

Curriculum Vitae



Associate Professor Guan Chong

Director

SUSS Academy

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Education Qualifications

2013 PhD in Marketing, Nanyang Business School, Nanyang Technological University, Singapore

2006 Bachelor in Marketing, Guanghua School of Management, Peking University, P.R. China

Academic and Professional Experience

2019 - 2022 Deputy Director, Office of Graduate Studies, SUSS

2015 - 2019 Head of Programme (Marketing), School of Business, SUSS

2014 - 2015 Head of Programme (Visual Communication with Business), School of Business, SUSS

2011 - 2014 Lecturer, School of Business, SUSS

2018 - 2022 Adjunct Faculty, Nanyang Centre for Public Administration, NTU

2019 - Present Editorial board member, Internet Research

2020 - 2022 Editor, International Journal of Internet Marketing and Advertising

2021 - Present Associate Editor, Journal of Electronic Business & Digital Economics

Consulting Experience

- 2022 – Present Kantar Consulting
- 2019 – Present IPOS International
- 2021 CR Group
- 2016 National Trades Union Congress (NTUC)

Research Interests

- Machine learning in marketing
- Consumer decision-making on digital platforms

Selected Publications

Journal Papers

- Guan, C., Ding, D., Ren, J. & Guo, J. (2024). Unveiling the Aesthetic 'Wow Factor': The Role of Aesthetic Incongruity and Image Quality in NFT Art Valuation with Computer Vision, *Electronic Markets*, Forthcoming. (Ranked A by ABDC)
- Fang, Z., Ding, D., & Guan, C. (2024). Does Methodology Matter? Revisiting the Energy-growth Nexus in Asia Pacific Economies. *Economic Issues*, 29(1), 5-34.
- Guan, C., Liu, W., Yu, Y., & Ding D. (2024). Tokenomics in the Metaverse: Understanding the Lead-lag Effect among Emerging Crypto Tokens, *Financial Innovation*, 10, 88. <https://doi.org/10.1186/s40854-023-00594-z>
- Fang, Z., & Guan, C. (2024). Energy-growth nexus in Australia and New Zealand for the past 150 years—evidence from time-varying and quantile Granger causality analysis. *Environmental Science and Pollution Research*, 1-25. <https://doi.org/10.1007/s11356-024-32656-9>
- Gupta, P., Ding, B., Guan, C., & Ding, D. (2024). Generative AI: A systematic review using topic modelling techniques. *Data and Information Management*, 100066. <https://doi.org/https://doi.org/10.1016/j.dim.2024.100066>
- Xia, C.; Guan, C.; Ding, D.; Teng, Y. (2024) Navigating Success in Carbon Offset Projects: A Deep Dive into the Determinants Using Topic Modeling. *Sustainability*, 16, 1595. <https://doi.org/10.3390/su16041595>
- Mou, J., Liu, W., Guan, C., Westland, J.C., Kim, J. (2023). Predicting the Cryptocurrency Market Using Social Media Sentiments and Search Trends during COVID-19, *Electronic Commerce Research*, <https://doi.org/10.1007/s10660-023-09801-6> (Ranked A by ABDC)
- Ding, Q., Ding, D., Wang Y., Guan, C., & Ding, B. (2023). Unravelling the landscape of Large Language Models: A systematic review and future perspectives. *Journal of Electronic Business & Digital Economics*, <https://doi.org/10.1108/JEBDE-08-2023-0015>
- Guan, C., Ding, D., Guo, J. & Teng, Y. (2023). An ecosystem approach to Web3.0: A systematic review and research agenda, *Journal of Electronic Business & Digital Economics*, 2(1), 139-156. <https://doi.org/10.1108/JEBDE-10-2022-0039>
- Cheng, X., Zhang, S., Fu, S., Liu, W., Guan, C., Mou, J., Ye, Q. and Huang, C. (2022). Exploring the metaverse in the digital economy: An overview and research framework, *Journal of Electronic Business & Digital Economics*, 1(1/2), 206-224. <https://doi.org/10.1108/JEBDE-09-2022-0036> (Emerald Literati Award)

- Guan C., Hung Y. & Liu W. (2022). Cultural differences in hospitality service evaluations: Mining insights of user generated content, *Electronic Markets*, 32(3), 1061-1081. <https://doi.org/10.1007/s12525-022-00545-z> (Ranked A by ABDC)
- Guan, C., Liu, W. & Cheng, J.Y.C. (2022). Using social media to predict the stock market crash and rebound amid the pandemic: The digital 'Haves' and 'Have-mores'. *Annals of Data Science*, 9, 5-31. <https://doi.org/10.1007/s40745-021-00353-w>
- Guan, C., & Li, E. Y. (2021). Editorial: A note on influencer marketing in social media. *International Journal of Internet Marketing and Advertising*, 15(2), 124-128.
- Ding D., Guan C., Chan C.M.L., & Liu W. (2020). Building stock market resilience through digital transformation: Using Google Trends to analyze the impact of COVID-19 pandemic, *Frontiers of Business Research in China*, 14(21), 1-21. <https://doi.org/10.1186/s11782-020-00089-z>
- Guan C., Mou J., & Jiang Z. (2020). Artificial intelligence innovation in education: A twenty-year data-driven historical analysis, *International Journal of Innovation Studies*, 4(4), 134-147. <https://doi.org/10.1016/j.ijis.2020.09.001>
- Jiang Z., Guan C., & de Haaij, I.L. (2020). Congruity and processing fluency: An analysis on the effectiveness of embedded online video advertising, *Asia Pacific Journal of Marketing and Logistics*, 32(5), 1070 - 1088. <https://doi.org/10.1108/APJML-03-2019-0128> (Ranked A by ABDC)
- Hung Y., & Guan C. (2020). Winning box office with the right movie synopsis, *European Journal of Marketing*, 54(3), 594 - 614. <https://doi.org/10.1108/EJM-01-2019-0096>(Ranked A* by ABDC)
- Guan C. & Lam S. Y. (2019). Product rating statistics as consumer search aids. *Journal of Interactive Marketing*, 48, 51 - 70. <https://doi.org/10.1016/j.intmar.2019.02.00> (Ranked A by ABDC)
- Hung Y., Song L., Chao C.-W. & Guan C. (2017). Love at first sight: The effect of presentation order on evaluation of experiential options in luxury tour packages, *Journal of Business Research*, 81, 181-191. <https://doi.org/10.1016/j.jbusres.2017.06.011> (Ranked A by ABDC)
- Ding, D., Guan, C., & Yu, Y. (2017). Game-based learning in tertiary education: A new learning experience for Generation Z. *International Journal of Information and Education Technology*, 7(2), 148. doi: 10.18178/ijiet.2017.7.2.857
- Ding D., Guan C., Fang Z. & Lee P.M. (2017). Does online rating affect companies' financial performance? Evidence from hotels in Singapore, *Journal of Accounting and Finance*, 17(9), 60 - 75.

- Lee P. M., Guan C. & Chan C.M.L. (2017). Koufu: Fortune of an entrepreneurial Singapore hawker, *Asian Case Research Journal*, 21 (1), 175 - 205. <https://doi.org/10.1142/S0218927517500067>
- Sharma R., Fantin A.-R., Prabhu N., Guan C. and Dattakumar A. (2016). Digital literacy and knowledge societies: A grounded theory investigation of sustainable development, *Telecommunications Policy*, 40(7), 628 - 643. <https://doi.org/10.1016/j.telpol.2016.05.003> (Impact Factor: 5.6)
- Guan C., Ding D., & Ho K. W. (2014). E-Learning in higher education for adult learners in Singapore, *International Journal of Information and Education Technology*, 5(5), 348 - 353. [https://DOI: 10.7763/IJiet.2015.V5.528](https://doi.org/10.7763/IJiet.2015.V5.528)
- Jain A. K., Malhotra N.K., & Guan C. (2012). Positive and negative affectivity as mediators of volunteerism and service-oriented citizenship behavior and customer loyalty, *Psychology & Marketing*, 29(12), 1004 - 1017. <https://doi.org/10.1002/mar.20582> (Ranked A by ABDC)
- Sangwan, S., Siguaw, J. A., & Guan C. (2009). A comparative study of motivational differences for online shopping, *DATA BASE for Advances in Information Systems*, 40(4), 28-42. <https://doi.org/10.1145/1644953.1644957> (Ranked A by ABDC)
- Sangwan, S., Guan C., & Siguaw J. A. (2009). Virtual social networks: Toward A research agenda. *International Journal of Virtual Communities and Social Networking*, 1(1), 1-13. [https://doi: 10.4018/jvcsn.2009010101](https://doi.org/10.4018/jvcsn.2009010101)
- Cheng Z., Sangwan, S., Guan C., & Tang. S. (2008). Analysis of the Mobile Communications Market Shares in China Based on Improved Stackelberg Model. *China Communications*, 5(3), 119-124.

Books

- DefiDAO, Lee D.K.C., Guan C., & Ding D. (2023). *Global Web3 Eco Innovation*. Singapore University of Social Sciences - World Scientific Future Economy Series. World Scientific, forthcoming.
- Lee D.K.C., Ding D., & Guan C. (2021) *Financial management in the digital economy*. Singapore University of Social Sciences - World Scientific Future Economy Series. vol. 6, World Scientific.
- Guan C., Jiang Z. & Ding D. (2019). *The emerging business models*. Singapore University of Social Sciences - World Scientific Future Economy Series, vol. 2, World Scientific.

Book Chapters

- Guan, C., Ding, D., Gupta, P., Hung, Y., & Jiang, Z. (2023). A Systematic Review of Research on ChatGPT: The User Perspective. In N. Mateus-Coelho & M. Cruz-Cunha (Eds.), *Exploring Cyber Criminals and Data Privacy Measures* (pp. 124-150). IGI Global. <https://doi.org/10.4018/978-1-6684-8422-7.ch007>
- Ding D., Guan C., Lee D.K.C., & Tan L. C. (2017). From Ant Financial to Alibaba's rural Taobao strategy - How fintech is transforming social inclusion, in Lee D.K.C. & Deng R. (Eds.), *Handbook of Blockchain, Digital Finance, and Inclusion*, vol. 1, Elsevier Academic Press. <https://doi.org/10.1016/B978-0-12-810441-5.00002-6>
- Sharma R. S., Lin M., Guan C. & Dattakumar A. (2016). A maturity model for digital literacies and sustainable development, In Khosrow-Pour M. (Eds.), *Encyclopedia of Information Science and Technology*, IGI Global. DOI: 10.4018/978-1-5225-2255-3.ch198
- Sangwan, S., Guan C., & Siguaw J. A. (2010). Virtual social networks, in Dasgupta S., Khosrow-Pour M., Clarke Steve, Jennex M. E., Becker A. (Eds.), *Social Computing: Concepts, Methodologies, Tools, and Applications*, PA, USA: Information Science Publishing, pp. 2198 - 2210. 10.4018/978-1-60566-984-7.ch143
- Sangwan, S., Guan, C., Pau, LF. (2009). Mobile Communications Market in China. In: Ordóñez de Pablos, P., Lytras, M. (eds) *The China Information Technology Handbook*. Springer, Boston, MA. https://doi.org/10.1007/978-0-387-77743-6_17

Press Article

- Guan Chong, Sean Lee & Fang Zheng (2024) Labour market's future challenges and countermeasures, *Zaobao*, 11 Mar 2024.
- Guan Chong, Jiang Zhiying and Sean Lee (2023) Commentary: TikTok grilling in US Congress shows tech-literate leaders are a must, *CNA*, 01 Apr 2023.
- Guan Chong, Fang Zheng & Sean Lee (2022) Commentary: Singaporeans know they need to reskill. The challenge is how. 18 Feb 2023.
- Guan Chong, Fang Zheng & Sean Lee (2022) Commentary: MBAs aren't what they used to be. *The Straits Times*, 29 Dec 2022.
- Guan Chong & Sean Lee (2022) Commentary: Ordering in festive feasts can be stressful so why do people still turn to food delivery apps? *CNA*, 16 Jan 2022.
- Guan Chong (2020) Commentary: Google Pixel 4a a decent phone but wait a little longer before switching, *CNA*, 17 Aug 2020.
- Guan Chong & Calvin Chan (2020) Commentary: Has COVID-19 made e-commerce and online shopping the new normal? *CNA*, 07 Apr 2020
- Chong Guan & Ding Ding (2020) Commentary: Samsung's new Galaxy S20 promises to be a game-changer. But it could struggle to do so, *CNA*, 19 Feb 2020.

- Tan Khay Boon & Guan Chong (2015) Why retailers need to raise productivity now, Today, 25 Feb 2015, pp.10 and 12.
- Guan Chong (2014) Why Singapore needs Project Jewel (and more malls), Today, 23 April 2014, pp.14 and 19.
- Guan Chong and Allan Chia (2014) Right time to step towards a self-service society, Today, 18 March 2014, pp.17 - 18.
- Guan Chong (2013) Consumers, flex your muscles for Earth's sake, Today, 10 July 2013, pp.14.

Research Grant

- 2023 - 2024 MOE Start-up Funding
- 2022 - 2023 Temasek Foundation
- 2015 - 2018 MOE Academic Research Funding (AcRF) Tier 2
- 2014 - 2018 SUSS Applied Research Committee (ARC) Grant
- 2012 - 2013 Institute on Asian Consumer Insight (ACI) Research Grant
- 2011 NTURCC Research Grant