

# **CURRICULUM VITAE**

## **TAN Soo Jiuan (PhD)**

### **CONTACT INFORMATION**

Email: [tansoojiuan@gmail.com](mailto:tansoojiuan@gmail.com)

### **ACADEMIC/PROFESSIONAL QUALIFICATIONS**

- BBA (Hons) (1980), National University of Singapore
- PhD in Marketing (1993), Washington University (St. Louis), USA

### **AWARD/HONOR**

- Doctoral Consortium Fellow, American Marketing Association, Michigan State University, 1992.
- Visiting Professor, Centre for International Business Studies, University of British Columbia, Canada (March to December, 2001)
- Fellow, Marketing Institute of Singapore.
- National Day Long Service Award, 2014.

### **RESEARCH AREAS**

Brand and Promotional Management, International Marketing, Game Theoretic Applications in Marketing, Consumer Lifestyles and Values, E-marketing.

### **TEACHING AREAS**

Global Marketing, Product Management, New Product Development, Promotional Management, Product & Brand Management

### **CAREER HISTORY**

- Senior Officer, Monetary Authority of Singapore (1980-81)
- Assistant Manager, Export Credit Insurance Corporation of Singapore (1981-85)
- Senior Tutor (1985-93); Lecturer (1993-98); Assistant Professor (1998-99); Associate Professor (1999-June 2023), National University of Singapore

### **SERVICE TO THE UNIVERSITY**

- Committee member for Ministry of Education's Syllabus Review Committee for A-Level H2 Management of Business (November 2009 – April 2010).
- Instructor for the annual Leadership Development Programme, jointly organized by the Gifted Education Branch, Ministry of Education and the Faculty of Business Administration (1997-2002)
- Member of Development & Launching Committee for the Bachelor of Arts (Industrial Design) Degree that was launched in July 1999.
- Faculty representative for the University's Small Group Teaching Task Force (1999-2000)
- Faculty representative for the University's Committee on National Education (1999-2000)
- Faculty representative for the University's Task Force on Student Exchange Programme (1999-2000)
- Chairperson of the Promotion Committee of the University's Promote Standard English Committee (1999-2000)

### **SERVICE TO THE FACULTY**

- Sub-Dean (Undergraduate), Faculty of Business Administration (1998-2000)
- Assistant Dean (BBA), School of Business (July 2002 – June 2004)
- Member, Inaugural NUS – SME Conference Organizing Committee (2003)
- Member, BBA Curriculum Review Committee (2007 – 2009)
- Member, Selection Committee for Undergraduate scholarships (AY2010/2011, AY2011/2012)
- Co-chair, BIZ-ERC, 20 April 2020 to 30 June 2023.

### **SERVICE TO THE DEPARTMENT**

- Member, Department Review Committee (January 2001 to July 2001)
- Chair, Department Recruitment Committee (July 2001-June 2002)
- Chair, Department Review Committee (2002)
- Member, Department Curriculum Committee (2006-2007)
- Chair, Department Student-Competition Guidance committee (January 2008-2019)

### **SERVICE TO THE INTERNATIONAL ACADEMIC COMMUNITY**

Invited reviewer for the following journals:

- *Asia-Pacific Journal of Management*
- *Asian Journal of Marketing*
- *Asian Case Research Journal*
- *Journal of International Consumer Marketing*
- *Journal of Computer-Mediated Communications*
- *Marketing Science*
- *Decision Sciences*
- *Social Indicators Research*

Associate Editor, Singapore Management Review (1997-1999)

### **SERVICE TO THE INDUSTRY**

- Honorary Treasurer, Marketing Institute of Singapore (1999 – 2003)
- Chairman, Board of Studies, Marketing Institute of Singapore (1999 – April 2010)
- Honorary General Secretary, Marketing Institute of Singapore (2004 – March 2008)
- Second Vice President, Marketing Institute of Singapore (March 2008 – April 2010)
- Chairperson, Academic Board, Marketing Institute of Singapore (May 2010 – June 2014)

### **PROFESSIONAL/CONSULTING ACTIVITIES**

Provides consulting services to major private and public corporations in Singapore and the region, such as conducting market feasibility and industry studies for:

- Export Credit Insurance Corporation of Singapore
- the former National Productivity Board
- Singapore Telecommunications
- Credinet (Singapore) Pte Limited
- Singapore Pools (Pte) Ltd

Involved in executive teaching, conducted in English and Mandarin, to participants from Singapore, Mainland China and the region. Some of the major companies/institutions trained for include:

- The Xian-Janssen Pharmaceutical Group (China)
- Bank of China
- The Danone Group of Companies (France)
- Hanns Seidel Foundation
- Mitsui Group (Japan)
- Renmin University (China)
- P.T. Astra International (Indonesia)
- NHH-EMBA Doing Business in Asia Program
- LMSU-NUS Doing Business in Asia Program

## **SELECTED PUBLICATIONS**

### **Journal Articles**

“Drivers of Sustainability and Consumer Well-Being: An Ethically-Based Examination of Religious and Cultural Values,” with Elizabeth Minton, Tambyah S.K., and Liu, R. (2020), *Journal of Business Ethics*, 24 pages. doi:[10.1007/s10551-020-04674-3](https://doi.org/10.1007/s10551-020-04674-3)

"Economic Hardship and Neighborhood Diversity: Influences on Consumer Well-Being", with Leong Chan Hoong, Minton, E. and Tambyah S.K., (2021), *Journal of Consumer Affairs*, 23 pages. doi:[10.1111/joca.12365](https://doi.org/10.1111/joca.12365)

"Addressing Criticisms of Global Religion Research: An Examination in the Context of Consumption Behavior", with Elizabeth Minton, Lynn Kahle, and Tambyah S.K. (2016), *Journal for Scientific Study of Religion*, 55(2), 365–383.

“Shifting Values and Life Satisfaction: A Sequential Cross-sectional Study of the Influence of Values on Subjective Wellbeing in Singapore,” with Tambyah Siok Kuan (2016), *Social Indicators Research*, 127(3), 1391-1416

“Subjective Wellbeing in ASEAN: A Cross-country Study,” with Tambyah Siok Kuan (2011), *Japanese Journal of Political Science*, 12(3), 359-373

“Generalized Trust and Trust in Institutions in Confucian Asia,” with Tambyah Siok Kuan (2011), *Social Indicators Research*, 103(3), 357-377

“Outsourcing suppliers as downstream competitors: Biting the hand that feeds,” with Lim Wei Shi (2010), *European Journal of Operational Research*, 203(2), 360-369

“Using brand equity to counter outsourcing opportunism: A game-theoretic approach,” with Lim Wei Shi (2009), *Marketing Letters*, 20(4), 369-383

“The Quality of Life in Singapore,” with Tambyah Siok Kuan and Kau Ah Keng (2009), *Social Indicators Research*, 92(2), 337-376

“Understanding Consumer Animosity in an International Crisis: Nature, Antecedents, and Consequences,” with Leong Siew Meng, Ang Swee Hoon, J A Cote, K Jung, Kau Ah Keng and C Pornpitakpan (2008), *Journal of International Business Studies*, 36(6), 996-1009

“Revenue Implication of Auction Value in k-Price Sealed-Bid Auctions: An Experimental Study,” with J E Lee-Partridge and Lim Wei Shi (2008), *Marketing Letters*, 19(1), 25-38

“The influence of value orientations and demographics on quality-of-life perceptions: Evidence from a National Survey of Singaporeans,” with A K Kau and S K Tambyah (2006), *Social Indicators Research*, 78(1), 33-59

“E.Retailing versus physical retailing: A theoretical model & empirical test of consumer choice,” with Lee K S (2003), *Journal of Business Research*, 56(11), 877–885

“A typology of animosity and its cross-national validation,” with Jung K, S H Ang and S M Leong (2002), *Journal of Cross-Cultural Psychology*, 33(6), 525-539

“Can consumers' scepticism be mitigated by claim objectivity and claim extremity?,” (2002), *Journal of Marketing Communications*, 8(1), 45-64

“Gray marketing as an alternative market penetration strategy for entrepreneurs: conceptual model and case evidence,” with K S Lee and Lim G H (2001), *Journal of Business Venturing*, 16(4), 405–427

“Warranty and warrantor reputation as signals of hybrid product quality,” with Lee Khai Sheang and Lim Guan Hua (2001), *European Journal of Marketing*, 35(1 & 2), 110-132

“The influence of materialistic inclination on values, life satisfaction and aspirations: An empirical analysis,” with Kau A K, K Jung and Wirtz Jochen (2000), *Social Indicators Research*, 49, 317-333

### **Books Authored**

Tambyah Siok Kuan, Tan Soo Jiuan and Yuen Wei Lun, *Happiness and Wellbeing in Singapore: Beyond Economic Prosperity*, London: Routledge, (forthcoming).

Tambyah Siok Kuan and Tan Soo Jiuan, *Happiness, Wellbeing and Society: What Matters for Singaporeans*, London: Routledge, 2018. 164 pp.

Tambyah Siok Kuan and Tan Soo Jiuan, *Happiness and Wellbeing: The Singaporean Experience*, London: Routledge, 2013. 256 pp.

Tambyah Siok Kuan, Tan Soo Jiuan and Kau Ah Keng, *The Wellbeing of Singaporeans: Values, Lifestyles, Satisfaction and Quality of Life*, Singapore: World Scientific Press Publishers Co. Pte Ltd, 2009. 164 pp.

Kau Ah Keng, Kwon Jung, Tambyah Siok Kuan and Tan Soo Jiuan, *Understanding Singaporeans: Values, Lifestyles, Aspirations and Consumption Behaviors*, Singapore: World Scientific Press, 2004. 247 pp.

Lee Khai Sheang, Lim Guan Hua and Tan Soo Jiuan, *Competing for Markets: Growth Strategies for SMEs*, Singapore: McGraw-Hill, 2002. 182 pp.

Kau Ah Keng, Tan Soo Jiuan and Jochen Wirtz, *Seven faces of Singaporeans - Their values, aspirations and lifestyles*, Singapore: Prentice Hall, 1998. 288 pp.

## Book Chapters

Tambyah Siok Kuan and Tan Soo Juuan, "Gender and Quality of Life in Singapore". in *Gender, Lifespan & QOL: An International Perspective*, ed. Elizabeth Eckermann, 229-248. Springer: London, 2013. 20 pp.

Tan Soo Juuan and Tambyah Siok Kuan, "Trusting Propensity and Trust in Institutions: A Comparative Study of 5 ASEAN Nations". in *Psychology of Trust: New Research*, ed. David Gefen, 281-304. Nova Science Publishers Inc: New York, 2013. 24 pp.

Tambyah Siok Kuan and Tan Soo Juuan, "Subjective Wellbeing in ASEAN". in *Encyclopedia of Quality of Life Research*, ed. Alex C. Michalos, 2117. New York: Springer, 2014.

Tan Soo Juuan and Tambyah Siok Kuan, "Singapore, Quality of Life". in *Encyclopedia of Quality of Life Research*, ed. Alex C. Michalos, 1964. New York: Springer, 2014.

Tan Soo Juuan and Tambyah Siok Kuan, "Civic engagement and wellbeing in Singapore: The impact of generalized trust, personal values and religiosity," in *Civic Engagements: Perspectives, Roles and Impact*. Eds. Gloria M. Brooks, Nova Science Publishers, New York, 2017 p. 83-108.

Tan Soo Juuan and Tambyah S.K. "Values and Wellbeing in Singapore," in *Psychology in Southeast Asia: Sociocultural, Clinical and Health Perspectives*. Eds. Grant J. Rich, Jas Laile Jaafar and David Barron, Routledge, U.K., 2020, p.102-115.

Tan Soo Juuan and Tambyah S.K. "Values and Wellbeing in Singapore," in *Psychology in Southeast Asia: Sociocultural, Clinical and Health Perspectives*. Eds. Grant J. Rich, Jas Laile Jaafar and David Barron, Routledge, U.K., 2020, p.102-115.

Tambyah, S. K., & Tan, S. J. Consuming for happiness. In L. R. Kahle, T. M. Lowrey, & J. Huber, *APA handbook of consumer psychology*. American Psychological Association, 2022, p. 637-646.

## Others

Commentary titled "The future of Singapore e-commerce is in brick and mortar" for 8 July 2019 – CNA "was in the top 10 of our most read commentaries last week," (Su ling Lin, Executive Editor, CAN Commentary/Digital News).

## Conference Presentations

Invited to present a paper on "Subjective Wellbeing and Personal Values of Singaporeans: A Tale of Two Decades (1996 – 2011) at the "ASEAN and Japan Public Symposium organized by the University of Niigata Prefecture, Japan, 15 January 2015.

Kahle, Lynn, E. Minton, Soo Juuan TAN and Siok Kuan TAMBYAH, "Consumer Behaviour and Religion: An Investigation in Singapore" Academy of Marketing Science Annual Conference (2015). LA: Academy of Marketing Science. (Academy of Marketing Science Annual Conference, 12 - 15 May 2015, Denver, Colorado, United States).

Invited to present a paper on "Shifting Values and Life Satisfaction of Singaporeans" at the Luxembourg-Singapore Well-Being Workshop," organized by Singapore Management University, 24 March 2016.

Invited to present a paper on “Have Singaporeans become less family-oriented?” at the “Youth in ASEAN and Japan Public Symposium – Contemporary Education and Family Life in ASEAN and Japan, organized by the University of Niigata Prefecture, Japan, April 28, 2016.

With Tambyah S.K. presented a paper on “Civic Engagement and Wellbeing in Singapore: The Impact of Generalized Trust, Personal Values and Religiosity,” at International Conference on Well-being (ICWB 2016), Singapore, 31 October to 1 November, 2016.

With Tambyah S.K. presented a paper on “The Wellbeing of Elderly Singaporeans and Insights for Ageing Well” at the 15<sup>th</sup> Annual International Society for Quality of Life Studies (ISQOLS), Innsbruck, Austria, 28 - 30 September 2017.

Keynote speaker for the XVI International Scientific Symposium (SymOrg) 2018 “Doing business in the Digital Age: Challenges, Approaches and Solutions,” organized by the Faculty of Organizational Sciences, University of Belgrade, Serbia, June 7-10 2018.

With Tambyah S.K. presented a paper on “Validating the Flourishing Scale in Singapore” at the 16<sup>th</sup> Annual International Society for Quality of Life Studies (ISQOLS), Hong Kong, 13 - 16 June, 2018.

With Tambyah S.K. presented a paper on “The Impact of Values on the Flourishing of Singaporeans,” at the 9<sup>th</sup> European Conference on Positive Psychology, Budapest, 26 – 30 June, 2018.

With Tambyah S.K. presented a paper on “Does Democracy Make One Happy?” Second International Conference on Wellbeing, 1-2 November 2018, organized by Singapore University of Social Sciences (SUSS).

With Tambyah S.K. presented a paper on “The Influence of Religion on Wellbeing in Singapore” 17<sup>th</sup> ISQOLS Annual Conference, 4-7<sup>th</sup> September 2019, in Granada, Spain.

With Tambyah S.K. submitted and presented (online) a paper on “Does Money Contribute to Wellbeing in Singapore?” for the 18<sup>th</sup> ISQOLS Annual Conference (Online), <https://isqols.org/Conference-Forums/9084596#9135182>

With Leong, C.H., & Tambyah, S.K. (2020, Nov 6 – Dec 4). Using spatial big data to unpack neighbourhood effects on social wellbeing. In the 2nd Biennial Big Data Meets Survey Science Online Conference (BigSurv 2020). [Winning Award for “Best Application to Substantive Area”]. Organised by European Survey Research Association, Statistics Netherland, & Utrecht University, The Netherlands. <https://ddec1-0-en-ctp.trendmicro.com:443/wis/clicktime/v1/query?url=https%3a%2f%2fwww.bigsurv20.org%2fposter%26umid=919c8d41-ae7d-4a9d-841a-f9136ad92d00&auth=8d3ccd473d52f326e51c0f75cb32c9541898e5d5-6fd8573bff16dad51150dbedd2701f0ed803b4fe>