

SIOK KUAN TAMBYAH

Department of Marketing, NUS Business School
National University of Singapore
Mochtar Riady Building, BIZ 1, 8-8
15 Kent Ridge Drive, Singapore 119245
Phone: (65) 6516-3155
Email: biztsk@nus.edu.sg

Academic positions

National University of Singapore, Department of Marketing

2016-present	Associate Professor
2008-2016	Senior Lecturer
1999-2008	Assistant Professor
1992-1993	Senior Tutor

National University of Singapore, College of Alice & Peter Tan

2011-present	Fellow
2011-2016	Academic Director of the Capstone Experience Program

Academic qualifications

1993-1999	Ph.D. in Business, University of Wisconsin-Madison
1984-1988	Bachelor of Business Administration with Honors (Marketing) National University of Singapore

Research and Teaching Interests

Consumer Culture Theory
Identity and Consumption (e.g., ethnic identity, gender issues)
Consumer Behavior
Happiness and Quality of Life
Globalization and Consumption (e.g., global brands, consumer acculturation, migration)
Qualitative Research Methods
Learning Outcomes for Residential Colleges

Teaching Experience and Student Supervision

Principles of Marketing
Marketing Management
Consumer Behavior
Services Marketing
Consumer Culture Theory
The Pursuit of Happiness
Work and Inequality

A/P Tambyah has supervised more than 60 undergraduate students on various credit-bearing modules such as academic exercises (AEs), honors theses, independent study modules (ISMs), consulting practicums (CPs), field service projects (FSPs), and the Capstone Experience projects at the College of Alice & Peter Tan. She has also co-supervised two PhD students and was the main supervisor for one MSc student. Many of these research papers have been presented at international conferences, and several have been published in refereed journals and as book chapters.

Teaching Awards

Honor Roll for Annual Teaching Excellence Award - 2014)
Annual Teaching Excellence Award (university-level award) - 2006, 2012 and 2013
Outstanding Educator Award, NUS Business School - 2006, 2012 and 2013

Research Experience

A/P Tambyah's earlier-career research was primarily in the areas of consumer behavior, consumer culture theory and services marketing. To date, she has published in marketing journals such as the Journal of Consumer Research, Journal of Consumer Marketing, Journal of Marketing Theory and Practice, Journal of Service Management, Journal of Service Research, and Organizations and Markets in Emerging Economies.

In addition to consumer behavior, consumer culture theory and services marketing, A/P Tambyah has been actively involved in happiness and quality-of-life research since 2000. She has co-authored five books on quality-of-life issues for Singaporeans and written numerous book chapters and journal articles on similar topics. A/P Tambyah's research and publications on happiness and quality-of-life have helped to establish her as one of the leading happiness experts in Singapore. She has been invited to share her expertise at numerous academic meetings and conferences, and has spoken at events for a diverse array of professions/industries.

Due to her joint appointment at The College of Alice & Peter Tan (a residential college in NUS), she is engaged in pedagogical research and has published several articles and book chapters on the learning outcomes related to residential colleges.

Journal Articles and Book Chapters (2015 to 2024)

Soo Jiuan Tan, Siok Kuan Tambyah and Lynn R Kahle (2015), "Sequential Cross-Sectional Studies of Values in Singapore and the United States," in *The Psychology of the Asian Consumer*, edited by Bernd Schmitt and Leonard Lee, Routledge, New York, USA, 103-115.

Tan Soo Jiuan and Tambyah Siok Kuan (2016), "Shifting Values and Life Satisfaction: A Sequential Cross-sectional Study of the Influence of Values on Subjective Wellbeing in Singapore," *Social Indicators Research*, 127 (3), 139101416.

- Minton, Elizabeth, Lynn Kahle, Soo Jiu Tan and Siok Kuan Tambyah (2016), "Addressing Criticisms of Global Religion Research: An Consumption-Based Exploration of Status and Materialism, Sustainability, and Volunteering Behavior," *Journal for the Scientific Study of Religion*, 55 (2), June 2016, 365-383.
- Tan Soo Jiu Tan and Tambyah Siok Kuan (2017), "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, 83-108.
- Toh Tai Chong and Tambyah Siok Kuan (2018), "Relooking Environmental Science Education: The Pedagogical Value of Community-based Research Projects in Higher Education," *Proceedings of the International Science Education Conference*, 71-84.
- Tambyah Siok Kuan and Kankana Mukhopadhyay (2018), "Belonging, Engagement and Growth: Evaluating Learning Outcomes of a Residential College in the Asian context," *Asian Journal of the Scholarship of Teaching and Learning*, 8(2), 201-222.
- Mo Yin, Isaac Low, Tambyah Siok Kuan and Paul A. Tambyah (2018), "The Socio-economic Impact of Multidrug-resistant Nosocomial Infections: a Qualitative Study," *Journal of Hospital Infection*. doi:[10.1016/j.jhin.2018.08.013](https://doi.org/10.1016/j.jhin.2018.08.013)
- Kankana Mukhopadhyay and Siok Kuan Tambyah (2019), "Where Freshmen Aspirations Meet Reality: Factors Influencing the Learning Outcomes of a Living-and-learning Program in an Asian University," *Higher Education Research & Development*, 38:5, 1015-1030, DOI: [10.1080/07294360.2019.1598337](https://doi.org/10.1080/07294360.2019.1598337)
- Toh Tai Chong and Tambyah Siok Kuan (2020), "From the Classroom to the Community and Back: The Development of a Community-based Research Model for Contemporary Higher Education," *The Asian Conference on Education 2019 Official Conference Proceedings*, 731-745.
- Tambyah Siok Kuan, Tan Soo Jiu Tan, and Daniel Tan Chun Jie (2020), "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., p.102-115.
- Tambyah, S. K. and Mukhopadhyay, K. (2020). Up close with community engagement: A critical reflection on its pedagogical value. *Transform The Journal of Engaged Scholarship*, 1, 73-77.
- Minton, E. A., Tan, S. J., Tambyah, S. K., & Liu, R. L. (2020). Drivers of Sustainability and Consumer Well-Being: An Ethically-Based Examination of Religious and Cultural Values. *Journal of Business Ethics*, 24 pages. doi:[10.1007/s10551-020-04674-3](https://doi.org/10.1007/s10551-020-04674-3)
- Leong, C. -H., Tan, S. J., Minton, E. A., & Tambyah, S. K. (2021). Economic hardship and neighborhood diversity: Influences on consumer well-being. *Journal of Consumer Affairs*, 23 pages. doi:[10.1111/joca.12365](https://doi.org/10.1111/joca.12365)
- Toh, T. C., Tambyah, S. K., & Chang-Koh, S. (2021). A Teaching Community Reflects On Reflective Writing In Higher Education. *Asian Journal of the Scholarship of Teaching and Learning*, 11(1), 30-37.

Tambyah, S. K., & Tan, S. J. (2022), “Consuming for happiness”, in *APA Handbook of Consumer Psychology*, eds. L. R. Kahle, T. M. Lowrey, & J. Huber, American Psychological Association, 637-646.

Tambyah, S. K. (2022). The impact and potential of residential colleges: An overview. In *Student Growth and Development in New Higher Education Learning Spaces: Student-centred Learning in Singapore* (pp. 1-13). doi:[10.4324/9781003212843-1](https://doi.org/10.4324/9781003212843-1)

Tambyah, S. K. (2022). Reflections and aspirations. In *Student Growth and Development in New Higher Education Learning Spaces: Student-centred Learning in Singapore* (pp. 98-110). doi:[10.4324/9781003212843-7](https://doi.org/10.4324/9781003212843-7)

Toh, T. C., & Tambyah, S. K. (2022). Opportunities and challenges in developing interdisciplinary thinking in undergraduate education. In *Student Growth and Development in New Higher Education Learning Spaces: Student-centred Learning in Singapore* (pp. 30-46). doi:[10.4324/9781003212843-3](https://doi.org/10.4324/9781003212843-3)

Books

Tambyah Siok Kuan, Tan Soo Juan and Yuen Wei Lun (2024), *Happiness and Wellbeing in Singapore: Beyond Economic Prosperity*, Routledge, U.K.

Tambyah, S. K. (2022). *Student Growth and Development in New Higher Education Learning Spaces: Student-centred Learning in Singapore*. doi:[10.4324/9781003212843](https://doi.org/10.4324/9781003212843)

Tambyah Siok Kuan and Tan Soo Juan (2018), *Happiness, Wellbeing and Society: What Matters for Singaporeans*, Routledge, U.K.

Tambyah Siok Kuan and Tan Soo Juan (2013), *Happiness and Wellbeing: The Singapore Experience*, Routledge, U.K.

Tambyah Siok Kuan, Tan Soo Juan and Kau Ah Keng (2009), *The Wellbeing of Singaporeans*, World Scientific Press Co. Pte Ltd, Singapore.

Kau Ah Keng, Kwon Jung, Tambyah Siok Kuan and Tan Soo Juan (2004), *Understanding Singaporeans: Values, Lifestyles, Aspirations and Consumption Behaviors*, World Scientific Press Co. Pte Ltd, Singapore.

Research Awards and Grants (2011 to 2024)

2020 Winning Award for “Best Application to Substantive Area”
Leong, C.H., Tan, S.J., & 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). [Organised by European Survey Research Association, Statistics Netherland, & Utrecht University, The Netherlands.]

2011 The Emerald Literati Network Awards for Excellence
Highly Commended Award for the research article in the Journal of Service
Management on “Organizational Learning from Customer Feedback received by
Service Employees: A Social Capital Perspective”

“Singapore Quality of Life Index,” university research grant of S\$85,620 in collaboration
with Associate Professor Tan Soo Juan, completed in June 2013.

“Measuring Learning Outcomes in an NUS Residential College”, Teaching Enhancement
Grant (university-level) of S\$23,073.60, Principal Investigator and in collaboration with
Fellows of College and Alice and Peter Tan, completed in April 2016.

"2016 Quality of Life Survey," Humanities and Social Sciences Research Fund, research
grant of S\$119,040, in collaboration with Associate Professor Tan Soo Juan (National
University of Singapore), completed in December 2019.

“Student Growth and Development in the New Learning Spaces of Residential Colleges”,
Teaching Enhancement Grant – Learning Community Projects (university-level) of S\$6,000,
Principal Facilitator and in collaboration with Fellows of residential colleagues and NUS
colleagues, completed in August 2021.

"The Quality of Life Research Project”, Mrs Lee Choon Guan Trust Fund. research grant of
S\$100,000, in collaboration with Associate Professor Tan Soo Juan (National University of
Singapore), ongoing.

Service

Department	Member, Benchmarking Committee (2021-2023 present) Member, Industry Engagement Committee (2019-2021) Member, PhD Committee (2002-2005) Member, Marketing First Committee (2002-2004) Member, Curriculum Committee (2009-2019) Member, Student Competition Guidance Committee (2009-2018)
Faculty	Member, Faculty Teaching Excellence Committee (2023-present) Elected Educator Track Representative (2019-2021) Chair, Teaching Excellence Council (2019-2022) Member, Teaching Excellence Council (2013-2019) Member, Scholarships and Bursaries Selection Committee (2002-2005, 2012- present) Member, Faculty Outreach Committee (2002-2005) Masterclass Speaker for several faculty outreach events
Residential College	Academic Director for Capstone Program (2011-2016) College of Alice and Peter Tan, University Town

University Facilitator for NUS CDTL's PDP-T program (31 Jul-2 Aug 2013, and 8-10 Jan 2014)

Teaching Enhancement Grants (TEG) Review Panel for AY 2014/2015
Teaching Enhancement Grants (TEG) Review Panel for AY 2015/2016

MOE Tertiary Education Research Fund (TRF) Internal Review Panel (IRP) 2019

Academic Ad-Hoc Reviewer for *Social Indicators Research* (2012-present)

Community

Professional Affiliations

Association for Consumer Research

International Society for Quality-of-Life Studies