Dr. Swee Hoon Ang is an Associate Professor at the Department of Marketing, NUS Business School. She received her PhD in Marketing from the University of British Columbia.

She has two research programs. One focuses on behavioral aspects of Marketing. Her recent work includes advertising creativity and brand personality. The other is on research particularized to Asia Pacific, having published research on crisis marketing, counterfeiting, effect of superstitions on consumer choice, and segmenting the Asian consumers.

Swee Hoon is a co-author of *Marketing Management: An Asian Perspective* and *Principles of Marketing: An Asian Perspective* with Philip Kotler, Leong Siew Meng, and Tan Chin Tiong; now in their 7th and 4th edition respectively. These are the leading Marketing textbooks in Asia. She also co-authored *International Marketing* with Masaaki Kotabe, now in its 4th edition.

She is also a co-author of *Kiasunomics: Stories of Singaporean Economic Behaviours* that brings behavioral economic research to the general population to help them make sense of what they do so they learn to make better decisions for a smarter thinking nation.


As of August 2019, Swee Hoon’s work has been cited over 8000 times according to Google Scholar. Her article on counterfeiting received 712 citations, her textbook *Marketing Management: An Asian Perspective* has been cited 4443 times, and her metaphorlic advertising article 295 times.

Swee Hoon is also known as an outstanding educator having received the university’s Teaching Excellence Award three times, putting her on the Honor Roll. The university gives this award to only 2% of the faculty annually. To have been awarded three times consecutively and put on the Honor Roll goes to an even smaller minority. She was also nominated for the University Outstanding Educator Award.

Her sharing of knowledge has seen her undertaking several consultancy projects and executive education seminars, some of which involved service quality evaluation, customer profiling, and feasibility studies. Her clients include Citibank, Johnson & Johnson Medical, Ministry of Health, Singapore Pools, Singapore Tourism Board, and Wipro.

Professionally, Swee Hoon sits on the Editorial Board of the *Journal of Advertising*.