SIOK KUAN TAMBYAH

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Education

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

Working Experience

2011-present	Fellow College of Alice and Peter Tan, National University of Singapore
2011-2016	Academic Director of the Capstone Experience Program College of Alice and Peter Tan, National University of Singapore
2016-present	Associate Professor Department of Marketing, National University of Singapore
2008-2016	Senior Lecturer Department of Marketing, National University of Singapore
1999-2008	Assistant Professor Department of Marketing, National University of Singapore
1992-3	Senior Tutor Department of Marketing, National University of Singapore
1988-1992	Assistant Manager (Marketing and Sales) SingRe Information Technology Pte Ltd

Honors and Awards

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.]
2016	Outstanding Educator Award, NUS Business School Nominee for Outstanding Educator Award (university-level)
2015	Outstanding Educator Award, NUS Business School
2015	Residential Colleges Teaching Excellence Award
2014	Honor Roll for Annual Teaching Excellence Award (university-level award)
2014	Outstanding Educator Award, NUS Business School
2013	Annual Teaching Excellence Award (university-level award)
2013	Outstanding Educator Award, NUS Business School
2012	Annual Teaching Excellence Award (university-level award)
2012	Outstanding Educator Award, NUS Business School
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"
2006-2007	Outstanding Educator Award, NUS Business School
2006	Annual Teaching Excellence Award (university-level award)
2005/2006	Recognition List for Outstanding Educator Award, NUS Business School
2002/2003	"NUS Excellent Teachers" Citation (university-level award)
2002	Department and Faculty Educator Award National University of Singapore
2000	FBA Best Paper Award 1999-2000 Faculty Research Conference, National University of Singapore
1997	"Cross-Cultural Marketing Winner" for Association for Consumer Research-Sheth Foundation Dissertation Competition

Honors and Awards (continued)

1997	American Marketing Association Doctoral Consortium Fellow
1993-1999	Overseas Graduate Scholarship
1991	Hewlett Packard Singapore VAR Training School Best Overall Performance Award
1988	Marketing Institute of Singapore Book Prize Top Marketing Student in BBA Honors Year
1987-1988	Sanwa Bank Foundation Scholarship
1982-1983	Ministry of Education Scholarship

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

Publications

Wee C H and Khoo S K (1991), "Consumer Sentiment toward Marketing in Singapore", *International Journal of Management*, Vol. 8 No. 4 (December), 763-779. (published under maiden name)

Wee Chow Hou, Choong Mei Lan and Tambyah Siok Kuan (1995), "Sex Role Portrayal in Television Advertising: A Comparative Study of Singapore and Malaysia", *International Marketing Review*, 12 (1), 49-64.

Tambyah, Siok Kuan (1995), "Cross-Cultural Adjustment: A Symbolic Interactionist Approach", *American Marketing Association Educator's Conference Proceedings*, 6, eds. Barbara Stern and George M. Zinkhan, 148-9.

Tambyah, Siok Kuan (1996), "Life On the Net: The Reconstruction of Self and Community", *Advances in Consumer Research*, 23, eds. Kim Corfman and John Lynch, 172-177.

Publications (continued)

Thompson, Craig J. and Siok Kuan Tambyah (1999), "Trying to be Cosmopolitan", *Journal of Consumer Research*, 26 (December), 214-241.

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

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

Tan Soo Jiuan, Tambyah Siok Kuan and Kau Ah Keng (2006), "The Influence of Value Orientations and Demographics on Quality-of-Life Perceptions: Evidence from a National Survey of Singaporeans," *Social Indicators Research*, 78 (1), 33-59.

Tambyah Siok Kuan, Nguyen Thi Tuyet Mai and Kwon Jung (2009), "Measuring Status Orientations: Scale Development and Validation in the Context of an Asian Transitional Economy", *Journal of Marketing Theory and Practice*, 17 (2), 175-187.

Tambyah Siok Kuan, Tan Soo Jiuan and Kau Ah Keng (2009), "The Quality of Life in Singapore," *Social Indicators Research*, 92 (2), 337-376.

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

Jochen Wirtz, Tambyah Siok Kuan and Anna Mattila (2010), "Organizational Learning from Customer Feedback received by Service Employees: A Social Capital Perspective," *Journal of Service Management*, 21(3), 262-387.

Nguyen Thi Tuyet Mai and Tambyah Siok Kuan (2011), "Antecedents and Consequences of Status Consumption among Urban Vietnamese Consumers," *Organizations and Markets in Emerging Economies*, Vol. 2, No. 1 (3), 75-98.

Tambyah Siok Kuan and Tan Soo Jiuan (2011), "Subjective Wellbeing in ASEAN," *Japanese Journal of Political Science,* 12 (3), 359-373.

Tan Soo Jiuan and Tambyah Siok Kuan (2011), "Generalized Trust and Trust in Institutions in Confucian Asia," *Social Indicators Research*, 103, 357-377.

Tambyah Siok Kuan and Tan Soo Jiuan (2012), "Singapore: A Happy State of Mind?" in *Happiness Across Cultures: Views of Happiness and Quality of Life in Non-Western Cultures*, edited by Helaine Selin and Gareth Davey, Springer Science + Business Media B.V., Dordrecht, 121-135.

Publications (continued)

Tambyah Siok Kuan and Darius Chen (2012), Cosmopolitans Go Shopping: A Phenomenological Inquiry into How Cosmopolitans Relate to Global and Local Brands, in *Consumer Cosmopolitanism in the Age of Globalization,* edited by Melvin Prince, Business Expert Press, New York, USA, 119-140.

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

Tambyah Siok Kuan and Craig J. Thompson (2013), Social Branding and the Mythical Re-invention of Ethnic Identity, in *The Routledge Companion to Identity and Consumption*, edited by Ayalla A. Ruvio and Russell W. Belk, Routledge, U.K., 325-335.

Jochen Wirtz, Chiara Orsingher, Patricia Chew and Siok Kuan Tambyah (2013), "The Role of Metaperception on the Effectiveness of Referral Reward Programs," *Journal of Service Research,* 16 (1), 82-98.

Tan Soo Jiuan and and Tambyah Siok Kuan (2013),"Trusting Propensity and Trust in Institutions: A Comparative Study of 5 ASEAN Nations," in Psychology of Trust, edited by David Gefen, Nova Science Publishers, Inc., New York, USA, 281-304.

Tambyah Siok Kuan and Tan Soo Jiuan (2014), "Subjective Wellbeing in ASEAN," in *Encyclopedia of Quality of Life Research*, edited by Alex C. Michalos, Springer, New York, USA, 2117.

Tan Soo Jiuan and Tambyah Siok Kuan (2014) "Singapore, Quality of Life," in *Encyclopedia of Quality of Life Research*, edited by Alex C. Michalos, Springer, New York, USA, 1964.

Tambyah Siok Kuan and Tan Soo Jiuan (2014), "Gender and the Quality of Life in Singapore," in *Gender, Lifespan and Quality of Life: An International Perspective*, edited by Elizabeth Eckermann, Springer Science + Business Media B.V. Dordrecht, 229-248.

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 Jiuan 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.

Publications (continued)

Tan Soo Jiuan 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.

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

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

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

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 Jiuan, 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

Publications (continued)

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

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.

Christudason, A., Wong, G. K. M., & Tambyah, S. K. (2021, Nov 29). Engaging Teaching Assistants (TAs) for Hybrid Teaching. *Teaching Connections.* https://blog.nus.edu.sg/teachingconnections/2021/11/29/teaching-assistants-tas-role-in-hybrid-teaching/

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.

Christudason, A., Wong, G. K. M., & Tambyah, S. K. (2022, May 26). "I would do it all over again!": The perspectives of teaching assistants (TAs) engaged for hybrid classes. *Teaching Connections*. https://blog.nus.edu.sg/teachingconnections/2022/05/25/i-would-do-it-all-over-again-the-perspective-of-teaching-assistants-tas-engaged-for-hybrid-classes/

Tambyah, S. K., & Toh T. C. (2022, June 24). Rethinking learning spaces during a pandemic. *Teaching Connections.* https://blog.nus.edu.sg/teachingconnections/2022/06/24/rethinking-learning-spaces-during-a-pandemic/

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

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

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

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

Leong, C. H., Ang, A. T. Y., & Tambyah, S. K. (2024). Using spatial big data to analyse neighbourhood effects on immigrant inclusion and well-being. International Journal of Intercultural Relations, 102. https://www.sciencedirect.com/science/article/abs/pii/S0147176724000890

Publications (continued)

Tambyah, S.K., Tan, S. J. and Yuen W. L. (2024). *Happiness and wellbeing in Singapore: Beyond economic prosperity*. Routledge, U.K.

Tambyah, S.K., Yow, C.J. (2024). Socioeconomic Status and Well-Being. In: Sonmez, F. (eds) Fostering Consumer Well-Being. International Series on Consumer Science. Springer, Cham, Switzerland. p.51-67. https://doi.org/10.1007/978-3-031-59144-0_4

Tambyah, S.K., Yuen, W.L. (2024). Singapore: A Happier State of Mind?. In: Selin, H., Davey, G. (eds) Happiness Across Cultures. Science Across Cultures: The History of Non-Western Science, vol 6. Springer, Dordrecht, Netherlands. p.67-81. https://doi.org/10.1007/978-94-024-2258-0_5

Mukhopadhyay, K., Tambyah, S., & Fong, K. J. (2025). Beyond the time gap: a vignette survey approach to gathering data on experiential learning trips. In *Sage Research Methods: Data and Research Literacy*. SAGE Publications, Ltd., https://doi.org/10.4135/9781036217297

Conference Presentations and Papers

Tambyah, Siok Kuan and Craig Thompson, "Consumption, Community, and the Trans-Cultural Experiences of Sojourners", Association for Consumer Research Conference, Minneapolis MN, USA, October 1995.

Tambyah, Siok Kuan, "Cross-Cultural Experiences of Sojourners", Fifth Symposium of Cross-Cultural Consumer and Business Studies, Hong Kong, December 1995.

Tambyah, Siok Kuan, "The Triangle Ethnic Fest: The Negotiation of Ethnic Identity", Association for Consumer Research Conference, Denver, CO, USA, October 1997.

Tambyah, Siok Kuan, "Being Italian and Female: Consumption Experiences and the Identities of Immigrant Women", 4th Bi-Annual Association for Consumer Research Conference on Gender, Marketing and Consumer Behavior, San Francisco, CA, USA, June 1998.

Tambyah, Siok Kuan, "The Historic Greenbush Neighborhood: Consumption Meanings and the Politics of Ethnic Identity", Association for Consumer Research Conference, Montreal, Canada, October 1998.

Tambyah, Siok Kuan, “Ethnicity in Consumer Research”, HCR (Qualitative Consumer Researcher Conference), Columbus, OH, USA, September 1999.

Conference Presentations and Papers (continued)

Tambyah, Siok Kuan and Saroja Subrahmanyam, "American Expatriate Wives: Gender, Class and Nationality in Transnational Suburbia," Association for Consumer Research Conference, Salt Lake City, UT, USA, October 2000.

Tambyah, Siok Kuan, presenting as part of special session titled "Where No Rules Rule: Ethical Concerns on the Web," Winter American Marketing Association Educators' Conference, Austin, TX, USA, February 2002.

Tambyah, Siok Kuan, presenting as part of special session titled "Values of Young Asia Pacific Consumers: Consumption, Tradition and Innovation," 5th Asia Pacific Association for Consumer Research Conference, Beijing, China, May 2002.

Jochen Wirtz and Tambyah, Siok Kuan, "The Perception and Use of Customer Feedback in Service Firms – Exploring the Perspectives of Top Management, Middle Management and the Front Line," Eleventh Annual AMA Conference – Frontiers in Services, Maastricht, The Netherlands, June 2002.

Tambyah, Siok Kuan, presenting as part of special session titled "To Learn and Live: Improving the Communication of Health Related Social Marketing Messages," Winter American Marketing Association Educators' Conference, Orlando, FL, USA, February 2003.

Patricia Chew, Tambyah Siok Kuan, and Jochen Wirtz, "The Role of Incentives on Recommendation Behavior," European Association for Consumer Research Conference, Dublin, Ireland, June 2003.

Tambyah, Siok Kuan, May Oo Lwin and Ng Pei Sze, "Risky Ventures and Dangerous Journeys: Insights into Singaporeans' Consumption of Adventure Tourism," World Marketing Congress, Perth, Australia, June 2003.

Nguyen Thi Tuyet Mai, Kwon Jung and Tambyah, Siok Kuan, "Measuring Status Orientations: Scale Development and Validation in the Context of a Transitional Economy," 6th Asia Pacific Association for Consumer Research Conference, Seoul, Korea, May 2004.

Tambyah, Siok Kuan and Adeline Woo Yin Pheng, "Single Female Expatriates: Gender and Identity in Cross-Cultural Transition," 7th Bi-Annual Association for Consumer Research Conference on Gender, Marketing, and Consumer Behavior, Madison, WI, USA, June 2004.

Tambyah, Siok Kuan and Jochen Wirtz, "The Effects of Social Capital on the Reporting of Unsolicited Customer Feedback," Fourth SERVSIG Research Conference, Singapore, Singapore, June 2005.

Conference Presentations and Papers (continued)

Lynn Kahle, Kau Ah Keng, Tambyah, Siok Kuan, Tan Soo Jiuan and Kwon Jung, "Religion, Religiosity and Values: Implications for Consumer Behavior," The 2005 La Londe Seminar, The 32nd International Research Seminar in Marketing (Marketing Communications and Consumer Behavior), La Londe, France, June 2005.

Tambyah, Siok Kuan and Raymond Chng, "Revisiting the Cultural Identity Model: Sojourners' Negotiations of Identity and Consumption Experiences," Association for Consumer Research Conference, San Antonio, TX, USA, September/October 2005.

May Lwin and Tambyah, Siok Kuan, "Understanding Protection Intentions on Safe Sex Among Youth," 7th Asia-Pacific Association for Consumer Research Conference, Sydney, Australia, June 2006.

Tambyah Siok Kuan, "Homecoming: Returning Singaporean Sojourners and Negotiations of Cultural Identity," Asia Research Institute Workshop on "Mobile City Singapore", Singapore, March 2007.

Tambyah Siok Kuan, "The Hungry Ghost Dinner and Auction: Real-World Auction, Other-World Meanings," Association for Consumer Research Conference, Memphis, TN, USA, October 2007.

Tambyah Siok Kuan, Tan Soo Jiuan and Kau Ah Keng, "Quality of Life in Singapore" part of a 6-country panel on "The Quality of Life in Confucian Asia", International Society for Quality of Life Studies (ISQOLS) Conference, San Diego, CA, USA, December 2007.

Tambyah Siok Kuan, Tan Soo Jiuan and Kau Ah Keng, "National Identity and the Wellbeing of Singaporeans," ISQOLS Conference, Florence, Italy, July 2009.

Tan Soo Jiuan, Tambyah Siok Kuan, and Kau Ah Keng, "Subjective Wellbeing in Asia: Comparisons Across Seven Countries," ISQOLS Conference, Florence, Italy, July 2009.

Tambyah Siok Kuan and Tan Soo Jiuan, "Subjective Wellbeing in ASEAN: A Cross-Country Study," AsiaBarometer Survey Workshop, Tokyo, Japan, January 2010.

Nancy Wong, Tambyah Siok Kuan, and Aaron Ahuvia, "Luxury Consumption and the Pursuit of Authenticity," Consumer Culture Theory Conference, Madison, Wisconsin, USA, June 2010.

Tambyah Siok Kuan and Tan Soo Jiuan, "Subjective Wellbeing in ASEAN: A Cross-Country Study," ISQOLS Conference, Bangkok, Thailand, December 2010.

Tan Soo Jiuan and Tambyah Siok Kuan, "A Comparative Study on Generalised Trust in ASEAN," 6th Workshop in Trust Within and Between Organizations (FINT Workshop), Milan, Italy, June 2012.

Conference Presentations and Papers (continued)

Tan Soo Jiuan, Tambyah Siok Kuan and Lynn Kahle, “Tracking the changes in values for Singaporeans,” Association of Consumer Psychology (SCP) Conference on Asian Consumers, organized by Institute on Asian Consumer Insights, Nanyang Technological University, Singapore, December 2012.

Kahle, Lynn, Elizabeth Minton, Soo Jiuan Tan and Siok Kuan Tambyah, "Consumer Behavior and Religion: An Investigation in Singapore," Academy of Marketing Science Annual Conference, Denver, Colorado, USA, 12-15 May 2015.

Kankana Mukhopadhyay, Siok Kuan Tambyah and Shelley Jung, “Evaluating a Living and Learning Program in a Residential College in Asia: A Mixed-method Study,” American Education Research Association (AERA) Annual Meeting, Washington D.C., USA, April 2016.

Chia, Pin Sin Janie, Siok Kuan Tambyah and Pritish Bhattacharya, "Young Adult Luxury Consumers". LVMH-SMU Luxury Research Conference, Singapore Management University, Singapore, 20 - 21 June 2016.

Tambyah Siok Kuan and Tan Soo Jiuan, “The Wellbeing of Elderly Singaporeans and Insights for Ageing Well”, ISQOLS Conference, Innsbruck, Austria, September 2017.

Tan Soo Jiuan and Tambyah Siok Kuan, “Validating the Flourishing Scale in Singapore,” ISQOLS Conference, Hong Kong, June 2018.

Tambyah Siok Kuan and Tan Soo Jiuan, “The Impact of Values on the Flourishing of Singaporeans”, 9th European Conference on Positive Psychology, Budapest, Hungary, June 2018.

Tambyah Siok Kuan and Tan Soo Jiuan, “Does Democracy Make One Happy?” 2nd International Conference on Well-Being in Singapore, Singapore University of Social Sciences, Singapore, November 2018.

Tan Soo Jiuan and Tambyah Siok Kuan, “The Influence of Religion on Wellbeing in Singapore,” ISQOLS Conference, Granada, Spain, September 2019.

Toh Tai Chong, Siok Kuan Tambyah and Sue Chang-Koh (2019), “Reflective writing in higher education: a reflection of educators’ experience in the residential colleges,” presentation at 2019 Teaching and Learning at Residential Colleges (TLRC) Colloquium.

Tan Soo Jiuan, and Tambyah Siok Kuan, “Does Money Contribute to Subjective Wellbeing in Singapore?” ISQOLS Conference, Rotterdam, the Netherlands, August 2020 – The physical conference was cancelled due to the pandemic. Nonetheless, our presentation materials have been uploaded for the virtual conference portal.

Conference Presentations and Papers (continued)

Toh Tai Chong., & Tambyah, S. K. (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, Ms Chang-Koh Sue, and Dr Lai Chiu Yun Joelle (2022), "Community engagement beyond the residential college: A case study on CAPT alumni," presentation at 2022 Teaching and Learning at Residential Colleges (TLRC) Colloquium.

Kankana Mukhopadhyay, Siok Kuan Tambyah and Charlene Chun (2023), "Relationships between intentional pedagogies and outcome-based learning," presentation at the Educational Research Association of Singapore International Conference and the World Education Research Association Focal Meeting (ERAS-WERA) 2023, National Institute of Education / Nanyang Technological University, Singapore, 22 to 24 November 2023.

Kankana Mukhopadhyay, Siok Kuan Tambyah, Wong Soon Fen and Lionel Lim (2023), "Ethics-driven learning in cross-cultural study trips: Insights from the voices of students and educators," presentation at the Educational Research Association of Singapore International Conference and the World Education Research Association Focal Meeting (ERAS-WERA) 2023, National Institute of Education / Nanyang Technological University, Singapore, 22 to 24 November 2023.

Kankana Mukhopadhyay, Siok Kuan Tambyah and Daniel Jew (2023), "Choices and Collaborations in University-Community Partnerships: Intentional Pedagogy and Its Impact on Student Learning," presentation at the Higher Education Campus Conference (HECC) 2023, National University of Singapore, Singapore, 7 December 2023.

Siok Tambyah and Wei Lun Yuen (2024), "Values and Wellbeing: Evidence from Singapore's Quality of Life Surveys", presentation at the annual conference of the International Society for Quality of Life Studies (ISQOLS), Kota Kinabalu, Malaysia, 24-28 June 2024.

Kankana Mukhopadhyay, Siok Kuan Tambyah, Fong Kai Jun and Joshua Yip Sujun (2024), "Pedagogical practices for study trips: A factor analysis of key variables" presentation at the Higher Education Conference in Singapore (HECS), National University of Singapore, Singapore, 3 December 2024.

Kankana Mukhopadhyay, Siok Kuan Tambyah, Chun Lei Suen Charlene, Aditi Joshi and Jessica Goh Hui Min (2024), "Working together in qualitative analysis: Insights from a hypothetico-deductive approach to interview data," presentation at the Higher Education Conference in Singapore (HECS), National University of Singapore, Singapore, 3 December 2024.

Conference Presentations and Papers (continued)

Kankana Mukhopadhyay, Siok Kuan Tambyah, Lionel Lim and Jelin Ong (2024), "Personal growth narratives: Voices from community-based experiential study trips," presentation at the Higher Education Conference in Singapore (HECS), National University of Singapore, Singapore, 3 December 2024.

Wei Lun Yuen and Siok Tambyah (2025), "Impact of social-focused and person-focused values on subjective wellbeing," poster presentation at the 2025 International Positive Psychology Association (IPPA) World Congress, Brisbane, Australia, 2-5 July 2025.

Invited Presentations, Seminars, Talks and Features

Invited speaker, "Consumer Values and Lifestyles," The 3rd EdukCircle International Convention on Tourism and Hospitality, Ateneo de Manila University, Philippines, 23 September 2012.

Invited speaker, "Singapore: A Happy State of Mind?" Institute of Policy Studies (IPS) Young Singaporeans' Conference, 26 September 2012.

Invited speaker, "Happiness and Wellbeing," Strategic Business Framework Workshop, Sentosa Leisure Group, 2 November 2012.

Tan Soo Jiuan and Tambyah Siok Kuan, presented a synopsis of our book "Happiness and Wellbeing: The Singapore Experience" to students taking a course on Monitoring and Measuring Governance at Lee Kuan Yew School of Public Policy, 15 March 2013.

Tambyah Siok Kuan and Tan Soo Jiuan, "The shifting values of Singaporeans and the impact on brand communication," marketing seminar organized by OCR International, Four Seasons Hotel, Singapore, 27 June 2013.

Featured author and invited speaker for an "In Conversation" session with psychologist Oliver James on the pursuit of happiness, Singapore Writers Festival, 3 November 2013

Invited participant and domain expert for the United Nations Environment Programme (UNEP) meetings on global research on children and youth consumption in cities (11 December 2013) and Sustainable Lifestyles and Education (12 December 2013) at UNEP Headquarters in Paris, France.

Plenary speaker for session on "Wellbeing Research: Advances Across Disciplines" for Wellbeing in Singapore Symposium organised by SIM University, 2 September 2014.

Invited speaker for Singapore Management University's Capstone Seminar for social science students on "Well-Being, Society, and Policy", 28 August 2015.

Invited Presentations, Seminars, Talks and Features (continued)

Invited speaker for Council for Third Age's "Positive Ageing Talk", 30 September 2015.

Invited speaker for symposium track on "Healthy Population: Building Blocks of Success" at the National Healthcare Group's Primary Care Forum, 2-3 October 2015.

Invited speaker and panelist for symposium on "Youth in ASEAN and Japan—The Future of ASEAN and Japan from youth's point of view", hosted by Alliance Study Group, University of Niigata Prefecture and the Japan Foundation at the International House of Japan, 7 October 2015.

Invited speaker on "Understanding the Singaporean Consumer" for EdukCircle Convention on Business, 15 January 2016.

Lead feature for "Choosing Happiness" for the Singapore Medical Association SMA News (May 2016 issue)

Invited speaker for University of Sydney's Immersion Program on "Ageing in Asia", Singapore, December 2017.

Invited speaker for University of Sydney's Immersion Program on "The Business of Food", Singapore, December 2018.

Invited speaker for The Happiness Conference, organised by The Happiness Initiative, Singapore, March 2020 (cancelled due to the pandemic). Instead, on 24 March 2020, I participated in their livestream panel discussion on the 2020 World Happiness Report.

Invited speaker for symposium track on "mental wellbeing, happiness and resilience" at Singapore Mental Health Conference 2014, 17-18 October 2014.

Invited participant for bunker sessions and closed-door discussion on "National Values Assessment Study for Singapore", hosted by Institute of Policy Studies and aAdvantage Consulting Group Pte Ltd, 23 July 2015.

Invited speaker for SAGE Counselling Centre Webinar on "Happiness in the Golden Years", 21 September 2021.

Invited speaker for Nestlé Singapore Town Hall on "Mental Wellness and Happiness", 15 October 2021.

Invited speaker for Institute of Mental Health's Case Management Day on "Happiness and Subjective Wellbeing", 30 November 2021.

Invited speaker for The Wellbeing 2.0 Summit, organised by The School of Positive Psychology, on "Happiness and Wellbeing in Singapore", 28 September 2024.

Invited Presentations, Seminars, Talks and Features (continued)

Invited speaker for Keynote Presentation for Agora at The University of the Arts, on "Happiness in the Making for Singaporeans", 13 January 2025.

Invited panelist for IMPACT Week (Wellbeing Economic Conference & Festival), session on "Mental Health in the Age of Overwhelm: From Climate Anxiety to Digital Detox, Toward Collective Wellbeing, Suntec City Convention Centre, Singapore, 17 September 2025.

Invited speaker and panelist for East Asia Consortium on Wellbeing Science, Hirosaki University, Japan, 4-5 December 2026.

Research Grants

"Consumption and Choosing Ethnicities: The Case of Multi-Ethnic Singaporeans," university research grant of S$9,795.00, Principal Investigator, completed in July 2001.

"Emerging Markets in 2001: Singaporean Values and Lifestyles," university research grant of S$16,170.00, Principal Investigator and in collaboration with Professor Kau Ah Keng and Associate Professor Tan Soo Jiuan (National University of Singapore), and Assistant Professor Kwon Jung (KDI School of Public Policy and Management), completed in December 2002.

"Emotional and Social Aspects of Advertising," university research grant of S$12,423.69, in collaboration with Dr Lee Yih Hwai (National University of Singapore), completed in July 2003.

"Values and Lifestyles of Singaporeans: 2001", university research grant of S$56,700.00, in collaboration with Professor Kau Ah Keng and Associate Professor Tan Soo Jiuan (National University of Singapore), and Assistant Professor Kwon Jung (KDI School of Public Policy and Management), completed in December 2003.

"Customer Feedback in Leading Service Firms," university research grant of S$47,814.00, in collaboration with Associate Professor Jochen Wirtz (National University of Singapore), completed in May 2005.

"Singapore Quality of Life Index," university research grant of S$85,620 in collaboration with Associate Professor Tan Soo Jiuan, 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.

Research Grants (continued)

"2016 Quality of Life Survey," Humanities and Social Sciences Research Fund, research grant of S$$119,040, in collaboration with Associate Professor Tan Soo Jiuan (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.

"Short-term overseas study trips in an Asian residential college: Impact and implications for higher education experiential learning (HEEL)" a MOE TRF-funded project, research grant of S$170,461.62, Co-investigator and in collaboration with Fellows of The College of Alice & Peter Tan, National University of Singapore, completed in December 2024.

"The Quality of Life Research Project", Mrs Lee Choon Guan Trust Fund, research grant of S$$100,000, ongoing.

Teaching Experience

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

Supervision of Honors, Masters and Ph.D. and Other Students

AE Supervisor for Ms Teo Lay Ching (completed in April 2001)
Topic: A League of Their Own: A Hermeneutic Perspective to Understanding the Lifestyles and Consumption Behaviors of Young Adults in Singapore

AE Supervisor for Ms Celia Chia (completed in April 2002)
Topic: Understanding Older Consumers: Possessions, Expressions of Self-Identity and Coping with Life Transitions

AE Supervisor for Ms Wendy Chew (completed in April 2002)
Topic: Understanding Women and Media Consumption: A Study of Body Images and Identities

Supervision of Honors, Masters and Ph.D. and Other Students (continued)

AE Supervisor for Ms Ng Pei Sze (completed in April 2002)
Topic: Risky Ventures and Dangerous Journeys: Insights into Singaporeans' Consumption of Adventure Tourism

AE Co-Supervisor for Ms Jasmine Ow (completed in April 2002)
Topic: An Empirical Study: Managerial Implications on the Usage and Interpretation of Customer Feedback Information

AE Supervisor for Ms Jeannette Tan Mei Lian (completed in April 2003)
Topic: AIDS Communication and Young Singaporeans: Awareness, Attitudes and Sexual Behavior

AE Supervisor for Mr Stephen Rajasigamany (completed in April 2003)
Topic: Intercultural Marriages: Insights into Cultural Integration and Consumption Behaviors

AE Supervisor for Ms Adeline Woo Yin Pheng (completed in April 2004)
Topic: An Exploratory Study on the Lifestyles and Consumption Experiences of Single Western Female Expatriates in Singapore

AE Supervisor for Mr Raymond Chng (completed in April 2004)
Topic: Ethnocentrism and the Singaporean Sojourner

Co-AE Supervisor for Mr Mervin Ho Tse Hsiang (completed in April 2005)
Topic: Myopia and the Singaporean Parent: An Exploratory Study of Myopia Prevention Behaviors

Co-AE Supervisor for Mr Jonathan Goh E-Pin (completed in April 2005)
Topic: The Effects of Social Capital on the Reporting of Unsolicited Customer Feedback

ISM Supervisor for Ms Luo Qining (completed in April 2006)
Topic: Gender Issues in Consumer Behavior

AE Supervisor for Mr Chen Qimin (completed in April 2007)
Topic: Global Brands and Consumer Acculturation

AE Supervisor for Ms Chia Pin Sin (completed in April 2010)
Topic: Young Adult Luxury Consumers

CP Supervisor for Leow Le Hia, Emily Loo Chia Ching, Grace Lim Shan and Muhammad Hasan Bin Abdul Kader (completed in May 2011)
Topic: Grohe Consumer Market Research 2011 (with Grohe)

Supervision of Honors, Masters and Ph.D. and Other Students (continued)

E50 CP Supervisor for Marc Chan Chia Heng, Kenneth Ng Han Meng and Vaibhav Saharan (completed in November 2011)

Companies: Cathay Cineplexes Pte Ltd
Fei Fah Medical Manufacturing Pte Ltd
Gain City Best-Electric Pte Ltd

ISM Supervisor for Camillus Kang Soon Ern (completed in November 2011)

Topic: Quality of Life for Singaporeans

ISM Supervisor for Janice Chen (completed in November 2011)

Topic: Positive Psychology and Happiness

CP Supervisor for Andre Hor, Vina Noviana Limanto, Stacey Lim Baowei, Heah Huey Shyang (completed in May 2012)

Topic: Football-Obsessed Teens (with Nike)

ISM Supervisor for Simran Gill (completed in May 2012)

Topic: Singapore versus the World: A Review of Happiness Studies and Indices

Supervisor for Pilot Capstone Experience Project (College of Alice and Peter Tan) on "The Amazing Makan Trail: Healthy Food Choices for Youths" in collaboration with ITE Central Students (completed in May 2012)

MSc Supervisor for Prashant Saxena (completed in August 2012)

Topic: The Luxury Consumer-Classes of India: Conspicuousness, Emulation and Distinction

Supervisor for Capstone Experience Project (College of Alice and Peter Tan) on "Healthy Eating for Seniors" in collaboration with ITE Central Students and Teck Ghee Wellness Club (completed in May 2013)

ISM Supervisor for Chan Jun Kai (completed in May 2013)

Topic: The Politics of Happiness

Advanced ISM Supervisor for Chan Jun Kai (completed in May 2013)

Topic: Alternative Consumer Consumption Evaluation Models (Theater Industry in Singapore)

FSP Supervisor for Chua Qin Nee, Hang Jie Liang, Kok Li Wei Victor and Seah Kim Lay (completed in May 2013)

Topic: Basketball-Infatuated Teens (with Nike)

Supervision of Honors, Masters and Ph.D. and Other Students (continued)

FSP Supervisor for Chin Maowei Daryl, Pang Min Jie and You Weiren (completed in May 2013)
Topic: Benchmarking for Sentosa Golf Club (with Sentosa Leisure Group)

ISM Supervisor for Wen Dezhi (completed in November 2013)
Topic: Marketing Happiness

ISM Supervisor for Camillus Kang Soon Ern (completed in November 2013)
Topic: Status Consumption: Identity Projects and Trends for Young Adult Singaporeans

ISM Supervisor for Eunice Chan Su Hui (completed in May 2015)
Topic: Review of Relevant Literature in Preparation for the 2016 Quality of Life Study

ISM Supervisor for Pearl Lee Jiaxin (completed in May 2015)
Topic: Factors Affecting the Subjective Wellbeing of Unemployed Mature Citizens in Singapore

ISM Supervisor for Sharan Minhas (completed in May 2015)
Topic: Research Study on the Subjective Wellbeing of Migrant Workers in Singapore

ISM Supervisor for Lim Shien Hian (completed in May 2017)
Topics: The Arts and Happiness

FSP Supervisor for Violet Lim Xue Qi, Tan Jia Yi, Chelsi Teo and Zhang Danran (completed in May 2019)
Topic: Understanding the Behaviours of Makeup Users and Identifying the Actual Maybelline Girl in Singapore (with Loreal Singapore)

ISM Supervisor for Valerie Lee Qian Hua (completed in May 2020)
Topic: Two States of Happiness: Understanding Nordic Exceptionalism in Singapore

ISM Supervisor for Nicole Ariana Lim Shankar (completed in November 2021)
Topic: Dreams on hold: The Impact of COVID-19 on the Well-being of Graduates from the Classes of 2020 & 2021

FSP Supervisor for Clariss Goh Hui Xian, Amelia Lee Jia Min, Loh Huey Sze, and Soh Kai Xin (completed in May 2022)
Topic: Bengawan Solo

AE Co-Supervisor for Loh Huey Sze (completed in April 2023)
Topic: Examining the effect of perceived autonomy and perceived competence on physical activity: An ecological perspective

Supervision of Honors, Masters and Ph.D. and Other Students (continued)

FSP Supervisor for Chan Ying Shan, Kwah Jia Yee, Casazendra Tan Yan Lin, Darren Ther Ren Jin, and Woo Jia Ying Lina (completed in April 2023)
Topic: Branding Strategy for SinFooTech Pte. Ltd

FSP Supervisor for Koh Yan Qi, Lim Yeen Hwa Tan En Liang Mark, Jose Tan Shen Jie, and To Nok Hei (completed in April 2024)
Topic: Mandai Wildlife Group

ISC Supervisor for Anshita Gaur (completed in May 2025)
Topic: Marketing Workplace Well-being in Singapore

BI3704 Business Internship Supervisor for Chu Jia Yi (completed in July 2025)
Company: Shopee Singapore Pte Ltd

Participation in Theses and Oral Examination Committees

Member on Ms Ike Janita Dewi's Ph.D. committee (January 2000 to June 2003)
Topic: Effect of Product Type, Ad Claim Type, and Ad Execution on Evaluation of Hedonic and Utilitarian Products

Co-Chair on Ms Nguyen Thi Tuyet Mai's Ph.D. committee (April 2001 to December 2003)
Topic: An Investigation into Conspicuous Consumption in a Transitional Economy: A Study of Emerging Urban Vietnamese Consumers

Member on Ms Patricia Chew Yee Peng's Ph.D. committee (March 2000 to June 2005)
Topic: The Role of Incentives on Recommendation Behavior

Public and Professional Service

Service to the University

Department
Member, Benchmarking Committee (2021-2024)
Member, Industry Engagement Committee (2019-2021)
Member, PhD Committee (2002-2005)
Member, Marketing First Committee (2002-2004)
Member, Curriculum Committee (2009-2019, 2024 to present)
Member, Student Competition Guidance Committee (2009-2018)

Service to the University (continued)

Faculty	Member, Faculty Teaching Excellence Committee (2023 to 2026) 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

Service to International Academic Community

Chair of Session for Asia-Pacific Association for Consumer Research Conference, Seoul, Korea, May 2004

Chair of Session for Gender, Marketing and Consumer Behavior Conference, Dublin, Ireland, June 2002.

Service as a Reviewer

1999-2012	Reviewer for Journal of Consumer Research
2000-2007	Reviewer for Association for Consumer Research conferences (North American and Asia-Pacific conferences)
2000	Reviewer for Journal of Contemporary Ethnography (international journal)
2000-2003	Reviewer for World Marketing Congress (international conference)
2005	Reviewer for Academy of Marketing Science Annual Conference (international conference)

Service as a Reviewer (continued)

2005	Reviewer for Special Issue of International Journal of Service Industry Management (international journal)
2005	Reviewer for Asian Journal of Communication (Tier 2 journal, FASS, NUS)
2008	Reviewer for Consumer Culture Theory Conference (international conference)
2009	Reviewer for Special Issue of Consumption, Markets and Culture (international journal)
2012-present	Reviewer for Social Indicators Research (international journal)
2026	Reviewer for Studies in Higher Education (international journal)

Service to Profession/Industry

March 2000-March 2002
Council Member, Marketing Institute of Singapore (MIS)

March 2000-June 2001
Chairperson, Manpower 21 Committee, MIS

March 2000-March 2002
Chairperson, Students' Affairs Committee, MIS

Conducted "Marketing Guru Talk" for MIS on "The Wellbeing of Singaporeans" (20 August 2009)

January 2010-March 2012
Member, Academic Board of Marketing Institute of Singapore Training Centre (MISTC)

Public Service

1990-Dec 2022	Volunteer, Assisi Home and Hospice
July 1999-May 2022	Member, Asian Women's Welfare Association (AWWA)
September 2003-August 2004	Committee Member, University of Wisconsin Alumni Association Singapore
2006-2008	Member, AWWA Resource Center Panel
July 2010-Nov 2012	Chairperson, AWWA Resource Center Advisory Panel

Professional Affiliations

Association for Consumer Research

Consumer Culture Theory Consortium

International Society for Quality-of-Life Studies

International Positive Psychology Association