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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 7<sup>th</sup> and 4<sup>th</sup> edition respectively. These are the leading Marketing textbooks in Asia. She is also co-author of *Principles of Marketing* for the Australia and New Zealand edition. Swee Hoon also co-authored *International Marketing* with Masaaki Kotabe, now in its 4<sup>th</sup> 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.

Her research papers have been published in *Journal of Advertising*, *Journal of the Academy of Marketing Science*, *Journal of Business Research*, *Journal of Cross-Cultural Psychology*, *Journal of Pragmatics*, *Long Range Planning*, *Management Science*, *Marketing Letters*, and *Social Indicators Research*.

As of July 2021, Swee Hoon's work has been cited over 10350 times according to Google Scholar. Her article on counterfeiting received 874 citations, her textbook *Marketing Management: An Asian Perspective* has been cited over 5400 times, and her metaphoric advertising article 382 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*.

**CURRICULUM VITAE****Ang Swee Hoon**

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(updated July 2021)

**EDUCATION**

PhD                      University of British Columbia

**ACADEMIC EXPERIENCE**

1999 to present                      Associate Professor (with tenure), National University of Singapore  
 Aug 2003 – May 2004              Visiting Associate Professor, Haas Business School, University of  
 California, Berkeley

2000                                      Visiting Professor, Helsinki School of Economics and Business  
 Administration

1997-1999                              Visiting Professor, China-Europe International Business School  
 Senior Lecturer (with tenure), National University of Singapore

**COURSES TAUGHT****In Singapore**

Consumer Behavior (undergraduate, diploma, MBA, and MSc)  
 Global Marketing (undergraduate)  
 Principles of Marketing (undergraduate, and Primer for MSc)  
 Promotional Management (undergraduate, MBA, and MSc)

**Overseas**

Consumer Behavior (MBA) at University of California, Berkeley

Marketing in Asia (MBA) at the Helsinki School of Economics and Business Administration,  
 Finland

Consumer Behavior (MBA) at China-European International Business School in Shanghai,  
 China

Consumer Behavior: An Asian Perspective (MSc) at the Helsinki School of Economics and  
 Business Administration in Malaysia

## JOURNAL/CONFERENCE PUBLICATIONS

### Selected Papers on Behavioral Marketing Research

Sumit Agarwal, Swee Hoon Ang, Yongheng Deng, and Yonglin Wang (2021), "Mortgage Brokers and the Effectiveness of Regulatory Oversight," *Management Science* (25 February 2021 E-pub ahead of print).

Swee Hoon Ang, Alison Ai Ching Lim, Siew Meng Leong, and Zhaonan Chen (2015), "In Pursuit of Happiness: Effects of Mental Subtraction and Alternative Comparison," *Social Indicators Research*, 122 (1), 87-103.

Swee Hoon Ang, Siew Meng Leong, Yih Hwai Lee, and Seng Lee Lou (2014), "Necessary but Not Sufficient: Beyond Novelty in Advertising Creativity," *Journal of Marketing Communications*, 20 (3), 214-230.

Alison Ai Ching Lim, Swee Hoon Ang, Yih Hwai Lee, and Siew Meng Leong (2009), "Processing Idioms in Advertising Discourse: Effects of Familiarity, Literality, and Compositionality on Consumer Ad Response," *Journal of Pragmatics*, 41 (9), 1778-1793.

Swee Hoon Ang, Yih Hwai Lee, and Siew Meng Leong (2007), "The Ad Creativity Cube: Conceptualization and Initial Validation," *Journal of the Academy of Marketing Science*, 35 (2), 220-232.

Swee Hoon Ang and Alison A.C. Lim (2006), "Influence of Metaphors and Product Type on Brand Personality Perceptions and Attitudes," *Journal of Advertising*, 35 (2, Summer), 39-54.

Swee Hoon Ang and Yih Hwai Lee (2003), "Interference of Picture and Brand Name in a Multiple Linkage Ad Context," *Marketing Letters*, 14 (4), 273-288.

Swee Hoon Ang, Peng Sim Cheng, Alison Lim, and Siok Kuan Tambyah (2001), "Spot the Difference: Consumer Responses towards Counterfeits," *Journal of Consumer Marketing*, 18 (3), 219-235.

Swee Hoon Ang (2000), "The Influence of Physical, Beneficial, and Image Properties on Responses to Parallel Imports," *International Marketing Review*, 17 (6), 509-524.

Swee Hoon Ang and Sharon Low (2000), "Exploring the Dimensions of Ad Creativity," *Psychology & Marketing*, 17 (10), 835-854.

Siew Meng Leong, Swee Hoon Ang, and Franklin Heng (2000), "Effects of Ad Format on Competitive Interference in Print Advertising," *Journal of Marketing Communications*, 5, 195-205.

Swee Hoon Ang, Siew Meng Leong, and Georgina Teo (1999), "The Effects of Personal Value Similarity on Business Negotiations," *Industrial Marketing Management*, 29 (5), 397-410.

- Siew Meng Leong, Swee Hoon Ang, and Lynda Low (1997), "Effects of Physical Environment and Locus of Control on Service Evaluation: A Replication and Extension," *Journal of Retailing and Consumer Services*, 4 (4), 231-237.
- Siew Meng Leong, Swee Hoon Ang, and Janet Liau (1997), "Dominance and Dilution: The Effects of Extending Master Brands," *Journal of Consumer Marketing*, 14 (5), 380-390.
- Swee Hoon Ang (1997), "Chinese Consumers' Perception of Alpha-Numeric Brand Names," *Journal of Consumer Marketing*, 14 (3), 220-233. Reprinted in *Asia Pacific Journal of Marketing and Logistics*, 8 (1), 31-48.
- Swee Hoon Ang, Siew Meng Leong, and Joseph Lim (1996), "The Mediating Influence of Pleasure and Arousal on Layout and Signage Effects: Comparing More and Less Customized Retail Service," *Journal of Retailing and Consumer Services*, 4 (1), 13-24.
- Swee Hoon Ang, Siew Meng Leong, and Kok Leong Lock (1996), "The Effects of Picture-Word Consistency, Motivation to Process, and Repetition on Ad Recall," *Journal of Marketing Communications*, 2 (1), 37-50.
- Swee Hoon Ang, Charles B. Weinberg, and Gerald J. Gorn (1996), "The Impact of Time on Consumer Evaluation of Credence Qualities in Services," *Psychology & Marketing*, 13 (1), 19-36.
- Siew Meng Leong, Swee Hoon Ang, and Lai Leng Tham (1996), "Increasing Brand Name Recall in Print Advertising Among Asian Consumers," *Journal of Advertising*, 25 (2), 65-81.
- Swee Hoon Ang and Siew Meng Leong (1994), "Comparative Advertising: Superiority Despite Interference?" *Asia Pacific Journal of Management*, 11 (1), 33-46.

### **Selected Papers on Asian Marketing/Business**

- Siew Meng Leong, Swee Hoon Ang, Joseph A. Cote, Yih Hwai Lee, and Michael J. Houston (2016), "What is Consumer Well-Being to Asians?" *Social Indicators Research*, 126 (2), 777-793.
- Swee Hoon Ang, Wai Kit Lai, and Siew Meng Leong (2014), "The Effects of Superstition on Choice and Latency," *Psychology & Marketing*, 31 (November), 1074-1083.
- Siew Meng Leong, Joseph Cote, Swee Hoon Ang, Soo Jiuan Tan, Kwon Jung, Ah Keng Kau, and Chanthika Pornpitakpan (2008), "Understanding Consumer Animosity in an International Crisis: Nature, Antecedents, and Consequences," *Journal of International Business Studies*, 39 (6), 996-1009.
- Swee Hoon Ang, Jung Kwon, Ah Keng Kau, Siew Meng Leong, Chanthika Pornpitakpan, and Soo Jiuan Tan (2004), "Animosity Towards Economic Giants: What the Little Guys Think," *Journal of Consumer Marketing*, 21 (3), 190-207.

Jung Kwon, Swee Hoon Ang, Siew Meng Leong, Soo Jiuan Tan, Chanthika Pornpitakpan, and Ah Keng Kau (2002), "Cross-National Personality Differences: A Typology of Animosity," *Journal of Cross-Cultural Psychology*, 33(6), 525-539.

Swee Hoon Ang (2001), "Crisis Marketing: A Comparison Across Economic Scenarios," *International Business Review*, 10, 263-284.

Swee Hoon Ang, Siew Meng Leong, and Philip Kotler (2000), "The Asian Apocalypse: Crisis Marketing for Consumers and Businesses," *Long Range Planning*, 33, 97-119.

Swee Hoon Ang (2000), "The Power of Money: A Cross-Cultural Analysis of Business-Related Beliefs," *Journal of World Business*, 35 (1), 43-60.

Swee Hoon Ang and Don Hong (2000), "Entrepreneurial Spirit Among East Asian Chinese," *Thunderbird International Business Review*, 42 (3), 285-309.

Swee Hoon Ang and Siew Meng Leong (2000), "Out of the Mouths of Babes: Business Ethics and Youths in Asia," *Journal of Business Ethics*, 28, 129-144.

Swee Hoon Ang and Georgina Teo (1998), "Effects of Time Processing Orientation, Agreement Preferences, and Attitude towards Foreign Businessmen on Negotiation Adaptation," *International Business Review*, 6 (2), 1-18.

### **Selected Papers on Other Topics**

Swee Hoon Ang, Siew Meng Leong, and Wendy Yeo (1999), "When Silence is Golden: Effects of Silence on Consumer Ad Responses," *Advances in Consumer Research*, Eric J. Arnould and Linda M. Scott (eds), 26, 295-299.

Swee Hoon Ang, Siew Meng Leong, and Joseph Cote (1992), "Knowledge Development in Marketing: A Citation Analysis Perspective," *AMA Winter Educators' Proceedings*, Chicago, IL: American marketing Association, 295-305.

Siew Meng Leong and Swee Hoon Ang (1992), "The Visible Hand in Marriage: An Exploratory Analysis of the Marriage Promotion Campaign in Singapore," *Advances in Consumer Research*, 559-564.

Swee Hoon Ang, Charles B. Weinberg, and Siew Meng Leong (1991), "Award-Winning Articles: Characteristics and Consequences," *AMA Summer Educators' Proceedings*, Chicago, IL: American Marketing Association, 693-699.

Swee Hoon Ang and Siew Meng Leong (1989), "Search, Interaction, and Evaluation in Customized versus Standardized Services: A Propositional Inventory," *Designing a Winning Service Strategy*, Chicago, IL: American Marketing Association, 52-57.

## Case Publications

Chia Eik Chieh, Khoo Chien Yi Danny, Khoo Wee Boon, Wu Sheen Yee Shannon, and Swee Hoon Ang (2020), "OWNDDAYS: Changing Eyewear Necessity to Fashion Accessory," *Academy of Asian Business Review*, Vol 6 (1), pp. 121-146.

## Books & Edited Works

Sumit Agarwal, Swee Hoon Ang, and Tien Foo Sing (2020), *Kiasunomics 2: Economic Insights for Everyday Life*, World Scientific.

Gary Armstrong, Sarah Denize, Michael Volkov, Swee Hoon Ang, Anita Love, Sean Doherty, and Patrick van Esch (2020), *Principles of Marketing*, 8<sup>th</sup> edition, Australia: Pearson.

Sumit Agarwal, Swee Hoon Ang, and Tien Foo Sing (2017), *Kiasunomics: Stories of Singaporean Economic Behaviours*, World Scientific.

Philip Kotler, Kevin Lane Keller, Swee Hoon Ang, Siew Meng Leong, and Chin Tiong Tan (2017), *Marketing Management: An Asian Perspective*, 7<sup>th</sup> edition, Singapore: Pearson.

Philip Kotler, Gary Armstrong, Swee Hoon Ang, Siew Meng Leong, Chin Tiong, and Oliver Yau (2017), *Principles of Marketing: An Asian Perspective*, 4<sup>th</sup> edition Singapore: Pearson.

Masaaki Kotabe, Al Marshall, Swee Hoon Ang, Kathleen Griffiths, Ranjit Voola, Robin Roberts, and Kristiaan Helsen (2014), *International marketing* 4<sup>th</sup> edition, Australia: John Wiley.

Philip Kotler, Kevin Lane Keller, Swee Hoon Ang, Siew Meng Leong, and Chin Tiong Tan (2012), *Marketing Management: An Asian Perspective*, 6<sup>th</sup> edition, Singapore: Pearson.

Philip Kotler, Gary Armstrong, Swee Hoon Ang, Siew Meng Leong, Chin Tiong, and Oliver Yau (2011), *Principles of Marketing: An Asian Perspective*, 3<sup>rd</sup> edition Singapore: Pearson.

Philip Kotler, Kevin Lane Keller, Swee Hoon Ang, Siew Meng Leong, and Chin Tiong Tan (2009), *Marketing Management: An Asian Perspective*, 5<sup>th</sup> edition, Singapore: Pearson.

Philip Kotler, Gary Armstrong, Swee Hoon Ang, Siew Meng Leong, Chin Tiong, and Oliver Yau Hon-Ming (2009), *Principles of Marketing: A Global Perspective*, 2<sup>nd</sup> edition Singapore: Pearson.

Philip Kotler, Kevin Lane Keller, Swee Hoon Ang, Siew Meng Leong, and Chin Tiong Tan (2006), *Marketing Management: An Asian Perspective*, 4<sup>th</sup> edition, Singapore: Pearson.

Philip Kotler, Gary Armstrong, Swee Hoon Ang, Siew Meng Leong, Chin Tiong, and David K. Tse (2005), *Principles of Marketing: An Asian Perspective*, 1<sup>st</sup> edition Singapore: Pearson.

Schutte, Helmutt, Swee Hoon Ang, Siew Meng Leong, and Chin Tiong Tan (2004), *Marketing Management: An Asian Casebook*, Singapore: Prentice Hall.

Philip Kotler, Kevin Lane Keller, Swee Hoon Ang, Siew Meng Leong, and Chin Tiong Tan (2003), *Marketing Management: An Asian Perspective*, 3rd edition, Singapore: Pearson.

Siew Meng Leong, Swee Hoon Ang, and Chin Tiong Tan (2001), *Marketing in the New Asia*, eds., Singapore: McGraw-Hill.

John A. Quelch, Swee Hoon Ang, Siew Meng Leong, and Chin Tiong Tan (2000), *Strategic Marketing Cases for 21<sup>st</sup> Century Asia*, Singapore: Prentice Hall.

Swee Hoon Ang et al. (2000), *Principles of Marketing: An Asian Case Book*, Singapore: Prentice Hall.

Swee Hoon Ang, Soo Hoon Lee, Guan Hua Lim, Kulwant Singh, and Kong Yam Tan (1999) *Surviving the New Millennium: Lessons from the Asian Crisis*, Singapore: McGraw-Hill.

Philip Kotler, Swee Hoon Ang, Siew Meng Leong, and Chin Tiong Tan (1999), *Marketing Management: An Asian Perspective*, 2nd edition, Singapore: Pearson.

Philip Kotler, Swee Hoon Ang, Siew Meng Leong, and Chin Tiong Tan (1996), *Marketing Management: An Asian Perspective*, 1st edition, Singapore: Pearson.

Siew Meng Leong, Swee Hoon Ang, and Chin Tiong Tan (1996), *Marketing Insights for the Asia Pacific*, eds., Singapore: Heinemann

John A. Quelch, Swee Hoon Ang, Siew Meng Leong, and Chin Tiong Tan (1996), *Cases in Marketing Management and Strategy: An Asia-Pacific Perspective*, 2<sup>nd</sup> edition, Singapore: Prentice Hall.

#### **PROFESSIONAL SERVICES**

**Editorial Board**      *Journal of Advertising*

**Adhoc Reviewer**      *Journal of the Academy of Marketing Science*

*Journal of Business Ethics*

*Journal of International Marketing*

*Journal of Marketing*

*International Business Review*

*Long Range Planning*

## Other Recent Services

### Within NUS

2020 - present	Deputy Head, Department of Marketing
2015 - present	Mentor at least 12 PhD students on teaching
2018	Mentor a faculty colleague on teaching
2015 - 2019	Faculty Advisor, NUS Business School Corporate Communications
2013 - 2019	Chair, Curriculum Committee, Marketing, NUS Business School
2014 - 2016	Member, NUS Business School, Teaching Excellence Council
2015	Editor, ABFER Digest
2014 - 2015	Member, Corporate Communications Strategic Committee

### Other Academic Institutions

2016 - 2018	External Reviewer to Singapore University of Social Sciences Marketing Department on Curriculum
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### National Impact

2014 - 2015	Member, Ministry of Education, Management of Business Syllabus Review Committee
2016-2018	Member, Expert Panel, Passion Made Possible, Singapore Tourism Board
2017-2020	Member, Expert Panel, Standardized Packaging for Tobacco, Ministry of Health