

Curriculum Vitae



Dr Jiang Zhiying

Head, Master of Digital Marketing, Graduate Certificate
& Diploma in Digital Marketing Programmes
School of Business

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Education Qualifications

2014	PhD, Marketing, National University of Singapore
2006	MSc, Econometrics, Erasmus University Rotterdam
2005	BSc, Business Administration, Erasmus University Rotterdam

Academic and Professional Experience

Apr 2019 - Present	Head of Programme, Master of Digital Marketing, School of Business, Singapore University of Social Science
Jan 2019 - Present	Senior Lecturer, School of Business, Singapore University of Social Science
Oct 2017 - Dec 2018	Lecturer, Marketing Programme, School of Business, Singapore University of Social Science
Jan 2014 - Jul 2017	Assistant Professor, Department of Business Economics, Erasmus School of Economics, Erasmus University Rotterdam

Consultancy and Executive Experience

2023 October	Consultation with Life Community Service Society <i>Project Details: Plan and Implement Search Engine Marketing Campaigns for four Life Student Care centres.</i>
2022 April	Consultation with Terumo, Singapore <i>Project Details: Corporate training on Implementing Digital Marketing in a B2B sector.</i>
2020 July	Consultation with HDB, Singapore (Pro Bono) <i>Project details: Using customer journey mapping to optimize information acquisition on HDB digital portal.</i>

2016 October	Consultation with Philips Consumer Lifestyle, Amsterdam Project details: Using review and rating data on Amazon to help product managers improve their product design.
2015 September	Consultation with IMS Health, Rotterdam Project details: In depth and longitudinal analyses with patient adherence in using medicine.
2014 June	Consultation with IMS Health, Rotterdam Project details: segmentation based on doctor's usage pattern to produce targeted schemes of detailing service for new medicine.

Research Interests

- Marketing and Customer Analytics
- Marketing Research
- Consumer Learning
- Mobile Economics
- Sharing Economy

Teaching Area

- Marketing Analytics
- Business Statistics
- Multivariate Data Analysis
- Digital Marketing

Selected Publications

- **Jiang, Z.**, Liu, V., & Miriam, E., (2024). Examining the Usefulness of Customer Reviews for Mobile Applications: The Role of Developer Responsiveness. *Journal of Database Management*, Vol 35 (1) (ABDC rating A, Impact Factor: 2.6)
- **Jiang, Z.**, Thomas, S. A., & Chu, J., (2024). Are brand preferences inherent, constructed, or a mixture of both? A memory-based dual-process model. *Review of Managerial Science*, 1-27. (SCImago Indexed, Impact Factor: 6.4)
- 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.. (SCImago Indexed, Impact Factor: 4.2)
- **Jiang, Z.**, Liu, V., Erne, M., Cheng, C., & Lee, J. (2020). Do user reviews matter? Empirical evidence on user involvement in app performance. *International Journal of Engineering Research and Development*, 16(8), 23-88. (SJIF indexed, Impact Factor: 6.51)

- **Jiang, Z.**, Liu, V., & Erne, M. (2020). Examining the impact of user reviews on mobile applications development. SAIS 2020 Proceedings, (36).
- **Jiang, Z.**, Guan, C. and 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, Vol. 32 No. 5, pp. 1070-1088. <https://doi.org/10.1108/APJML-03-2019-0128> (ABDC rating A, Impact Factor: 3.9)
- Cebollada, J., Chu, Y., & **Jiang, Z.** (2019). Online category pricing at a multichannel grocery retailer. Journal of Interactive Marketing, 46, 52-69. (ABDC rating A, Impact Factor: 10)
- Rajiv, S., Chu, J., & **Jiang, Z.** (2015). Publication, citation, career development, and recent trends: Empirical evidence for quantitative marketing researchers. *Customer Needs and Solutions*, 1(2), 71-90. (ABDC rating B, Impact Factor: 0.6)

Google Scholar: <https://scholar.google.com/citations?user=MW2RLAIAAAAJ&hl=en&oi=ao>

Book Chapter

- 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>
- Guan, C., **Jiang, Z.**, & Ding, D. (2020, January). The emerging business models. In *World Scientific Future Economy Series* (Vol. 2). World Scientific.

Working Papers

- **Jiang Zhiying**, Lau Kong Cheen, 2021 "Consumer Profiling of Singapore Market"
- **Jiang Zhiying**, Vanessa Liu. 2020 "The Voices of Local Retailers - A Survey Study of Annual Singapore Retail Insights"
- **Jiang Zhiying**, Navid Asgari and Junhong Chu. 2016. "Unpacking Absorptive Capacity under the Context of Knowledge Alliances: A Dynamic Co-evolution Model," (finalizing for submitting to Management Science)
- **Jiang Zhiying** and Trichy Krishnan. 2016. "Channel Delegation and Market Asymmetry," preliminary results with first draft

Grants and Awards

- CFAR SUSS 2020-2021
Title: Singapore Consumer Profiling and Insights
Amount: \$18,264
- CFAR SUSS 2019-2020
Title: The Voices of Local Retailers - A Survey Study of Annual Singapore Retail Insights
Amount: \$15,000

- Marier Cuier Individual Fellowship Europe Union 2015-2018
Title: Marketing Expenditure Budgeting: from the Upper Echelon to the Lower Echelon
Amount: €177,598.80
- AMA Doctoral Consortium Fellow, Texas

Media Interview

- 04/2023 – CNA Commentary: TikTok grilling in US Congress shows tech-literate leaders are a must.
- 10/2019 - Live interview at 'Hello Singapore' programme by Channel 8

Industrial and Public Talks

- 08/2023 – SkillsFuture Festival @ IHL
- 01/2021 - SUSS Alumni Office & Louken Group @ZOOM
- 09/2020 - SUSS Alumni Office @ ZOOM
- 07/2019 - HeadHunt Brownbag Master Class @ Tanjong Pagar Series
- 08/2019 - 2019 SkillsFuture Fair @Suntec City
- 08/2019 - 2019 Singapore Chamber of Chinese Commerce and Industry @ Suntec City
- 09/2019 - HeadHunt Brownbag Master Class @ Science Series
- 09/2019 - 2019 Ren SME Workshop @ SUSS

Conference Presentation and Invited Talks

- 11/2020 IFIP WG 8.6 Working Conference, ZOOM
- 11/2018 - 2018 KSMS International Marketing Conference, Seoul, South Korea
- 07/2016 - The 13th Marketing Dynamics Conference, Hamburg University, Germany
- 06/2016 - INFORMS Marketing Science Conference, Shanghai, China
- 06/2016 - The Greater-China Conference on Mobile Big Data Marketing, Hong Kong, China
- 06/2014 - “Unpacking Absorptive Capacity under the Context of Knowledge Alliances: A Dynamic Co-evolution Model,” INFORMS Marketing Science Conference, Atlanta
- 05/2014 - AMA - ECMI - EMAC Marketing & Innovation Symposium, Rotterdam, the Netherlands
- 06/2012 - “Consumer Brand Choice and Experiential Quality Learning: A Dual-process Model of Memory-based Judgment”, INFORMS Marketing Science Conference, Boston
- 10/2016 - Brown Bag Seminar, School of Business, SIM University, Singapore
- 10/2014 - Seminar, School of Management, Xian Jiaotong University, China
- 10/2014 - Seminar, School of Business, Nanjing University, China
- 11/2012 - Seminar, School of Management, Sun Yat-Sen University, China
- 11/2012 - Seminar, School of Management, Fudan University, China
- 11/2012 - Seminar, College of Business, Shanghai University of Finance and Economics, China

- 11/2012 - Seminar, School of Management, Xiamen University, China
- 11/2012 - Seminar, Department of Business Administration, Ankara University, Turkey
- 11/2012 - Seminar, Graduate School of Business, KOC University, Turkey
- 10/2012 - Seminar, UTS Business School, University of Sydney Technology, Australia
- 10/2012 - Seminar, School of Business, University of Amsterdam, The Netherlands

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