

## NBS Knowledge Lab

# Too Tired to Care:

## The psychology of privacy in a complex digital world

3 December 2025, Wednesday, 10.00 am to 11.00 am SGT



### **DR VERINA QUE** **SPEAKER**

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Verina F. Que is an Assistant Professor in the Division of Marketing at Nanyang Business School, Nanyang Technological University. Her research focuses on understanding consumer privacy decisions and platform data strategies. Her current work explores empirical contexts of externalities related to dataflows and consumer privacy choices, as well as the behavioural patterns of these digital decisions.

She adopts a versatile methodological suite, including causal inference, field experiments, structural modelling, and LLMs. Prior to joining NBS, Verina completed her PhD at Rotman School of Management, University of Toronto, and had previously worked at the International Monetary Fund (IMF).

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### **VIDYARTH ELUPPAI SRIVATSAN** **SPEAKER**

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In his current and prior roles at Coke, Vidyarth Eluppai Srivatsan leads as an intrapreneur with a vision to bring the science of world-class Martech & AdTech platforms to the art of brand marketing, thereby step-changing the effectiveness & efficiencies of Coke's marketing investments. As part of the board in the regional Interactive Advertisers Bureau (IAB SEA+India), he also drives initiatives including the Responsible Privacy Council which aims to drive a common accessible baseline of Privacy Standards and

Definitions in SEA+India. Having spent more than a decade in Martech & AdTech functions and companies across product and engineering leadership roles, he specializes in digital products & general Martech stack and helps maximize those stacks' business value. In his time so far at Coca-Cola, he has played a key role in the formulation of the Marketing Data Platform (the single source of truth for all Content & Marketing Activations) & associated holistic measurement engine, Connected Content Ecosystem, Consumer Data Strategy, and Execution. These are some of the foundational aspects of Coke's larger Marketing & Digital Transformation over the last few years. Initially, he started as a hands-on front-end technology expert with a technopreneurial spirit, which was kindled by the Silicon Valley experience. Then he grew more into a product/solutions management perspective. From there he went on to lead a 25-person team and worked with international teams across the US & Singapore to deliver Ad Provisioning & Reporting software for Tremor Video DSP with over \$130MM annual revenue. He also managed a cross-functional country office in Singapore across Creative, HR, Platform & Big Data engineering teams. His expertise in AdTech & Martech is groomed with about 10 years of experience, especially from the advertisers' perspective. After leading Tapad's Consumer Data Platform & Device Graph rollout in APAC as a Technical Lead, he currently works on greasing the advertising & marketing technology engine behind the best-known brand in the world – Coca-Cola.

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### JOSEPHINE TAN SPEAKER

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An accomplished marketer, Josephine has been spearheading digital strategy and operational excellence with proven commercial impact across the Asia Pacific region since starting her career during the first dotcom boom of the 1990s.

Currently, Josephine leads the APAC Digital Hub at Diageo, driving the development and integration of digital capabilities throughout the region. Before joining Diageo, she held global roles at McDonald's, where she spearheaded digital initiatives in media, commerce, and consumer engagement to enhance business value. Additionally, she led eCommerce and digital efforts for clients like P&G and Dell at MediaCom APAC (now part of WPP Media) and managed various aspects of digital business in North Asia with CNET Networks and an e-commerce startup.

Josephine also serves on the Asia Advisory Board for the World Federation of Advertisers (WFA) and Board of Directors for MMA APAC, with a focus on championing the regional agenda for the industry and showcasing the excellent work in Asia on the world stage. She is also an advocate for gender-equal opportunities with her work as part of the Singapore Women in Tech Chapter Executive Committee.



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### **RAMANATHAN VYTHILINGAM** **MODERATOR**

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Ram is an Associate Professor (Practice) at the Nanyang Business School. After obtaining his Master's in Business Administration degree from NBS, he worked in Consumer and Market Insight roles in the industry for 20+ years. During his term at Unilever, Ram drove many new initiatives linked to digital marketing, advertising quality and embedded many tech-enabled marketing solutions globally across the company. Ram has had articles published in WARC and Campaign Asia, addressing the key challenges

facing Marketing professionals. Ram is also an avid industry speaker, sharing insights from his work to the wider community of Insights and Marketing practitioners. Ram's paper on Holding AI to its Promise, presented at ESOMAR APAC 2024, was voted Best Paper of the conference.