee, 2020, "Do User Reviews Matter? Empirical Evidence on the User Involvement in App Performance", *International Journal of Engineering Research And Development*, Volume16, Issue 8, pp. 23-88.

Jiang Zhiying, Vanessa Liu, Miriam Erne 2020 "Examining the Impact of User Reviews on Mobile Applications Development", *SAIS 2020 Proceedings*. 36.

Jiang Zhiying, Guan Chong, Ivo. L. de Haaij 2019 "Congruity and processing fluency: an analysis on the effectiveness of embedded online video advertising," *Asia Pacific Journal of Marketing and Logistics*, forthcoming.

Javier Cebollada, Chu Yanlai and Jiang Zhiying. 2019. "Online Category Pricing at a Multichannel Grocery Retailer," *Journal of Interactive Marketing*, 46, may, pp52-69

Surendra Rajiv, Junhong Chu and Zhiying Jiang. 2015. "Publication, Citation, Career Development, and Recent Trends: Empirical Evidence for Quantitative Marketing Researchers," *Customer Needs and Solutions*, 1(2): 71-90.

Book Chapter

Guan Chong, Jiang Zhiying, DingDing "The Emerging Business Models," *World Scientific Future Economy Series Volume 2*. January. 2020

Working Papers

Jiang Zhiying, Lau Kong Cheen, 2021 "Consumer Profiling of Singapore Market"

Jiang Zhiying, Vanessa Liu. 2020 "The Voices of Local Retailers - A Survey Study of Annual Singapore Retail Insights"

Jiang Zhiying, Suman Ann Thomas and Rajiv Surendra. 2016. "Inherent versus Constructed Preferences: To What Extent? A Memory-Based Dual-Process Model," (finalizing for submitting to *Journal of Consumer Research*)

Jiang Zhiying, Navid Asgari and Junhong Chu. 2016. "Unpacking Absorptive Capacity under the Context of Knowledge Alliances: A Dynamic Co-evolution Model," (finalizing for submitting to Management Science)

Jiang Zhiying and Trichy Krishnan. 2016. "Channel Delegation and Market Asymmetry," preliminary results with first draft

Teaching Area

- Marketing Analytics
- Business Statistics
- Multivariate Data Analysis
- Digital Marketing

Grants and Awards

- CFAR SUSS 2020-2021
Title: Singapore Consumer Profiling and Insights
Amount: \$18,264
- CFAR SUSS 2019-2020
Title: The Voices of Local Retailers – A Survey Study of Annual Singapore Retail Insights
Amount:\$15,000
- Marier Cuier Individual Fellowship Europe Union 2015-2018
Title: Marketing Expenditure Budgeting: from the Upper Echelon to the Lower Echelon
Amount: €177,598.80
- AMA Doctoral Consortium Fellow, Texas

Media Interview

- 10/2019 - Live interview at 'Hello Singapore' programme by Channel 8

Industrial and Public Talks

- 01/2021 - SUSS Alumni Office & Louken Group @ZOOM
- 09/2020 - SUSS Alumni Office @ ZOOM
- 07/2019 - HeadHunt Brownbag Master Class @ Tanjong Pagar Series
- 08/2019 - 2019 SkillsFuture Fair @Suntec City
- 08/2019 - 2019 Singapore Chamber of Chinese Commerce and Industry @ Suntec City
- 09/2019 - HeadHunt Brownbag Master Class @ Science Series
- 09/2019 - 2019 Ren SME Workshop @ SUSS

Conference Presentation and Invited Talks

- 11/2020 IFIP WG 8.6 Working Conference, ZOOM
- 11/2018 - 2018 KSMS International Marketing Conference, Seoul, South Korea
- 07/2016 - The 13th Marketing Dynamics Conference, Hamburg University, Germany

- 06/2016 - INFORMS Marketing Science Conference, Shanghai, China
- 06/2016 - The Greater-China Conference on Mobile Big Data Marketing, Hong Kong, China
- 06/2014 - “Unpacking Absorptive Capacity under the Context of Knowledge Alliances: A Dynamic Co-evolution Model,” INFORMS Marketing Science Conference, Atlanta
- 05/2014 - AMA - ECMI - EMAC Marketing & Innovation Symposium, Rotterdam, the Netherlands
- 06/2012 - “Consumer Brand Choice and Experiential Quality Learning: A Dual-process Model of Memory-based Judgment”, INFORMS Marketing Science Conference, Boston
- 10/2016 - Brown Bag Seminar, School of Business, SIM University, Singapore
- 10/2014 - Seminar, School of Management, Xian Jiaotong University, China
- 10/2014 - Seminar, School of Business, Nanjing University, China
- 11/2012 - Seminar, School of Management, Sun Yat-Sen University, China
- 11/2012 - Seminar, School of Management, Fudan University, China
- 11/2012 - Seminar, College of Business, Shanghai University of Finance and Economics, China
- 11/2012 - Seminar, School of Management, Xiamen University, China
- 11/2012 - Seminar, Department of Business Administration, Ankara University, Turkey
- 11/2012 - Seminar, Graduate School of Business, KOC University, Turkey
- 10/2012 - Seminar, UTS Business School, University of Sydney Technology, Australia
- 10/2012 - Seminar, School of Business, University of Amsterdam, The Netherlands

Updated on 5 August 20121