

**SUYUN MAH**  
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Lee Kong Chian School of Business  
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## EMPLOYMENT

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**Lee Kong Chian School of Business, Singapore Management University**  
Assistant Professor of Marketing

September 2021 –

## EDUCATION

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

2021–

**University of Pittsburgh, PA, USA**  
M.A. in Economics

2014–2015

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

2009–2013

## RESEARCH INTERESTS

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Marketing–Finance Interface, Initial Public Offering (IPO), Innovation, Corporate Social Responsibility (CSR), Artificial Intelligence

## PUBLICATIONS (\*denotes equal contribution)

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**Mah, Suyun**, Rebecca J. Slotegraaf, and Girish Mallapragada (2025), “Temporal Patterns of New Product Introductions and IPO Value: The Importance of Recency, Dispersion, and Asymmetry,” Forthcoming at *Journal of Marketing*.

Zamudio, Cesar\*, **Suyun Mah\***, and Vanitha Swaminathan\* (2025), “Old Signals, New Era: Reconsidering How Customer Satisfaction and Employee Satisfaction Impact Shareholder Wealth,” Forthcoming at *Journal of Academy of Marketing Science*.

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

## WORKING PAPERS

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**Mah, Suyun** and Neil Morgan. Imitation. [Revising for 3<sup>rd</sup> round review at *Journal of Marketing*.]

**Mah, Suyun**, Michelle Y. Kim, Hyejin Lee, Sunah Kim, and Taewoo Kim. Artificial intelligence and sustainability. [Revising for 2<sup>nd</sup> round review at *Journal of Marketing*.]

Chandukala, Sandeep, **Suyun Mah**, Srinivas K. Reddy, and Yong-Chin Tan. Product trials with augmented reality. [Under review at *Journal of Marketing*.]

**Mah, Suyun**, Chengxin Cao, Eun-Young Song, and Ju-Yeon Lee. Artificial intelligence and firm performance.

**Mah, Suyun**, Rebecca J. Slotegraaf, and Girish Mallapragada. IPO and sustainability.

**Neil, Morgan**, Mansur Khamitov, and Suyun Mah. Imitation from a behavioral perspective.

**Mah, Suyun**, Sandeep Chandukala, and Girish Mallapragada. User innovation.

### INVITED CONFERENCE PRESENTATIONS (*presented by co-author*)

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“Old Signals, New Era: Reconsidering How Customer Satisfaction and Employee Satisfaction Impact Shareholder Wealth.”

- University of Southern California<sup>c</sup>, Korea University, Sungkyunkwan University

“Temporal Patterns of New Product Introductions and IPO Value: The Importance of Recency, Dispersion, and Asymmetry”

- Boston College<sup>c</sup>, University of Wisconsin-Madison<sup>c</sup>, Bocconi University, Singapore Management University, Hong Kong Polytechnic University, BI Norwegian Business School, University of Pittsburgh<sup>c</sup>, Emory University<sup>c</sup>

Imitation.

- 2019 Winter AMA, 2019 EMAC, University of Nebraska-Lincoln<sup>c</sup>

Artificial intelligence and sustainability.

- 2024 Marketing Science Conference<sup>c</sup>

IPO and sustainability.

- Conference for the Journal of Marketing Research Special Issue on “Mitigation in Marketing”, Bocconi University<sup>c</sup>, 2025 Winter AMA Conference<sup>c</sup>

Artificial intelligence and firm performance

- Singapore Management University Brown Bag Seminar, George Mason University<sup>c</sup>

User innovation.

- 2019 Winter AMA

### HONORS AND AWARDS

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- LKCSB Dean’s Teaching Honour List, Singapore Management University, 2022, 2024, 2025.
- Teaching Excellence Award Nominee, Lee Kong Chian School of Business, Singapore Management University, 2024, 2025.
- Academic Research Fund (AcRF) Tier 1 grant, Singapore Ministry of Education, 2021, 2022, 2024.
- 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.

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- 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

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Instructor, *Marketing Strategy* (Undergraduate), Singapore Management University, Spring 2025 (2 sections, Rating: **6.94 / 7**).

Instructor, *Marketing Strategy* (Undergraduate), Singapore Management University, Spring 2024 (2 sections, Rating: **6.90 / 7**).

Instructor, *Marketing Strategy* (Undergraduate), Singapore Management University, Spring 2023 (3 sections, Average Rating: **6.49 / 7**).

Instructor, *Marketing Strategy* (Undergraduate), Singapore Management University, Spring 2022 (3 sections, Average Rating: **6.44 / 7**).

Instructor, *Pro-seminar on Corporate Social Responsibility and Firm Scandals* (PhD), Singapore management University, Fall 2021 (Rating: n/a).

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

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Ad-hoc reviewer

- Journal of Academy of Marketing Science
- Production and Operations Management
- Journal of Business Research
- 2021 DSI Annual Conference
- 2020 Winter AMA Conference
- 2019 Winter AMA Conference