

SUYUN MAH
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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 2021–
Ph.D. in Business (Marketing)

University of Pittsburgh, PA, USA 2014–2015
M.A. in Economics

Yonsei University, Seoul, Republic of Korea 2009–2013
B.A. in Applied Statistics, B.A. in Economics
Minor in English Language and Literature

RESEARCH INTERESTS

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

PUBLICATIONS AND WORKING PAPERS

Zamudio, Cesar, **Suyun Mah**, and Vanitha Swaminathan, “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.

Mah, Suyun, Rebecca J. Slotegraaf, and Girish Mallapragada. IPO and new products.

- Under 2nd round review at *Journal of Marketing*.

Mah, Suyun and Neil Morgan. Imitation.

- Revising for 2nd round review at *Journal of Marketing*.

Mah, Suyun, Michelle Y. Kim, Hyejin Kim, Sunah Kim, and Taewoo Kim. Artificial intelligence and sustainability.

- Under review at *Journal of Marketing*.

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

Chandukala, Sandeep, **Suyun Mah**, Srinivas K. Reddy, and Yong-Chin Tan. Product trials with augmented reality.

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

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

Mah, Suyun, and Sandeep Chandukala. User innovation.

INVITED CONFERENCE PRESENTATIONS

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

- University of Southern California*, Korea University, Sungkyunkwan University

IPO and new products.

- Boston College*, University of Wisconsin-Madison*, Bocconi University, Singapore Management University, Hong Kong Polytechnic University, BI Norwegian Business School, University of Pittsburgh*

Imitation.

- 2019 Winter AMA, 2019 EMAC, University of Nebraska-Lincoln

Artificial intelligence and sustainability.

- 2024 Marketing Science Conference*

IPO and sustainability.

- Conference for the Journal of Marketing Research Special Issue on “Mitigation in Marketing”, Bocconi University*, 2025 Winter AMA (scheduled)*

User innovation.

- 2019 Winter AMA

**presented by co-author*

HONORS AND AWARDS

- LKCSB Dean’s Teaching Honour List, Singapore Management University, 2024
- Nominated by Lee Kong Chian School of Business for Teaching Excellence Awards 2024, Singapore Management University, 2024
- LKCSB Dean’s Teaching Honour List, Singapore Management University, 2022

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- Academic Research Fund (AcRF) Tier 1 grant, Singapore Ministry of Education, 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 2024 (2 sections, Rating: **6.90 / 7**), 56 students enrolled, 43 respondents

Instructor, *Marketing Strategy* (Undergraduate), Singapore Management University, Spring 2023 (3 sections, Average Rating: **6.49 / 7**), 79 students enrolled, 53 respondents

Instructor, *Marketing Strategy* (Undergraduate), Singapore Management University, Spring 2022 (3 sections, Average Rating: **6.44 / 7**), 130 students enrolled, 79 respondents

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

Reviewing

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