

SUYUN MAH
50 Stamford Rd, #5066
Lee Kong Chian School of Business
Singapore Management University
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EMPLOYMENT

Lee Kong Chian School of Business, Singapore Management University September 2021 –
Assistant Professor of Marketing

EDUCATION

Kelley School of Business, Indiana University Bloomington, IN, USA June 2021
Ph.D. in Business (Marketing)

University of Pittsburgh, PA, USA December 2015
M.A. in Economics

Yonsei University, Seoul, Republic of Korea February 2014
B.A. in Applied Statistics, B.A. in Economics
Minor in English Language and Literature

RESEARCH INTERESTS

Innovation, Initial Public Offering (IPO), Corporate Social Irresponsibility (CSI), Marketing–Finance Interface

PUBLICATIONS AND WORKING PAPERS

Swaminathan, Vanitha and Suyun Mah (2016), “What 100,000 Tweets About the Volkswagen Scandal Tell Us About Angry Customers,” *Harvard Business Review*, October, 2016.

Zamudio, Cesar, Suyun Mah, and Vanitha Swaminathan, “Does Employee Chatter Matter? Employee Word-of-Mouth, Satisfaction, and Firm Performance.”

- Presentations: University of Southern California

Mah, Suyun, Rebecca J. Slotegraaf, and Girish Mallapragada, “Marketing Strategies to Prepare for Short-term and Longer-term IPO Success.”

- Presentations: Boston College; University of Wisconsin-Madison; Bocconi University; Singapore Management University; Hong Kong Polytechnic University; BI Norwegian Business School

Mah, Suyun and Neil Morgan, “Rethinking Imitation Strategy.”

- Presentations: 2019 Winter AMA Academic Conference; 2019 EMAC Conference

Mah, Suyun, Rebecca J. Slotegraaf, and Girish Mallapragada, “Going Public: How Stock Market Listing Changes Corporate Social Irresponsibility.”

- Presentations: Conference for the Journal of Marketing Research Special Issue on “Mitigation in Marketing”

HONORS AND AWARDS

- Academic Research Fund (AcRF) Tier 1 grant, Singapore Ministry of Education (MOE), 2021
- AMA–Sheth Foundation Doctoral Consortium Student Fellow, 2020
- William G. Panschar Teaching Award Nominee, Kelley School of Business, 2020
- Doctoral Student Research Productivity Award, Kelley School of Business, 2019
- PDMA Doctoral Consortium Fellow, University of Illinois at Urbana-Champaign, 2019
- Marketing Strategy Consortium Fellow, Indiana University, 2019
- Haring Symposium Fellow (Discussant), Indiana University, 2019
- Doctoral Student Research Productivity Award, Kelley School of Business, 2018
- Marketing Strategy Consortium Fellow, University of Missouri, 2018
- ISBM Doctoral Consortium Fellow, 2018
- Doctoral Program Fellowship, Kelley School of Business, 2016–2020
- Dean’s Fellowship, Kelley School of Business, 2016
- Teaching Assistantship, University of Pittsburgh, 2015
- Arts and Sciences Graduate Fellowship, University of Pittsburgh, 2014–2015
- Scholarship for Academic Excellence, Yonsei University, 2010–2012
- High Honors, Yonsei University, 2010

TEACHING EXPERIENCE

Instructor, *Marketing Strategy* (Undergraduate), Singapore Management University, Spring 2022

Instructor, *Introduction to Marketing* (Undergraduate), Kelley School of Business, Indiana

University Bloomington, Fall 2019

Instructor, *Introduction to Marketing* (Undergraduate), Kelley School of Business, Indiana University Bloomington, Fall 2018

Teaching Assistant, Taught 3 sections of recitations for *Introductory Macroeconomics* (Undergraduate), University of Pittsburgh, Fall 2015

SERVICE

Reviewing

- *Reviewer*, 2021 DSI Annual Conference
- *Reviewer*, 2020 Winter AMA Conference
- *Reviewer*, 2019 Winter AMA Conference