

HANNAH H. CHANG

CURRICULUM VITAE – DECEMBER 2017

LEE KONG CHIAN SCHOOL OF BUSINESS, SINGAPORE MANAGEMENT UNIVERSITY
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EDUCATION

- PhD, Marketing, October 2008
Graduate School of Business, Columbia University
- MPhil, Marketing, May 2006
Graduate School of Business, Columbia University
- BA, Economics, March 2002
University of California, Irvine; Summa cum Laude & Phi Beta Kappa

ACADEMIC POSITIONS

- January 2017 – Present Associate Professor of Marketing (with tenure)
Lee Kong Chian School of Business, Singapore Management University
- January 2009 – December 2016 Assistant Professor of Marketing
Lee Kong Chian School of Business, Singapore Management University
- October 2008 – December 2008 Lecturer
Lee Kong Chian School of Business, Singapore Management University
- September 2003 – August 2008 Research and Teaching Assistant
Graduate School of Business, Columbia University

AWARDS, GRANTS, AND RECOGNITIONS

- Co-Principal Investigator, National Research Foundation (NRF) grant, BSEWWT program, September 2017 – August 2020
- Principal Investigator, Singapore Ministry of Education (MOE) Academic Research Fund (AcRF) Tier 1 grant (No. 17-C207-SMU-002), September 2017 - August 2019
- Academic Fellow, Institute on Asian Consumer Insight, 2016-2018
- Principal Investigator, Singapore Ministry of Education (MOE) Academic Research Fund (AcRF) Tier 1 grant (No. 15-C207-SMU-006), October 2015 - September 2018
- Principal Investigator, Singapore Ministry of Education (MOE) Academic Research Fund (AcRF) Tier 1 grant (No. 14-C207-SMU-013), November 2014 - October 2016
- SMU Dean's Teaching Honour List Top 20 Faculty Members, 2015-16
- SMU Dean's Teaching Honour List Top 20 Faculty Members, 2014-15
- Principal Investigator, Singapore Ministry of Education (MOE) Academic Research Fund (AcRF) Tier 1 grant (No. 13-C207-SMU-006), February 2013 - August 2014
- SMU Dean's Teaching Honour List Top 20 Faculty Members, 2013-14
- SMU Dean's Teaching Honour List Top 20 Faculty Members, 2012-13
- Lee Foundation Fellowship for Research Excellence, 2011-12
- SMU Dean's Teaching Honour List Top 20 Faculty Members, 2010-11
- Principal Investigator, Singapore Ministry of Education (MOE) Academic Research Fund (AcRF) Tier 1 grant (No. 10-C207-SMU-019), November 2010 - April 2012

Principal Investigator, Singapore Ministry of Education (MOE) Academic Research Fund (AcRF) Tier 1 grant (No. 09-C207-SMU-007), March 2009 - September 2010
SMU Dean's Teaching Honour List Top 20 Faculty Members, 2009-10
The 2009 La Londe Conference Best Paper Award for "Differential Reliance on Feelings in the Present vs. the Future (or Past): Affect as a Decision-Making System of the Present," 2009
SMU Dean's Teaching Honour List Top 20 Faculty Members, 2008-09
Columbia Business School Doctoral Fellowship, 2003-2008
Summa cum Laude, 2002
Order of Merit Award, School of Social Sciences, UC Irvine, 2002
Phi Beta Kappa, 2001
UCI Undergraduate Research Opportunities Program Fellowship, 2001
Publicity Chair, Golden Key International Honor Society at UC Irvine, 2000
Golden Key International Honor Society, 1999
Dean's Honor List, 1999-2001

PUBLICATIONS AND WORKING PAPERS

JOURNAL PUBLICATION (REFEREED)

Chang, Hannah H. and Iris W. Hung (2018), "Mirror, Mirror on the Retail Wall: Self-focused Attention Promotes Reliance on Feelings in Consumer Decisions," *Journal of Marketing Research*, forthcoming.

Chang, Hannah H. and Michel Tuan Pham (2018), "Affective Boundaries of Scope Insensitivity," *Journal of Consumer Research*, forthcoming.

Hong, Jiewen and Hannah H. Chang* (2015), "I Follow My Heart and We Rely on Reasons: The Impact of Self-Construal on Reliance on Feelings versus Reasons in Decision Making," *Journal of Consumer Research*, 41 (April), 1392–1411. * Equal authorship

Chang, Hannah H. and Michel Tuan Pham (2013), "Affect as a Decision-Making System of the Present," *Journal of Consumer Research*, 40 (June), 42–63.

Pham, Michel Tuan and Hannah H. Chang (2010), "Regulatory Focus, Regulatory Fit, and the Search and Consideration of Choice Alternatives," *Journal of Consumer Research*, 37 (December), 626–640.

Weber, Elke, Eric Johnson, Kerry Milch, Hannah Chang, Jeff Brodscholl, and Dan Goldstein (2007), "Asymmetric Discounting in Intertemporal Choice: A Query Theory Account," *Psychological Science*, 18 (6), 516–523.

CONFERENCE PROCEEDINGS (REFEREED)

Huang, Yunhui, Hannah H. Chang, and Jiewen Hong (2016), "The Impact of Power on Reliance on Feelings Versus Reasons in Decision Making", in *Advances in Consumer Research*, ed. Page Moreau and Stefano Puntoni, MN : Association for Consumer Research, Vol. 44, 490-492.

Huang, Yunhui, Jiewen Hong, and Hannah H. Chang (2015), "The Impact of Power on Reliance on Feelings versus Reasons in Decision Making" in *Asia-Pacific Advances in Consumer Research*, ed. Echo W. Wan and Meng Zhang, Vol. 11, 156–157.

Chang, Hannah H. and Michel Tuan Pham (2010), "Differential Reliance on Feelings in the Present versus the Future (or Past): Affect as a Decision-Making System of the Present," in *Advances in*

Consumer Research, ed. Margaret C. Campbell, Jeff Inman, and Rik Pieters, MN: Association for Consumer Research, Vol. 37, 554–555.

Chang, Hannah H., Cecile Cho, and Leonard Lee (2010), “Seeking Emotion Enhancement or Uncertainty Resolution? A Dual-System Approach to Examining Post-Purchase Information Search,” in *Advances in Consumer Research*, ed. Margaret C. Campbell, Jeff Inman, and Rik Pieters, Vol. 37, MN: Association for Consumer Research, 191–194.

Pham, Michel Tuan and Hannah Chang (2008), “Regulatory Focus and Regulatory Fit in Consumer Search and Consideration of Alternatives,” in *Advances in Consumer Research*, ed. Angela Y. Lee and Dilip Soman, Duluth, MN: Association for Consumer Research, Vol. 35, 229–232.

Chang, Hannah, Anat Keinan, and Donald Lehmann (2007), “Robin Hood Is Alive: the Perceived Morality and Social Acceptance of Pirated Products and Counterfeits Usage,” in *Advances in Consumer Research*, ed. Gavan Fitzsimons and Vicki Morwitz, Duluth, MN: Association for Consumer Research, Vol. 34, 700.

SELECT PAPER UNDER REVIEW & MANUSCRIPT IN PREPARATION

Plebeian Bias: Selecting Crowdsourced Creative Designs for Commercialization (with Anirban Mukherjee, Ping Xiao, Li Wang, and Noshir Contractor)

The Impact of Power on Reliance on Feelings versus Reasons in Decision Making (with Yunhui Huang and Jiewen Hong)

Robin Hood is Alive: The Perceived Morality and Social Acceptance of Pirated Products and Counterfeits Usage (with Anat Keinan and Donald R. Lehmann)

RESEARCH INTERESTS _____

Consumer Behavior, Judgment and Decision Making, Affect (Subjective Feelings and Moods), Psychological Proximity, Self-concept and Self-regulation

TEACHING AND ACADEMIC EXPERIENCE _____

TEACHING

PhD level, Lee Kong Chian School of Business, Singapore Management University

- Behavioral Decision Research for Marketing Practice
Fall 2017
- Consumer Behavior
Spring 2014, 2016
- Pro-Seminar
Fall 2015, 2016, 2017

Undergraduate level, Lee Kong Chian School of Business, Singapore Management University
(Total no. of undergraduate sections taught in 10.5 years: 40)

- Introduction to Marketing (school core)
Spring 2014, 2015, 2016, 2017, 2018
- Marketing Research (major core)
Spring 2009, 2010, 2011, 2013; Fall 2011

GUEST LECTURING

Undergraduate level, School of Social Science (SOSS), Singapore Management University

- “Contingent Valuation” for SOSS Capstone Course, Spring 2017

CASEWRITING

HBS Case (HBS-N9-517-100): 1436: The First Pure Chinese Luxury Fashion Brand?

SMU Case (SMU-17-0011): Pyra: Delighting Millennials with Beauty in a Subscription Box

SMU Teaching Note (SMU-17-0011-TN): Pyra: Delighting Millennials with Beauty in a Subscription Box

TEACHING ASSISTANTSHIPS

Graduate School of Business, Columbia University

- Managing Marketing Programs (MBA Core: Summer 2006, 2007, 2008; Spring 2006, 2007, 2008)
for Professor Kamel Jedidi, Professor Asim Ansari, and Professor Oded Koenigsberg
- New Product Development (Executive MBA: Spring 2007; MBA Elective: Spring 2007)
for Professor Rajeev Kohli, and Professor Olivier Toubia
- Marketing Arts, Culture, and Education (MBA Elective: Fall 2006)
for Professor Sandy Becker
- Experimental Design and Analysis (Ph.D. Seminar: Spring 2006)
for Professor Michel Tuan Pham

Columbia College, Columbia University

- Introduction to Marketing and Marketing Management (Undergraduate: Fall 2006)
for Professor Asim Ansari

SERVICES AT SINGAPORE MANAGEMENT UNIVERSITY

GROUP LEVEL

Recruitment committee (faculty) for the Marketing group at Lee Kong Chian School of Business	2011, 2012, 2014, 2015, 2017
Subject pool coordinator for the Marketing group	2010, 2012, 2014, 2015
Social coordinator for the Marketing group	2015, 2016
Course coordinator for MKTG103 Marketing Research	2011, 2012
Member, Evaluation Committee for Ph.D. students' second year Comprehensive Exam (Tan Yong Chin)	2016
Member, Evaluation Committee for Ph.D. students' second year Qualifying Exam (Lim Leon Gim; Tan Yee Heng)	2015
Faculty reviewer for Ph.D. student's first year summer paper (Tan Yong Chin; Hyo Rim Kang)	2015, 2017
Supervisor in Ph.D. student's first year summer paper (Tan Yee Heng)	2014
Liaison between SMU and research communities (ELMAR, ACR, EMAC) to promote Conference on Asian Luxury Branding at SMU	2015, 2017
Tasked to write a grant proposal for SMU Marketing group to acquire EEG and eye-tracking equipment; assisted in equipment purchase and acquisition	2015, 2016

SCHOOL & UNIVERSITY LEVELS

Invited presenter for Faculty Teaching Development Workshop, Centre for Teaching Excellence, SMU	2017
Faculty Tenure-and-Promotion Committee	2017
Behavioral lab manager	2010, 2012, 2014, 2015
Participant, External Academic Review Panel at LKCSB	2016
Participant, EQUIS Re-accreditation Review Panel at LKCSB	2016
Faculty host to visiting faculties and job candidates	2009 – Now
Faculty interviewer (face-to-face), SMU Undergraduate Student Admissions	2012, 2013, 2014, 2015, 2016, 2017
Interviewer (telephone), SMU Undergraduate Student Admissions	2011, 2012
Speaker, Lee Kong Chian School of Business Undergraduate's Know-Thy-Major talk series	2011
Faculty co-advisor to help setup SMU's undergraduate marketing club, sMarketing (formerly the SM4P)	2009, 2010
Faculty attendee, SMU Graduation Ceremony	2013, 2015

SERVICES TO THE ACADEMIC COMMUNITY

Editorial Review Board Member:

Journal of Consumer Psychology, January 2018 – Now

Journal of Business Research, January 2016 – Now

National Representative for Singapore, EMAC Executive Committee, May 2017 – April 2020

National Representative for Singapore, EMAC Executive Committee, May 2014 – April 2017

Ad hoc reviewer:

Journal of Consumer Research

Journal of Marketing Research

Journal of Consumer Psychology

Journal of Marketing

Journal of Behavioral Decision Making

Emotion

Marketing Letters

International Journal of Research in Marketing

Journal of Economic Psychology

Journal of Cross-Cultural Psychology

Service Journal

Information Systems Research

European Journal of Marketing

Competitive paper reviewer:

Association for Consumer Research North America Annual Conference

Society for Consumer Psychology Conference

EMAC Annual Conference

Asia-Pacific Association for Consumer Research 2015 Conference

Conference on Asian Luxury Branding at SMU 2016

Conference program committee:

Program committee, Asia-Pacific Association for Consumer Research Conference 2015

Competitive paper review board, Association for Consumer Research Annual Conference 2013

External Assessor for Marketing courses, SIM University, 2013

Trainee reviewer, Journal of Consumer Research 2007

CONFERENCE AND INVITED PRESENTATIONS

* denotes the presenter

- The Impact of Power and Relative Reliance on Feelings versus Reasons in Consumer Decisions (with Yunhui Huang* and Jiewen Hong), February 2018 *Society for Consumer Psychology Conference*, Dallas, TX.
- Plebeian Bias: Selecting Crowdsourced Creative Designs for Commercialization (with Anirban Mukherjee*, Ping Xiao, Li Wang, and Noshir Contractor), January 2018 Behavioural Science Institute, Singapore.
- Social Power and a Relative Reliance on Feelings in Consumer Decisions, June 2017 Invited research seminar at Zhejiang University, Hangzhou, China.
- Affective Boundaries of Scope Insensitivity, June 2017 Invited presentation at *2nd CEIBS Marketing Symposium*, Shanghai, China.
- Power and Relative Reliance on Feelings in Consumer Decisions (with Yunhui Huang and Jiewen Hong), June 2017 *Marketing Science Conference*, Los Angeles, CA.
- Power and Reliance on Feelings versus Reasons in Consumer Decisions (with Yunhui Huang and Jiewen Hong), May 2017 *SCP-JACS Collaborative Conference*, Tokyo, Japan.
- Affective Boundaries of Scope Insensitivity, October 2016 Invited research seminar at *HEC Paris*, Paris, France.
- Power and Reliance on Feelings versus Reasons in Consumer Decisions (with Yunhui Huang* and Jiewen Hong), October 2016 *Annual Association for Consumer Research Conference*, Berlin, Germany.
- Affective Boundaries of Scope Insensitivity, October 2016 Invited research seminar at *Tamkang University*, Taiwan.
- Subscription Boxes, June 2016 Podcasts@SMU, Singapore.
- Session Chair, Mind Over What Matters: Manipulating What Features Matter to Consumers, October 2015 *Annual Association for Consumer Research Conference*, New Orleans, LA.
- The Impact of Power and Reliance on Feelings versus Reasons in Consumer Decisions (with Yunhui Huang* and Jiewen Hong), June 2015 *Asia-Pacific Association for Consumer Research Conference*, Hong Kong SAR, China.
- Consumer Decision-Making: Feelings versus Reasons, June 2015 Podcasts@SMU, Singapore.
- Power and Reliance on Feelings versus Reasons in Consumer Decisions (with Yunhui Huang and Jiewen Hong*), July 2014 *CB Workshop at Fudan University*, Shanghai, China.
- Affect as a Decision-Making System of the Present, May 2012 Invited research presentation at *Asia University*, Taichung, Taiwan.
- Self-focused Attention and the Reliance on Feelings in Judgments and Decisions (with Iris Hung), December 2011 *Yonsei-SMU Marketing Colloquium*, Seoul, South Korea.
- Scope (In)sensitivity across Time Perspectives: Affect as a Decision-Making System of the Present (with Michel Tuan Pham), October 2010 *Association for Consumer Research Conference*, Jacksonville, Florida.
- Scope (In)sensitivity across Time Perspectives: Affect as a Decision-Making System of the Present (with Michel Tuan Pham), June 2010 *Marketing Science Conference*, Cologne, Germany.

- Differential Reliance on Feelings in the Present versus the Future (or Past): Affect as a Decision-Making System of the Present, November 2009 Invited research presentation at the *University of Murcia*, Murcia, Spain.
- Differential Reliance on Feelings in the Present versus the Future (or Past): Affect as a Decision-Making System of the Present (with Michel Tuan Pham), October 2009 *Association for Consumer Research Conference*, Pittsburgh, PA.
- Seeking Emotion Enhancement or Uncertainty Resolution? A Dual-System Approach to Examining Post-Purchase Information Search (with Cecile Cho and Leonard Lee), October 2009 *Association for Consumer Research Conference*, Pittsburgh, PA.
- Scope (In)sensitivity across Time Perspectives: Affect as a Decision-Making System of the Present (with Michel Tuan Pham), September 2009 *Informa Conference*, San Diego, CA.
- Differential Reliance on Feelings in the Present vs. the Future (or Past): Affect as a Decision Making System of the Present (with Michel Tuan Pham), June 2009 *International Conference in Marketing Communications and Consumer Behavior*, La Londe, France.
- Differential Reliance on Feelings across Time Perspectives: Affect as a Decision-Making System of the Present (with Michel Tuan Pham), May 2008 *Transatlantic Conference*, London, UK.
- Differential Reliance on Feelings across Time Perspectives: Affect as a Decision-Making System of the Present (with Michel Tuan Pham), May 2008 *Whitebox Conference at Yale University*, New Haven, CT.
- Affect as a Decision Making System of the Present (with Michel Tuan Pham), February 2008 *Society for Consumer Psychology Conference*, New Orleans, LA.
- Affect as a Decision Making System of the Present (with Michel Tuan Pham), November 2007 *Society for Judgment and Decision Making Conference*, Long Beach, CA.
- Regulatory Focus and Regulatory Fit in Consumer Search and Consideration of Alternatives (with Michel Tuan Pham), October 2007 *Association for Consumer Research Conference*, Memphis, TN.
- The Times They Are A-Changin': Affect as a Decision-Making System of the Present, October 2007 Invited presentation at the *Hong Kong University of Science and Technology (HKUST)*, Hong Kong SAR, China.
- The Times They Are A-Changin': Affect as a Decision-Making System of the Present, October 2007 Invited presentation at the *Chinese University of Hong Kong*, Hong Kong SAR, China.
- The Times They Are A-Changin': Affect as a Decision-Making System of the Present, October 2007 Invited presentation at the *National University of Singapore*, Singapore.
- The Times They Are A-Changin': Affect as a Decision-Making System of the Present, October 2007 Invited presentation at the *Singapore Management University*, Singapore.
- The Times They Are A-Changin': Affect as a Decision-Making System of the Present, October 2007 Invited presentation at the *San Diego State University*, San Diego, CA.
- The Times They Are A-Changin': Affect as a Decision-Making System of the Present, September 2007 Invited presentation at the *Chapman University*, Orange, CA.
- Affect as a Decision-Making System of the Present, September 2007 Invited seminar at the *Columbia University*, New York, NY.
- Regulatory Focus and Regulatory Fit in Consumer Search and Consideration of Alternatives (with Michel Tuan Pham), May 2007 *Whitebox Conference at Yale University*, New Haven, CT.
- Regulatory Focus and Regulatory Fit in Consumer Search and Consideration of Alternatives (with Michel Tuan Pham), February 2007 *Society for Consumer Psychology Conference*, Las Vegas, NV.

Robin Hood is Alive: The Perceived Morality and Social Acceptance of Pirated Products and Counterfeits Usage (with Anat Keinan and Donald Lehmann), September 2006 *Association for Consumer Research Conference*, Orlando, FL.

Query Theory and Intertemporal Choice (with Elke Weber, Eric Johnson, Kerry Milch, Jeff Brodscholl, and Dan Goldstein), February 2006 *Society for Consumer Psychology Conference*, Miami, FL.

Query Theory and Intertemporal Choice (with Elke Weber, Eric Johnson, Kerry Milch, Jeff Brodscholl, and Dan Goldstein), November 2005 *Society for Judgment and Decision-Making Conference*, Toronto, Canada.

PROFESSIONAL AFFILIATION

Association for Consumer Research
Society for Consumer Psychology
Society for Judgment and Decision Making
European Marketing Society
INFORMS

OTHER PUBLICATIONS

Chang, Horng-Jinh and Hannah H. Chang (2003). *Statistical Problems*, Taipei: Hwa-Tai Ltd.

Chang, Horng-Jinh and Hannah H. Chang (2004). *G. Casella and R.L. Berger's Statistical Inference*. Taipei: Hwa-Tai Ltd.

INTERVIEWS BY MEDIA

TELEVISION PROGRAMS

- Live Interview with MediaCorp Channel 8's *Hello Singapore*, on the effect of Woodlands and Johor Bahru light rail on retail (in Mandarin Chinese) (January 25, 2018)
- Live Interview with MediaCorp Channel 8's *Hello Singapore*, on e-commerce, shopping extravaganza, and Singles Day (in Mandarin Chinese) (November 10, 2017)
- MediaCorp Channel 5 news on changing landscape in retail environments and consumer experiences (September 17, 2017)
- Interview with *Channel News Asia* on experiential retailing (September 17, 2017)
- Live Interview with MediaCorp Channel 8's *Hello Singapore*, on cashless payment system in Singapore (in Mandarin Chinese) (August 16, 2017)
- MediaCorp Channel 8's *Money Week* on current retail trends of international brands entering the Singapore market and firms' strategies for e-commerce and brick-and-mortar stores (in Mandarin Chinese) (April 26, 2017)
- Live Interview with MediaCorp Channel 8's *Hello Singapore*, on Christmas gift-giving and retail in Singapore (in Mandarin Chinese) (December 23, 2016)
- MediaCorp Channel 8's *Money Week* on recent retail trends of brand collaborations (in Mandarin Chinese) (September 28, 2016)
- MediaCorp Channel 8's *News 8 at One*, on recent trends in travel packages for Singaporean holiday travelers (September 7, 2016)
- Live Interview with MediaCorp Channel 8's *Hello Singapore*, on mobile payment market in Singapore and Southeast Asia (in Mandarin Chinese) (July 14, 2016)
- MediaCorp Channel 5's *Talking Points* on retail landscape in Singapore and Southeast Asia (in English) (June 30, 2016)

- Live Interview with Channel NewsAsia, *First Look Asia*, on the opening of Shanghai Disneyland and consumer behavior (in English) (June 16, 2016)
- MediaCorp Channel 8's *Money Week* on recent e-retail trends in Singapore and around the world (in Mandarin Chinese) (April 27, 2016)
- MediaCorp Channel 5's *Common Cents* on consumer psychology in retail environments (in English) (October 2, 2015)

NEWSPAPER ARTICLES

- "Go cashless, but pay cash tray deposits," TODAY (January 31, 2018)
- "Ezbuy has Completed its Backlog of Orders for Singles' Day Sale," Lian He Zaobao (December 14, 2017)
- "How to Make a Robot in 70 Weeks," The Straits Times (November 12, 2017)
- "3 Billion Plastic Bags a Year? Cut Use with Mandatory Tax," The Straits Times (October 5, 2017)
- "Experiential Retail: Trendy Buzzword or New Norm?," Channel NewsAsia online (September 18, 2017)
- "Shaping Brands that Call Out to Young Indie Shoppers," The Straits Times (June 26, 2017)
- "Private Hospitals Paid to Keep Milk on Rotation," The New Paper (May 11, 2017)
- "95% of Buyers Go for Premium Powder," The New Paper (May 11, 2017)
- "Government taking Steps to Ensure Affordable Milk Powder Options," The New Paper (May 9, 2017)
- "Experts Confident that TV will remain important" ("Namun pakar yakin TV kekal penting," on TV and the rise of video streaming services in Singapore), Berita Harian (May 7, 2017)
- "Runs go with the Force," The Straits Times (February 12, 2017)
- "Unusual Businesses that Open Round the Clock," The Straits Times (December 11, 2016)
- "How to Reboot the Pasar Malam?," The Straits Times (October 16, 2016)
- "Ideas to Make It a Really Great Singapore Sale," The Straits Times (September 22, 2016)
- "Tesla making a Comeback in Singapore," The Business Times (August 15, 2016)
- "Another Tesla Comes to Town, Powered by S\$10k Rebates," The Business Times (August 15, 2016)
- "Hop on to the Pokemon Bus," The Straits Times (August 14, 2016)
- "New Hotels Further Boost 'Vibrant, Historic' Katong," My Paper (July 20, 2016)
- "Singtel Rolls Out Enhanced Mobile Payment App as Competition Heats Up," TODAY (May 11, 2016)
- "Apple Pay Kicks off in S'pore to Spotty Reception," TODAY (April 20, 2016)
- "Phone Payments for Transport Clear Way for Mobile Wallets, say Analysts," TODAY (March 30, 2016)
- "Get Fit at New Bedok Mixed Business Park," My Paper (January 14, 2016)
- "Number of Dubious Investment Firms Unregulated by MAS more than Doubled as Compared to Last Year," Lian He Zaobao (December 15, 2015)
- "Homeowners Get More Style for Less on Taobao," The Straits Times (July 25, 2015)
- "Bank Boss Spends \$1,500 to Fizz Up Meeting," The New Paper (June 3, 2015)
- "Lackluster Response to Cashless Payment at Hawker Center," TODAY (May 1, 2015)
- "Shoppers Stumble over Tricky Store Names," My Paper (March 11, 2015)

RADIO / PODCASTS / MAGAZINES / ONLINE

- MediaCorp Radio, 95.8FM morning program (早点正能量), on the topic of digital payment and cashless society (August 24, 2017)
- Podcast@SMU, "Subscription Boxes" (June 2016)
- Podcast@SMU, "Consumer Decision-Making: Feelings versus Reasons" (June 2015)
- Asian Scientist Magazine, "Getting into the Minds of Consumers" (June 11, 2014)

- Expert interview video clip (web exclusive) on Channel8News.sg's website, on the topic of international retail brands entering Singapore (April 2017)
<http://www.channel8news.sg/news8/ca/moneyweek/episodes/20170427-mw-tx1/3701162.html>
- Expert interview video clip (web exclusive) on Channel8News.sg's website, on the topic of retail brand collaboration with well-known cartoon characters (September 2016)
<http://www.channel8news.sg/news8/ca/moneyweek/episodes/20160927-mw-webex-hellokitty/3159344.html>
- Expert interview video clip (web exclusive) on Channel8News.sg's website, on the topic of subscription box in Singapore (April 2016)
<http://www.channel8news.sg/news8/ca/moneyweek/episodes/20160426-mw-webex/2733090.html>