

Curriculum Vitae



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Senior Lecturer, Marketing Programme
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Education Qualifications

2018	Ph.D. in Marketing, Nanyang Business School, Nanyang Technological University
2007	M.Sc. in Management (Recreation & Sport Management), University of Taipei
2005	B.B.A. in Finance, National Taiwan University

Academic and Professional Experience

2023 - Present	Senior Lecturer, Singapore University of Social Sciences, Singapore
2018 - 2022	Lecturer, Singapore University of Social Sciences, Singapore
2007 - 2012	Academic Staff, School of Sports, Health and Leisure, Republic Polytechnic, Singapore
2006 - 2007	Research Assistant, National Science Council, Taiwan

Research Interests

- Consumer behaviour in health and sport
- Sponsorship and endorsement

Selected Publications

Journal Publications:

- **Kuo, T. Y.**, Tsai, Y. H. & Shao, Y. L. J. (2022). 消費者無禮行為與運動俱樂部員工之工作敬業和工作滿意度：知覺組織支持的調節 [Customer mistreatment and work engagement and job satisfaction of employees in sports clubs: Perceived organizational support as a moderator]. *Bulletin of Sport and Exercise Psychology of Taiwan*, 22(2), 31-54.

- Bizen, Y., **Kuo, T. Y.**, & Shao, Y. L. J. (2019). ブランド拡張におけるアスリートによるエンドースメントの有効性について [The effectiveness of athlete endorsement on brand extension]. *Japanese Journal of Sport Management*, 11(1), 3-20.
- Shao, Y. L. J., & **Kuo, T. Y.** (2018). 個人道徳認同、慈善動機對公益運動賽會參與意願之影響 [The Influence of Moral Identity and Charity Motives on Charity Sport Event Participation]. *Bulletin of Sport and Exercise Psychology of Taiwan*, 18(1), 1-20
- Leng, H. K., **Kuo, T. Y.**, Baysa-Pee, G., & Tay, J. (2015). Singapore 2010 Youth Olympic Games and national pride: An examination of differences between spectators and non-spectators. *Sport, Business and Management: An International Journal*, 5(1), 21-30.
- Leng, H. K., **Kuo, T. Y.**, Baysa-Pee, G., & Tay, J. (2014). Make me proud! Singapore 2010 Youth Olympic Games and its effect on national pride of young Singaporeans. *International Review for the Sociology of Sport*, 49(6), 745-760.

Selected International Conference Presentation:

- **Kuo, T. Y.**, & Shao, Y. L. J. (2019, August). The Influence of Moral Identity and Charity Motives on Consumers' Response towards Cause-Related Sports Sponsorship. Paper presented at the 2019 Asian Association for Sport Management (AASM) Conference, Tokyo, Japan.
- **Kuo, T. Y.**, & Shao, Y. L. J. (2019, May). The Influence of Sponsor Recognition on Brand Perception and Choice: An Ambush Marketing Case in Taiwan Basketball (Ball) Market. Paper presented at the 2019 North American Society for Sport Management (NASSM) Conference, New Orleans, United States.
- **Kuo, T. Y.**, Hsueh, J. J., & Shao, Y. L. J. (2018, August). The Influence of Consumers' Implicit Theories on Image Transfer Effectiveness. Paper presented at the 2018 Asian Association for Sport Management (AASM) Conference, Manila, Philippines.

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