

Sharon NG
Professor of Marketing
Deputy Dean
Director, Nanyang Centre for Marketing and Technology
Nanyang Business School, Nanyang Technological University

Education

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

Experience

Professor (Tenured), Nanyang Business School, NTU, 2021 - current
Associate Professor (Tenured), Nanyang Business School, NTU, 2009 - 2021
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

2025	Associate Editor, Journal of Consumer Research
2024 - 2027	Co-Editor, International Journal of Research in Marketing
2024	Faculty mentor for ACR Doctoral Symposium
2023	Teacher of the Year (Division)
2023	Panelist in ACR Mid Career Panel
2023	Panelist in ACR Early Career Panel
2022	Outstanding Reviewer for Journal of Consumer Research
2022	Outstanding Area Editor for International Journal of Research in Marketing
2022	Distinguished Faculty Member at the 10th AIM-AMA Sheth Foundation Doctoral Consortium
2022	Faculty Panelist at Society of Consumer Psychology Doctoral Consortium
2021	Finalist for Accountancy and Business Teacher of the Year Award
2021	Distinguished Faculty Member at the 9th AIM-AMA Sheth Foundation Doctoral Consortium
2020	Teacher of the Year (MSc Marketing and Consumer Insight)
2020	Panelist in ACR Early Career Panel

2018	Finalist for the 2019 S. Tamer Cavusgil Award (Journal of International Marketing)
2017	Teaching Excellence Award (Division)
2017	Finalist 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

*The MSI Young Scholar award is given to the top 30 scholars globally whose work suggests they are potential leaders of the next generation of marketing academics

Journal Publications

1. Pauwels, Koen, Eric Arnould, Sharon Ng, & Stefan Wuyts (2024). "Diversity, innovation, speed: Why IJRM," *International Journal of Research In Marketing*, (Forthcoming)
2. Hoang, Chi, Liu Xiaoyan and Sharon Ng (2024), "From Premium to Mass: How Service Robots Shift Brand Premiumness," *Journal of Service Research*, (Forthcoming)
3. Hoang, Chi and Sharon Ng (2023), "The Facilitating Effect of Physiological Self-tracking on Organ Donation," *Journal of Consumer Psychology*, 33 (2), 394-402
4. Madan, Shilpa, Shankha Basu, Sharon Ng and Krishna Savani (2022), "The Breadth of Normative Standards: Antecedents and Consequences for Individuals and Organizations," *Organizational Behavior and Human Decision Processes*, 172, 104181
5. Zhang, Kuangjie, Shaobo Li and Sharon Ng (2022), "Sizes Are Gendered: The Effect of Size Cues in Brand Names on Brand Stereotyping," *Journal of Consumer Research*, 49 (2), 252-267
6. Liu, Xiaoyan, Sohyun Bae and Sharon Ng (2022), "We Are More Tolerant than I: Self-

Construal and Consumer Responses toward Deceptive Advertising," *Marketing Letters*, 33, 277-291

7. Shaobo (Kevin) Li, Zhe Zhang, Yue Liu and Sharon Ng (2021), "The closer I am, the safer I feel: The "distance proximity effect" of COVID-19 pandemic on individuals' risk assessment and irrational consumption," *Psychology and Marketing*, 38 (11), 2006-2018
8. Ng, Sharon, Ali Faraji-Rad and Rajeev Batra (2021), "Uncertainty Evokes Consumers' Preference for Brands Incongruent with their Global-Local Citizenship Identity," *Journal of Marketing Research*, 58 (2), 400-415
 - Research featured in Canvas8 website for the company's subscribers and clients
 - Research featured in WARC
9. Basu, Shankha and Sharon Ng (2021), "\$100 a month or \$1,200 a year? Regulatory focus and the evaluation of temporally framed attributes," *Journal of Consumer Psychology*, 31 (2), 301-318
10. Ng, Sharon, Mehak Bharti and Goh Kim Huat (2021), "Price Promotions Are Inherently More Arousing for Interdependents," *Journal of the Association of Consumer Research*, 6 (1), 67-80
11. Zhi, Lu, Lisa Bolton, Sharon Ng and Haipeng (Allan) Chen (2020) "The Price of Power: How Firm's Market Power Affects Perceived Fairness of Price Increases," *Journal of Retailing*, 96 (2), 220-234
12. Chen, Haipeng (Allan), Lisa E. Bolton, Sharon Ng and Dian Wang (2020), "Dual Entitlement Revisited: Cultural Differences in Asymmetric Pricing," *Journal of Marketing Behavior*, 4 (2-4), 213-225
13. Ng, Sharon and Shankha Basu (2019), "Global identity and preference for environmentally friendly products: The role of personal responsibility," *Journal of Cross-Cultural Psychology*, 50 (8), 919-936
14. Chen, Haipeng (Allan), Lisa E. Bolton, Sharon Ng, Lee Dongwon and Dian Wang (2018), "Culture, Relationship Norm and Dual-Entitlement," *Journal of Consumer Research*, 45 (1) (1-20)
 - Lead Article
15. Shilpa Madan, Shankha Basu, Sharon Ng, and Alison 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

16. Ng, Sharon and Rajeev Batra (2017), "Regulatory Goals in a Globalized World," *Journal of Consumer Psychology*, 27(2), 270-277
17. 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
18. Goh Kim Huat, Jesse C. Bockstedt and Sharon Ng (2013), "Contrast effect in online auctions," *Electronic Commerce Research and Application*, 12 (3), 139-141
19. Roy, Rajat and Sharon Ng (2012), "Regulatory focus and preference reversal between hedonic and utilitarian consumption," *Journal of Consumer Behavior*, 11(1), 81-88
20. Ng, Sharon (2010), "Cultural Orientation and Brand Dilution: Impact of Motivational Level and Extension Typicality," *Journal of Marketing Research*, XLVII (February), 186-198
21. Ng, Sharon and Michael Houston (2009), "Field Dependency and Brand Cognitive Structures," *Journal of Marketing Research*, XLVI (April), 279-292
22. 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
23. Chen, Haipeng (Allan), Sharon Ng, and Akshay Rao (2005) "Cultural Differences in Consumer Impatience," *Journal of Marketing Research*, XLII (August), 291-301
24. 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.

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 (2020), "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

Hoang, Chi and Sharon Ng (2023), "Loss of Control: How interactions with Robots Reduce Consumers' Willingness to Pay" in *Society of Consumer Research Conference (Puerto Rico)*

Madan, Shilpa, Shankha Basu, Sharon Ng, and Krishna Savani (2023) "The Breadth of Normative Standards: Antecedents and Consequences for Individuals and Organizations," in *Society of Consumer Research Conference (Puerto Rico)*

Yu, Max, Sharon Ng and Thomas Allard (2022), "Neutrality is Complicit: Impact of Political Ideology on Response to Brand Neutrality," in *Advances in Consumer Research (Abstract) 2022*

Madan, Shilpa, Shankha Basu, Sharon Ng and Krishna Savani (2022), "The Breadth of Normative Standards: Antecedents and Consequences for Individuals and Organizations," in *Society of Consumer Psychology Boutique Conference (Singapore)*

Xiaoyan, Liu, Chi Hoang and Sharon Ng (2022), "Automation reduces individuals prosocial behavior" in *Society of Consumer Psychology Conference*

Hoang, Chi and Sharon Ng (2022), "The Facilitating Effect of Physiological Self-tracking on Organ Donation" in *Society of Consumer Psychology Conference*

Hoang, Chi and Sharon Ng (2021), "The Facilitating Effect of Physiological Self-tracking on Organ Donation" in *Advances in Consumer Research (Abstract) 2021*

Bae, Sohyun, Natalie Truong and Sharon Ng (2021), "It is still someone else's! The effect of implicit theories on the consumption of pre-owned goods", in *Advances in Consumer Research (Abstract) 2021*

Bharti, Mehak and Sharon Ng, "When too much "I" is bad for "Us": The Detrimental Effect of Selfie on Self - Brand Connection," in *Future of Brand Conference* (Abstract), New York, 2019

Ng, Sharon, Mehak Bharti and Goh Kim Huat, "Price Promotions Are Inherently More Arousing for Interdependents," in *Advances in Consumer Research* (Abstract) 2019, Atlanta

Li Shaobo, Zhang Kuangjie and Sharon Ng "Beyond Instrumental Utility: Impact of Idealistic versus Pragmatic Mindsets on Consumers' Preferences for Sustainable Products" in *Advances in Consumer Research* (Abstract) 2019, Atlanta

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, Elison 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 Elison 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, Elison Lim and Sharon Ng, “Pursuit Of Beauty: The Cultural Divide,” in *Advances in Consumer Research*, 2016, Berlin

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

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

Shilpa Madan, Shankha Basu, Elison 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 Elison 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

- Co-Editor for *International Journal of Research in Marketing* (IJRM) (2024-current)
- Area Editor for *Journal of Consumer Research* (JCR) (2025-current)
- Editorial Review Board Member of *Foundations and Trends in Marketing* (2023-current)
- Area Editor and Guest Editor for *International Journal of Research in Marketing* (IJRM) (2018 – 2024)
- Editorial Review Board Member of *Journal of Consumer Research* (JCR) (2020-2024)
- Editorial Review Board Member of *Journal of Marketing Research* (JMR) (2022-2024)
- Editorial Review Board Member of *Australasian Marketing Journal* (AMJ) (2014-2019)
- Editorial Review Board Member of *Journal of Business Research* (JBR) (2011-2020)

Conference Program Committee Service

- Co-Chair for Society of Consumer Psychology Boutique Conference “Branding” (United Kingdom) 2024
- Associate Editor for Association of Consumer Research Conference (Seattle) 2023
- Co-Chair for Society of Consumer Psychology Boutique Conference “The Global Consumer” (Singapore) 2022
- 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 Marketing, Journal of Consumer Psychology, Organization Behavior and Human Decision Processes, Journal of Association of Consumer Research, 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- current), Asia Pacific Association of Consumer Research Conference (2008-2018); Advertising and Consumer Psychology Conference (2012), Society of Consumer Psychology Conference (2005-current)*
- 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

Other service

- Sheth Foundation Liaison for Association of Consumer Research Association (Responsible for the Sheth Foundation Dissertation Award)

- Member of the 2021 Steenkamp Long-Term Impact Award Selection Committee for IJRM

National Level Service

- Panel Member in A*Star “Future complex service systems” panel 2014

Selected University and Division Level Service

- Deputy Dean (2024 – current)
- Head of Division, Marketing (2019 – 2024)
- Senator in NTU Academic Council (2015 –2019; 2022 - current)
- Facilitator for NTU Leadership Academy
- Program Director for Master of Science (Marketing and Consumer Insights) (2014-2019)
- 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
- MBA:
 - Marketing in a Global Economy
- 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: University of Leeds (United Kingdom)

- Shilpa Madan (2018)
 - Placement: Virginia Tech (United States)
- Li Shaobo (2019)
 - Placement: Southern University of Science and Technology (Shenzhen, China)
- Mehak Bharti (2020)
 - Placement: University of Groningen (Netherland)

Selected Media Articles

- WARC article (Oct 2021) “Managing Global and Local Brands in a World Of Uncertainty” (with Dr Lim Boon Chong)
- WARC (June 2020) “Asians can't resist deals - and the physiological evidence proves it”
- Channel News Asia Commentary (11 Oct 2021) “Why we feel a rush when we ‘Add to Cart’ and what we can do about it” (with Dr Lim Boon Chong)
- 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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