

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
Assistant Professor of Marketing

September 2021 –

EDUCATION

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

Marketing–Finance Interface, Innovation, Imitation, Corporate Social Responsibility (CSR), Artificial Intelligence

PUBLICATIONS (*denotes equal contribution)

Mah, Suyun and Neil Morgan, “Rethinking Imitation in Marketing Strategy,” Forthcoming at *Journal of Marketing*, <https://doi.org/10.1177/00222429261469202>.

Mah, Suyun, Rebecca J. Slotegraaf, and Girish Mallapragada (2026), “Temporal Patterns of New Product Introductions and IPO Value: The Importance of Recency, Dispersion, and Asymmetry,” *Journal of Marketing*, 90 (4), 145-64.

Zamudio, Cesar*, **Suyun Mah***, and Vanitha Swaminathan* (2026), “Old Signals, New Era: Reconsidering How Customer Satisfaction and Employee Satisfaction Impact Shareholder Wealth,” *Journal of Academy of Marketing Science*, 54, 113-34.

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

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

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

- University of Southern California^c, Korea University, Sungkyunkwan University

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

- Boston College^c, University of Wisconsin-Madison^c, Bocconi University, Singapore Management University, Hong Kong Polytechnic University, BI Norwegian Business School, ESSEC, University of Pittsburgh^c, Emory University^c

“Rethinking Imitation in Marketing Strategy”

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

Artificial intelligence and sustainability.

- 2024 Marketing Science Conference^c

IPO and sustainability.

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

Artificial intelligence and firm performance

- Singapore Management University Brown Bag Seminar, George Mason University^c

User innovation.

- 2019 Winter AMA

HONORS AND AWARDS

- 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.
- 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 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

Track co-chair

- 2026 Summer AMA Conference

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

Faculty Reviewer for Graduate Instructors Foundation in Teaching (GIFT), Singapore Management University, 2026

Faculty Teaching Forum (FTF) – “Hear from Our Faculty” Seminar for Incoming Faculty, Singapore Management University, 2025