

## **Associate Professor Sharon NG**

Head, Division of Marketing  
Program Director (MSc in Marketing and Consumer Insight)

### **Brief Bio**

Prof Sharon Ng is Associate Professor of Marketing at Nanyang Business School. She is currently the Head of Division for Marketing and Programme Director for the Masters of Science in Marketing and Consumer Insight. Prof Ng received her Ph.D. from University of Minnesota (USA). She has published in the top marketing journals, such as *Journal of Marketing Research*, *Journal of Consumer Research* and *Journal of Consumer Psychology*.

Prof Ng was named a MSI Young Scholar by the Marketing Science Institute (USA) in 2009, which selects 30 scholars globally whose work suggests they are potential leaders of the next generation of marketing academics. She is an Area Editor at the International Journal of Research in Marketing (IJRM) and sits on the editorial board of Journal of Business Research and Australasian Marketing Journal. She is also the co-editor of the Handbook of Culture and Consumer Behavior published by Oxford Press in 2015. The handbook invited top scholars from around the world to discuss the latest findings on the impact of culture on various topics in consumer behavior, such as branding, materialism, and attitude. Prof Ng was named the Researcher of the Division in 2006, 2008 and 2010. She was also awarded the university-wide Nanyang Excellence in Teaching Award in 2009 and Teaching Excellence Award (Marketing Division) in 2017. In 2014, she was invited to be a panel member on the A\*Star (Singapore) “Future Complex Service Systems” committee, which was tasked to chart the future research direction in the service industry for Singapore.

Prof Ng teaches Branding in Asia at the Executive and Masters level, and Strategic Brand Management at the undergraduate level. She was frequently quoted on Straits Times, Business Times and other local publications on branding and consumption issues.

### **Education**

Ph.D., University of Minnesota, Carlson School of Management  
B.A., Nanyang Technological University (First Class Honors)

### **Experience**

Associate Professor (Tenured), Nanyang Business School, NTU, 2009 - current  
Assistant Professor, Nanyang Business School, NTU, 2004 -2009  
Senior Tutor, Nanyang Business School, NTU, 1997 – 2004  
Public Relations Executive, Public Utilities Board, Singapore, 1995-1997

## Research Interest

Impact of Culture and Self-Identity on Consumption and Purchase Decision, Branding, Sustainable Consumption, Regulatory goals

## Academic Honors and Awards

2017	Teaching Excellence Award (Division)
2017	Nominee for Accountancy and Business Teacher of the Year Award
2016	Certificate of Outstanding Contribution in Reviewing for Journal of Business Research
2012	Franco Nicosia ACR Competitor Paper Award (Best Competitive Paper), Association of Consumer Research Conference
2010	Researcher of Division (Marketing and International Business)
2009	Nanyang Award for Teaching Excellence
2009	Marketing Science Institute (MSI) Young Scholar
2008	Researcher of Division (Marketing and International Business)
2006	Researcher of Division (Marketing and International Business)
2003	Carlson School of Management Graduate Fellowship, University of Minnesota
2001	Albert J. Haring Symposium Representative, Indiana University
1997	Senior Tutor Scholarship by Nanyang Technological University, Singapore
1995	Singapore Chamber of Commerce Gold Medal cum Cash Award

## Journal Publications

1. Ng, Sharon and Shankha Basu, "Global identity and preference for environmentally friendly products: The role of personal responsibility," *Journal of Cross-Cultural Psychology* (Forthcoming)
2. Wang, Dian, Chen Haipeng (Allan), Lisa Bolton, Sharon Ng (2019), "Dual Entitlement Revisited: Cultural Differences in Asymmetric Pricing," *Journal of Marketing Behavior* (Forthcoming)
3. Shilpa Madan, Shankha Basu, Sharon Ng, and Elison Ai Ching Lim (2018), "Impact of Culture on the Pursuit of Beauty: Evidence from Five Countries," *Journal of International Marketing*, 26 (4), 54-68 - Finalist for the 2019 S. Tamer Cavusgil Award
4. Chen, Haipeng (Allan), Lisa Bolton, Sharon Ng, Dian Lee and Lee Dongwon (2018), "Culture, Relationship Norm and Dual-Entitlement," *Journal of Consumer Research*, 45 (1) (1-20) (Lead Article)

5. Ng, Sharon and Rajeev Batra (2017), "Regulatory Goals in a Globalized World," *Journal of Consumer Psychology*, 27(2), 270-277
6. Ng, Sharon, Hakkyun Kim and Akshay Rao (2015), "Sins of Omission versus Commission: Cross-Cultural Differences in Brand-Switching Due to Dissatisfaction Induced by Individual versus Group Action and Inaction," *Journal of Consumer Psychology*, 25(1), 89-100
7. Goh Kim Huat, Jesse C. Bockstedt and Sharon Ng (2013), "Contrast effect in online auctions," *Electronic Commerce Research and Application*, 12 (3), 139-141
8. Roy, Rajat and Sharon Ng (2012), "Regulatory focus and preference reversal between hedonic and utilitarian consumption," *Journal of Consumer Behavior*, 11(1), 81-88
9. Ng, Sharon (2010), "Cultural Orientation and Brand Dilution: Impact of Motivational Level and Extension Typicality," *Journal of Marketing Research*, XLVII (February), 186-198
10. Ng, Sharon and Michael Houston (2009), "Field Dependency and Brand Cognitive Structures," *Journal of Marketing Research*, XLVI (April), 279-292
11. Ng, Sharon and Michael Houston (2006), "Exemplars or Beliefs? The Impact of Self-View on the Nature and Relative Influence of Brand Associations," *Journal of Consumer Research*, 32 (March), 519-529
12. Chen, Haipeng (Allan), Sharon Ng, and Akshay Rao (2005) "Cultural Differences in Consumer Impatience," *Journal of Marketing Research*, XLII (August), 291-301
13. Litvin, Stephen W. and Sharon Ng (2001) "The destination attribute management model: an empirical application to Bintan, Indonesia," *Tourism Management (United Kingdom)*, Vol. 22, No. 5, 481 - 492.

### **Manuscripts under review**

"Globalization, Uncertainty and Brand Preferences" with Rajeev Batra and Ali Faraji (Revising for 3<sup>rd</sup> review at *Journal of Marketing Research*)

"Self-Construal and Lie Acceptability: Impact on Tolerance to Deceptive Advertising," with Bae Sohyun and Jenny Liu (Revising for resubmission to *Marketing Letters*)

"The Warmth of Smallness: The Effect of Size Cues in Brand Names on Brand Stereotyping," with Zhang Kuangjie and Li Shaobo (Revising for resubmission to *Journal of Consumer Research*)

“\$100 a month or \$1,200 a year? Regulatory focus and the evaluation of temporally framed attributes,” with Shankha Basu (Revising for resubmission to *Journal of Consumer Psychology*)

### **Book Edited**

Co-editor of the *Handbook of Culture and Consumer Behavior* (2015) with Angela Lee (as part of the Frontiers of Cultural Psychology series).

### **Book Chapters**

Ng, Sharon, Mehak Bharti and Natalie Truong (2019), “The Impact of Gender and Culture In Consumer Behaviour,” chapter in *Cambridge International Handbook On Psychology Of Women*

Madan, Shilpa, Shankha Basu, Elison Lim and Sharon Ng (2018) “The Appeal of Beauty and Physical Attractiveness: An Indian Perspective,” chapter in *Handbook of Indian Consumers*

Ng, Sharon and Angela Lee (2015), “History of Culture and Consumer Behavior and Future Research Directions,” chapter in *Handbook of Culture and Consumer Behavior*

Ng, Sharon, Michael J Houston and Rohini Ahluwalia (2015), “Culture and Branding,” chapter in *Handbook of Culture and Consumer Behavior*

Chiu C. Y., Evelyn Au and Sharon Ng (2013), “Cross-Cultural Psychology,” chapter in *Handbook of Social Cognition*

### **Conference Proceedings**

Bharti, Mehak and Sharon Ng, “When too much “I” is bad for “Us”: The Detrimental Effect of Selfie on Self - Brand Connection,” (Abstract) in *Advances in Consumer Research* (Abstract) 2018, Dallas

Zhang, Kuangjie, Li Shaobo and Sharon Ng, “Sizes are Gendered: Impact of Size Cues in Brand Names on Brand Stereotyping,” (Abstract) in *Advances in Consumer Research* (Abstract) 2018, Dallas

Ng, Sharon, Goh Kim Huat, Hege-Mathea Haugen and Njal Sivertstol, “Hanging on to the Past: Omni-Channel Customer Service in a Digital Economy,” European Marketing Association Conference (Abstract) 2018, Glasgow

Shilpa Madan, Alison Lim and Sharon Ng, "To have or to do: The Role of Implicit Beliefs," in *Proceedings for Society of Consumer Psychology Conference* (Abstract) 2018, Dallas: Texas

Zhang , Kuangjie, Li Shaobo and Sharon Ng, "The Warmth of Smallness: The Effect of Size Cues in Brand Names on Brand Stereotyping," (Abstract) in *Proceedings for Society of Consumer Psychology Conference* (Abstract) 2018, Dallas

Basu, Shankha and Sharon Ng "\$100 a month or \$1,200 a year: Regulatory Focus and the Evaluation of Temporally Framed Benefits," (Abstract) in *Advances in Consumer Research* (Abstract) 2017, San Diego

Basu, Shankha and Sharon Ng "\$100 a month or \$1,200 a year: Regulatory Focus and the Evaluation of Temporally Framed Benefits," (Abstract) in *Proceedings for Society of Consumer Psychology Conference* (Abstract) 2017, San Francisco

Madan, Shilpa, Shankha Basu, Sharon Ng and Alison Lim, "Culture and beauty," *European Marketing Association Conference* (Abstract) 2016, Oslo: Norway

Basu, Shankha & Sharon Ng "Impact of Regulatory Focus on the Perception of Discrete and Aggregate Framed Benefits," *AMA Summer Marketing Educators' Conference* (Abstract) 2016, Atlanta, GA, USA

Bae Sohyun, Liu Xiaoyan (Jenny) and Sharon Ng, "Lie Acceptability" in *Advances in Consumer Research* (Abstract) 2016, Berlin

Shilpa Madan, Shankha Basu, Alison Lim and Sharon Ng, "Pursuit Of Beauty: The Cultural Divide," in *Advances in Consumer Research*, 2016, Berlin

Shilpa Madan, Shankha Basu, Alison Lim and Sharon Ng, "Pursuit Of Beauty: The Cultural Divide," in *SMU-LVMH Research Conference*, 2016, Singapore

Shilpa Madan, Shankha Basu, Alison Lim and Sharon Ng, "Pursuit Of Beauty: The Cultural Divide," in *Theory and Practice in Marketing Conference*, 2016, Texas

Shilpa Madan, Shankha Basu, Alison Lim and Sharon Ng, "Pursuit Of Beauty: The Cultural Divide," in *Proceedings for Society of Consumer Psychology Conference* (Abstract) 2015, Arizona

Liu, Xiaoyan (Jenny), Sharon Ng and Alison Lim, "Power Distance and Consumer Evaluation of Vertical Brand Extension," in *Advances in Consumer Research* (Abstract) 2014, Maryland

Zhi Lu, Lisa Bolton, Sharon Ng and Chen Haipeng (Allan), "Firm Power, Power Distance Belief, and Consumer Price Fairness Perceptions," in *Advances in Consumer Research* (Abstract) 2014, Maryland

Goh Kim Huat and Sharon Ng, "Transaction utility and culture," *INFORMS* (Abstract) 2013, Minneapolis

Chen, Haipeng (Allan), Lisa Bolton and Sharon Ng, "Culture, Relationship Norms and Perceived Fairness of Asymmetric Pricing," in *Advances in Consumer Research* (Abstract) 2012, Vancouver

***\*This paper won the Best Competitive Paper Award at ACR 2012***

Bae, SoHyun and Sharon Ng, "My LV Bag is a Counterfeit: The Role of Regulatory Focus in Consumer Deceptive behavior," in *Advances in Consumer Research* (Abstract) 2012, Vancouver

Ng, Sharon, Hakkyun Kim and Akshay Rao, "Sins of Omission and Sins of Commission: The Impact of Implicit Theories of Agency on Counterfactual Thinking and Brand Switching Intention Across Cultures," in *Advances in Consumer Research* (Abstract) 2011, St Louis, Washington

Kim, Hakkyun and Sharon Ng, "Opportunity or Challenge? The Impact of Exposure to Similar Extensions on the Extensions of Late Movers," in *Advances in Consumer Research* (Abstract) 2010

Cheng, Shirley, Sharon Ng and Iris Hung, "Brand Preferences during Identity Transition," in *Advances in Consumer Research* (Abstract) 2010

Ng, Sharon and Loraine Lau, "One Trait, Two Images: Impact of Impression Management Goal Conflict on Brand Choice," in *Advances in Consumer Research* (Abstract) 2009, San Francisco

Roy, Rajat and Sharon Ng, "Regulatory fit and Evaluation mode: Feeling Right about Hedonic and Utilitarian Consumption," *Proceedings for Society of Consumer Psychology Conference* (Abstract) 2008, New Orleans.

Ng, Sharon and Michael Houston, "Cross-Cultural Differences in Brand Cognitive Structures", in *Advances in Consumer Research* (Abstract) 2004, Portland, Oregon

Ng, Sharon and Michael Houston, "Exemplars or Beliefs? Implications of Categorization Differences on Brand Evaluations across Cultures", *Advances in Consumer Research* (Abstract and special session summary) 2003, Toronto Canada

Chen, Haipeng (Allan), Sharon Ng, and Akshay Rao "Cultural Differences in Consumer Impatience" in *Proceedings of the Society of Consumer Psychology Winter Conference* (Abstract and special session summary) 2003

## **Academic Service**

### **Editorial Review Board Service**

- Area Editor for International Journal of Research in Marketing (IJRM)
- Editorial Review Board Member of Australasian Marketing Journal
- Editorial Review Board Member of Journal of Business Research

### **Conference Program Committee Service**

- Pod Chair of Working Papers Session for Association of Consumer Research Conference (Dallas) 2018
- Program Committee for European Association of Consumer Research Conference (Belgium) 2018
- Program Committee for Association of Consumer Research Conference (Asia Pacific) 2015
- Program Committee for Association of Consumer Research Conference (North America) 2011 and 2012

### **Ad-Hoc Reviewer**

- *Journal of Consumer Research, Journal of Marketing, Journal of Marketing Research, Journal of Consumer Psychology, Journal of Economic Psychology, Journal of Cross-Cultural Psychology, Cross-Cultural Management, Journal of International Consumer Marketing, International Marketing Review*

### **Conference Reviewer Service**

- Reviewed for *Association of Consumer Research Conference (2004- 2018), Asia Pacific Association of Consumer Research Conference (2008-2018); Advertising and Consumer Psychology Conference (2012), Society of Consumer Psychology Conference (2005-2018)*
- Reviewed for *American Marketing Association Conference, 2007-2018*
- Reviewed for *European Association of Consumer Research Conference, 2005, 2010*
- Reviewed for the *33rd European Marketing Academy Conference, Murcia, 2004*

### **Grants Review**

- Reviewed for Research Grant Council of Hong Kong
- Reviewed for Social Sciences and Humanities Research Council of Canada
- University reviewer for MOE Tier 1 and 2 Grant

## **National Level Service**

- Panel Member in AStar “Future complex service systems” panel 2014

## **Selected University and Division Level Service**

- Head of Division, Marketing and International Business
- Senator in NTU Academic Council
- Program Director for Master of Science (Marketing and Consumer Insights)
- Member of University level Committee of Inquiry
- Member of NTU Teaching Council for Promotion & Tenure
- Reviewer for NTU Research Council
- Member of NBS Graduate Advisory Committee
- Chair of MIB Search Committee

## **Courses Taught**

- Undergraduate Level :
  - Strategic Brand Management
- MSc and EMBA :
  - Branding in Asia
- Executive Level:
  - Asian Branding
  - Strategic Brand Management

## **Doctoral Students Supervised**

- Rajat Roy (2011)
  - Placement: Curtin University (Australia)
- Bae Sohyun (2015)
  - Placement: Hong Kong Baptist University
- Jenny Liu Xiao Yan (2016)
  - Placement: Southwestern University of Finance and Economics (China)
- Shankha Basu (2017)
  - Placement: Leeds University (United Kingdom)
- Shilpa Madan (2018)
  - Placement: Post-Doctoral Fellow at Columbia University (USA)
- Li Shaobo (2019)
  - Placement: Southern University of Science and Technology (Shenzhen, China)
- Mehak Bharti (current)



## **Selected Media Articles**

- Channel News Asia (27 November 2018) “Who on earth still buys counterfeit branded goods”
- Business Times (15 October 2013) “Asians and Luxury Brands”
- Business Times, BT-NBS Roundtable (11 March 2009) “Effective Marketing in a Recession”
- TODAY (15 Sept 2009) “Cause and (Halo) Effect”

## **Contact**

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