

CURRICULUM VITAE

Academic Positions

- Jan 2019 – Present Associate Professor, National University of Singapore
- Jan 2013 – Dec 2018 Senior Lecturer, National University of Singapore
- Dec 2007 – Dec 2012 Senior Lecturer, University of Newcastle
- Aug 2007 – Dec 2012 Adjunct Lecturer, Singapore Management University
- Jan 2007 – May 2007 Assistant Professor, University of New South Wales Asia
- Jul 2003 – Dec 2006 Lecturer, National University of Singapore
- Jul 1998 – Jun 2003 Doctoral Candidate, National University of Singapore

Committee Appointments

- Member, University Promotion in Educator Track Committee, 1 Jan 2021 – 30 Dec 2022
- Member, Industry Engagement Committee, Jan 2020 – present
- Faculty Advisor, Marketing Interactive (MINT), Aug 2017 - present
- Teaching Excellence Council, 1 Jul 2017 – 30 Jun 2020

Modules Taught

- Understanding How Businesses Work
- Asian Markets and Marketing Management (renamed as Marketing Strategy: Theory and Practice)
- Consumer Behavior
- Principles of Marketing
- Fundamentals of Marketing Theory (renamed as Marketing Strategy)
- Advertising and Promotional Management
- Retail Management and Entrepreneurship
- Services Marketing

Executive Education Teaching Experience

- Nov 2019 - Present: NUS Strategic Marketing Management Program (3 rounds a year)
- Sep 2014 - present: NUS General Management Program (3-4 rounds a year)
- Aug 2019: Training Program for National Taipei University Faculty
- Sep 2017: Singapore Telecommunications Consumer Behavior Workshop
- Aug 2017: Training Program for National Taipei University Faculty
- Mar 2015: NUS Strategic Marketing Management Program
- Aug 2007: S P Jain School of Management Executive MBA Program
- Jun - Dec 2006: NUS Management Development Program for Bax Global
- Dec 2006: NUS Open Enrolment Program for Executive Education
- Jun 2005: KUB Malaysia Berhad's Senior Management Development Program

Conferences/Workshops Attended

- Marketing Growth Summit, Dec 2018, San Francisco
- Gartner Applications Strategies and Solutions Summit, Dec 2017, Las Vegas
- Yale Consumer Insights Conference, May 2017, New Haven
- The Appies 2016
- Global Colloquium for Participant-Centered Learning Part 2, Harvard Business School, 2015, Shanghai
- Warc Workshop, "How to be an Effective Digital Marketer in 2015"

- Global Colloquium for Participant-Centered Learning Part 1, Harvard Business School, 2014, Boston
- Warc Workshop, “The Content Revolution 2014”

Competition Judging and Reviewing

- Judge, NUS Case Competition, 2019, Semi-finals
- Judge, Aspen Institute Case Competition 2018 Finals (co-organised with Yale School of Management)
- Judge, L’oreal Brandstorm 2012-17 National Rounds
- Judge, Nestle Case Competition 2017, Finals
- Judge, United Overseas Bank-NUS Case Competition 2016-17, Semi-finals
- Judge, Shell-NUS Case Competition 2015, Semi-finals
- Reviewer, Asian Case Research Journal

Awards and Grants

- Nominee for Outstanding Educator Award, NUS, 2018-19
- Honor Roll for Teaching Excellence, NUS, 2019
- Annual Teaching Excellence Award, University Level, NUS, 2018-19
- Annual Teaching Excellence Award, NUS Business School, 2018-19
- Annual Teaching Excellence Award, University Level, NUS, 2017-18
- Annual Teaching Excellence Award, NUS Business School, 2017-18
- Annual Teaching Excellence Award, University Level, NUS, 2016-17
- Annual Teaching Excellence Award, NUS Business School, 2016-17
- Teaching and Learning Grant, University of Newcastle, Jan 2012
- Academic Women in Leadership, University of Newcastle, 2010
- Teaching Excellence Award, Foundations of Marketing Theory, University of Newcastle, 2009
- Teaching Excellence Award, Principles of Marketing, University of Newcastle, 2009
- Research Publication Award for Tier A journal publication, University of Newcastle, May 2011
- Research Publication Award for Tier A journal publication, University of Newcastle, July 2010
- Research Publication Award for Tier A journal publication, University of Newcastle, May 2010
- Equity Initiatives Grant, University of Newcastle, 2009
- Equity Initiatives Grant, University of Newcastle, 2008

Publications

Journal

- Wirtz, J., Kum, D., & Sheang Lee, K. (2000). Should a firm with a reputation for outstanding service quality offer a service guarantee? *Journal of Services Marketing*, 14(6), 502-512. doi:[10.1108/08876040010347615](https://doi.org/10.1108/08876040010347615)
- Wirtz, J., & Kum, D. (2001). Determinants of Membership Marketing Programs. *der markt*, 40(1), 40-49. doi:[10.1007/BF03033971](https://doi.org/10.1007/BF03033971)
- Wirtz, J., & Kum, D. (2001). Designing service guarantees – is full satisfaction the best you can guarantee? *Journal of Services Marketing*, 15(4), 282-299. doi:[10.1108/EUM0000000005507](https://doi.org/10.1108/EUM0000000005507)

- Wirtz, J., & Kum, D. (2004). Consumer cheating on service guarantees. *JOURNAL OF THE ACADEMY OF MARKETING SCIENCE*, 32(2), 159-175. doi:[10.1177/0092070303261416](https://doi.org/10.1177/0092070303261416)
- Kum, D., Lee, Y. H., & Qiu, C. (2011). Testing to prevent bad translation: Brand name conversions in Chinese-English contexts. *JOURNAL OF BUSINESS RESEARCH*, 64(6), 594-600. doi:[10.1016/j.ibusres.2010.06.015](https://doi.org/10.1016/j.ibusres.2010.06.015)
- Kum, D., & Lee, Y. H. (2011). The joint effects of advertising and product trial: A source-monitoring perspective. *MARKETING LETTERS*, 22(3), 213-226. doi:[10.1007/s11002-010-9121-2](https://doi.org/10.1007/s11002-010-9121-2)
- Kum, D., Bergkvist, L., Lee, Y. H., & Leong, S. M. (2012). Brand personality inference: The moderating role of product meaning. *Journal of Marketing Management*, 28(11-12), 1291-1304. doi:[10.1080/0267257X.2011.645860](https://doi.org/10.1080/0267257X.2011.645860)
- Lim, E. A. C., Kum, D., & Lee, Y. H. (2015). Understanding how changes within service experiences impact prospective vs. retrospective time judgments. *JOURNAL OF THE ACADEMY OF MARKETING SCIENCE*, 43(6), 730-745. doi:[10.1007/s11747-014-0415-4](https://doi.org/10.1007/s11747-014-0415-4)

Case Study

- Kum, D. (2015). Tiger Balm: The Future of a Heritage. Singapore Management University.
- Kum, D. (2016). Vibrance Kegel Device: Capturing Mindshare. Boston: Ivey Business School at Western University.
- Kum, D. (2016). Colgate: Regaining Leadership in India's Sensitive Teeth Market. Boston: Ivey Business School at Western University.
- Vero Bourg-Meyer, Doreen Kum, Jaan Elias, & Kosuke Uetake (2018). Marina Bay Sands: Sustainability Challenges and Opportunities in the Events Industry - Global Network Case 101-18. Global Network for Advanced Management.
- Kum, D. (2018). WWF Singapore Promoting Sustainable Seafood, North American Case Research Association (NACRA) 2018 Annual Conference, 4-6 Oct 2018, Rosen Plaza Hotel, Orlando, FL, USA
- Kum, D. (2018). Bumbox - Who Should My Target Customer Be? North American Case Research Association (NACRA) 2018 Annual Conference, 4-6 Oct 2018, Rosen Plaza Hotel, Orlando, FL, USA
- Kum, D, Qizhang Liu, and Bin Ding (2020). Ronds: A Pioneer in a Blue Ocean (A). Ivey ID: 9B20A011. London, Canada: Ivey Publishing
- Kum, D, Qizhang Liu, and Bin Ding (2020). Ronds: A Pioneer in a Blue Ocean (B). Ivey ID: 9B20A012. London, Canada: Ivey Publishing
- Kum, D (2020). Bumbox: Choosing a Business Model for a Start-up. Ivey ID: 9B20A053. London, Canada: Ivey Publishing.

Media Mentions:

- Interview for 93.8Live radio station on digital marketing (2015)
- Cheong, Germaine (2016). "How Luxury Brands are Using Social Media to Woo A New Generation of Customers," The Peak. 16 Sep 2016.
- Cheong, Germaine (2016). "Miss It Miss Out," The Peak. 22 Sep 2016.
- Low, Lin Fhoong (2017). "The Big Read: To Keep Roaring for Singapore, F1 Needs to Raise its Game," Today. 22 Sep 2017.
- Interview on Homegrown Singapore Brands (2019)
- TV Interview with Vietnam National TV (2019)
- Tan, Judith (2020). "Is Relaunch of Vogue Singapore Fearless or Foolish Amid Demise of Print Advertising and Global Crisis," South China Morning Post. 26 Jun 2020.