

Curriculum Vitae



Dr. Hung Yu-chen

Senior Lecturer, Marketing Programme
School of Business

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Education Qualifications

- PhD in Marketing (National University of Singapore)
- BBA in International Business & BS in Psychology (Double Major with President Award, National Taiwan University)

Academic and Professional Experience

- Senior Lecturer, School of Business, Singapore University of Social Sciences
- Lecturer, Faculty of Business and Law, University of Newcastle, Australia

Memberships and Professional Activities

Committee

- Institutional Review Board Committee, Singapore University of Social Sciences (1st term: 2020-22; 2nd term: 2022-until present)
- Marketing Programme Ethics Review Committee

Editorial Board

- Associate Editor, Humanities and Social Sciences Communications by Springer Nature
- Reviewer, Journal of Business Research
- Reviewer, Journal of Retailing and Customer Service
- Reviewer, Journal of Service Theory and Practice
- Reviewer, Journal of Product and Brand Management
- Reviewer, Humanities and Social Sciences Communications by Springer Nature
- Reviewer, International Journal of Internet Marketing and Advertising
- Reviewer, Australian & New Zealand Marketing Academy Conference

- Reviewer, International Conference on Electronic Business
- Reviewer, Association for Consumer Research Conference
- Reviewer, Academy of Marketing Science World Marketing Congress
- Reviewer, Hawaii International Conference on System Sciences

Selected Publications

Journal Publications

- Wong, A., & **Hung, Y. C.** (2023). Love the star, love the team? The spillover effect of athlete sub brand to team brand advocacy in online brand communities. *Journal of Product & Brand Management*, 32(2), 343-359. doi: 10.1108/JPBM-01-2022-3824 [rank A in ABDC, IF= 5.25]
- Guan, C., **Hung, Y. C.**, & Liu, W. (2022). Cultural differences in hospitality service evaluations: mining insights of user generated content. *Electronic Markets*, 32(3), 1061-1081. doi: 10.1007/s12525-022-00545-z [rank A in ABDC, IF= 6.02]
- Dodds, S., Russell-Bennett, R., Chen, T., Oertzen, A.-S., Salvador-Carulla, L. and **Hung, Y.-C.** (2022). Blended human-technology service realities in healthcare. *Journal of Service Theory and Practice*, 32(1), 75-99. doi: 10.1108/JSTP-12-2020-0285 [Highly Commended Paper in the 2023 Emerald Literati Awards] [rank A in ABDC, IF= 4.55]
- Chao, C. W., **Hung, Y. C.**, & Sun, L. (2022). Does consumer innovativeness matter in electrified vehicle? The moderation role of consumer involvement. *Journal of International Consumer Marketing*, 34(3), 298-311. doi: 10.1080/08961530.2021.1951919 [rank B in ABDC, IF= 4.97]
- Kuo, Y. W., Hsieh, C. H., & **Hung, Y. C.** (2021). Non-linear characteristics in switching intention to use a docked bike-sharing system. *Transportation*, 48, 1459-1479. doi: 10.1007/s11116-020-10102-2 [rank A in ABDC, IF= 4.81]
- **Hung, Y. C.**, & Guan, C. (2020). Winning box office with the right movie synopsis. *European Journal of Marketing*, 54(3), 594-614. doi: 10.1108/EJM-01-2019-0096 [rank A* in ABDC, IF= 5.18]
- **Hung, Y. C.**, Song, L., Chao, C. W. F., & 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. doi: 10.1016/j.jbusres.2017.06.011 [rank A* in ABDC, IF= 10.97]
- **Hung, Y. C.**, Zheng, X., Carlson, J., & Giurge, L. M. (2017). The weight of the saddened soul: the bidirectionality between physical heaviness and sadness and its implications for sensory marketing. *Journal of Marketing Management*, 33(11-12), 917-941. doi: 10.1080/0267257X.2017.1323775 [rank A in ABDC, IF= 4.70]
- Chao, C. W., Reid, M., & **Hung, Y. C.** (2016). Vicarious innovativeness or vicarious learning: The role of existing vicarious innovativeness in new product purchase intentions. *Australasian Marketing Journal*, 24(1), 87-92. doi: 10.1016/j.ausmj.2016.01.006 [rank A in ABDC, IF= 6.00]

- **Hung, Y. C., & Yeung, C. W.** (2011). Cancellation efficiency: Why the effect of comparison direction strengthens with choice set size. *International Journal of Research in Marketing*, 28(2), 102-108. doi:10.1016/j.ijresmar.2011.02.003 [rank A* in ABDC, IF=8.34]

Conference Publications & Presentations

- “Mixed Attitude towards ChatGPT on Social Media: Digital Emotion Contagion or Knowledge Sharing”, *Australasian Conference on Information Systems*, Wellington, New Zealand, 2023 (published in *ACIS 2023 Proceedings*. 142. <https://aisel.aisnet.org/acis2023/142>)
- “Unraveling Consumer Engagement in Influencer Marketing: A Perspective from UGC Analysis”, *International Conference in Electronic Business*, Taiwan, 2023 (published in *ICEB 2023 Proceedings (Chiayi, Taiwan)*. 51. <https://aisel.aisnet.org/iceb2023/51>)
- “Semantics as Persuasive Cues in Donation-Based Crowdfunding Campaigns: The Moderating Role of Donation Category”, *International Conference in Electronic Business*, Taiwan, 2023 (published in *ICEB 2023 Proceedings (Chiayi, Taiwan)*. 54. <https://aisel.aisnet.org/iceb2023/54>)
- “IP Power in the Global Economy: Transformation and Sustainable Development- Decoding the AI Workforce”, *Global Forum on International Intellectual Property*, China, 2023
- “The Role of Celebrity Athlete in Online Brand Advocacy for the Team”, *Australian & New Zealand Marketing Academy Conference*, Perth, Australia, 2022 conference proceeding
- “Intellectual Property and Sustainable Development Goals”, *International Conference on Advancement of Business Ethics and Corporate Social Responsibility*, Taiwan, 2022
- “Intellectual Property & AI for Inclusion”, *International Conference on Advancement of Business Ethics and Corporate Social Responsibility*, Taiwan, 2022
- “Winning Box Office with Right Movie Synopsis - A Text Analysis Perspective”, *Australian & New Zealand Marketing Academy Conference [Best Paper in the track]*, Australia, 2017 conference proceeding
- “The Sweet Scent of Kindness: Effect of Feminine Scent on Prosocial Behavior and Evaluation of Pro-social Appeal”, *The Mystique of Luxury Brands Conference*, South Korea, 2017
- “Should Independent Film Studios Use Super Stars?” *Australian & New Zealand Marketing Academy Conference Proceedings*, New Zealand, 2017 conference proceeding
- “From Switching Intent to Behavior: A Construal Level Theory” Perspective in the Context of Contractual Services.” In: Campbell C.L. (eds) *The Customer is NOT Always Right? Marketing Orientations in a Dynamic Business World. Developments in Marketing Science: Proceedings of the Academy of Marketing Science*. Springer, Cham. 2017, https://doi.org/10.1007/978-3-319-50008-9_197
- “Love at the First Sight: The Effect of Presentation Order on Evaluation of Experiential Options in Luxury Tour Packages,” *The Mystique of Luxury Brands Conference*, Shanghai, China, 2016
- “Mother Fits Prevention & Lover Fits Promotion: The Relational Mental Representation and Regulatory Fit. *Australian & New Zealand Marketing Academy Conference*, New Zealand, 2016 conference proceeding
- “The Influence of Goal Publicity on Goal-Consistent Behavior,” *ACR North American Advances*, 2011

- “Improving the Power of Switching Intent to Predict Actual Switching Behavior - A Construal Level Theory Perspective”, *ACR North America Advances*, 2011
- “The Effect of Option Number in Directional Comparison”, *ACR North America Advances*, 2009.

Book Chapters

- Guan, C., Ding, D., Gupta, P., **Hung, Y. C.**, & Jiang, Z. (2023). A Systematic Review of Research on ChatGPT: The User Perspective. *Exploring Cyber Criminals and Data Privacy Measures*, 124-150.
- **Hung, Y.C.** (2021). Digital Banks: Igniting Platform Revolution in Banking. In DKC. Lee, D. Ding & C. Guan (Eds.): World financial management in the digital economy, 121-139, World Scientific. <https://doi.org/10.1142/12092>
- Wang, M., Qin, X., **Hung, Y.C.**, & Lo, S.W. (2023). Infrastructure — Public Blockchains. *Global Web 3 Eco Innovation*, 9-43, https://doi.org/10.1142/9789811283680_0002
- Wang, M., Qin X., Lo, S.W., & **Hung, Y.C.** (2023). Infrastructure — Extension. *Global Web3 Eco Innovation*, 45-65, https://doi.org/10.1142/9789811283680_0003

Teaching Cases

- **Hung, Y.C.**, & Ho, J. (2024). Forging change together: how Grab works with NGOs to make A difference for sustainability In Cavusgil, S. T., Knight, G., & Riesenberger, J. R (Eds), *International Business: The New Realities* (6th Ed.). Harlow, England: Pearson. (Accepted)

Teaching Areas

- Platform Strategy (course developed)
- Integrated Marketing Communication
- Business to Business Marketing
- B2B Marketing & Sales Management (course developed)
- International Marketing (University of Newcastle, Bachelor in Marketing)
- Consumer Behaviour (University of Newcastle, Master in Marketing)
- Global Marketing Strategy & Planning (University Newcastle, MBA)
- Consultation & Executive Teaching
- Executive Management Program (English)
- Executive Develop Program (Mandarin)

Grant, Honours and Awards

- Highly Commended Paper in the Emerald Literati Awards, 2023
- SUSS Staff Service Award, 2021
- Best Paper in the Track, Australian & New Zealand Marketing Academy Conference, 2017

- Research Incentive Fund, Zayed University, 2017 (with Li, Sun & Fred Chao on 'Consumer Innovativeness and New Product Adoption Behaviour: A Cross Cultural Study')
- New Staff Research Grant, University of Newcastle, Australia, 2013
- Research Scholarship, School of Business, National University of Singapore (2006-2011)

Updated on 2 April 2024