

Charlene Chen Yijun, Assistant Professor

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PROFILE

At Nanyang Business School, I conduct consumer behaviour research on socioeconomic inequality, sustainable behaviours, and the futureproofing mindset, and teach a course called *“Marketing Sustainability for the Next Generation.”* I hope that my understanding and communication of psychology and marketing principles will inform the actions of companies and policymakers—specifically how they can achieve their goals while benefiting humanity. I am a strong believer in value creation through the formation and strengthening of stakeholder relationships. By working together, we can ensure a more sustainable world that will be critical for our children’s future and the future of their generation.

EMPLOYMENT HISTORY

Mar 2015 - Present	Assistant Professor, Marketing Division, Nanyang Business School, Nanyang Technological University
Jan 2006 - May 2008	Police Psychologist, Police Psychological Services Division, Singapore Police Force

EDUCATION

Aug 2010 - May 2015	Ph.D., Marketing, Graduate School of Business, Columbia University in New York
Aug 2010 - May 2013	M.Phil., Marketing, Graduate School of Business, Columbia University in New York
Aug 2008 - May 2010	M.A., Clinical Psychology, Teachers College, Columbia University in New York
Aug 2001 - May 2005	B.Soc.Sci. (First Class Honours), Psychology, National University of Singapore

AWARDS AND HONOURS

2019	Nanyang Business School, Teaching Excellence Award
2018	Nanyang Business School, Research Excellence Award
2018	LVMH-SMU Luxury Research Conference, Best Paper Prize
2015	Society for Consumer Psychology Annual Dissertation Proposal Competition, Honorable Mention

2014	Georgetown Institute for Consumer Research (GICR) Consumer Insights Challenge, Winner
2014	49th American Marketing Association-Sheth Foundation, Doctoral Consortium Fellow
2013	Columbia Business School, Behavioral Research Lab Fellowship
2013	Luxury Education Foundation Scholarship (\$14,000)
2013, 2014	University of Houston Doctoral Symposium, Division Representative
2010 - 2015	Columbia Business School, Graduate Student Fellowship
2005	NUS Faculty of Arts & Social Sciences, Valedictorian
2005	NUS Psychology, Special Book Prize (Top Graduate in Psychology)
2001 - 2005	NUS Dean's List
2003	University of California, Los Angeles, Provost's Honors List
2003	NUS Shell Bronze Medal (Outstanding Academic Performance)

SERVICE

2022 - present	Nanyang Business School Representative, Social Science and Humanities Research Fellowship Cluster 2 Grant Evaluations
2021 - present	Industry Relations Committee Chair, Marketing Division, NBS
2020 - present	Editorial Review Board Member, Journal of Journal of Public Policy & Marketing
2018 - present	Technical Committee for Consumer-Related Standards, National Standardisation Programme, Enterprise Singapore
2019 - 2021	Social Committee Chair, Marketing Division, NBS
2017 - 2018	Research Seminar Committee Chair, Marketing Division, NBS
2016 - 2018	Ambassador, Nanyang Business School's iGave Programme (Student Financial Aid)

RESEARCH GRANTS

2022 - 2023	Principal Investigator for "A Psychological Perspective on Attaining Futureproofing Effectiveness" (\$19,900), College of Humanities, Arts and Social Sciences-Nanyang Business School Collaboration Grant.
2020 - 2025	Principal Investigator for "The Truth about Socio-Economic Inequality in People's Everyday Lives: How It Affects the Way People Think, Feel and Behave in their Natural Environment" (\$783,120), Social Science and Humanities Research Fellowship, Social Science Research Council.
2017 - 2021	Co-Investigator for "Promoting Mobility as a Service: Public Acceptance and Behavioral Responses" (\$783,120), Behavioural Studies in the Energy, Water, Waste and Transportation Sectors grant, National Research Foundation Singapore.

PUBLICATIONS

Tomaino, Geoff, Jasper Teow, Ziv Carmon, Leonard Lee, Moshe Ben-Akiva, Charlene Y. Chen, Wai Yan Leong, Shanjun Li, Nan Yang, and Jinhua Zhao (2020), **“Mobility as a Service (MaaS): The Importance of Transportation Psychology,”** *Marketing Letters*, 31(4), 419-428.

Yap, Andy J., Lewis Lim, and Charlene Y. Chen (July 2020), **“How Luxury is Reinventing Itself,”** *INSEAD Knowledge*.

Lim, Lewis, and Charlene Y. Chen (May 2020), **“Reframing lifestyle marketing for three post-pandemic ‘new normal’ scenarios,”** *WARC COVID-19 Series*.

Yap, Andy J., and Charlene Y. Chen (March 2020), **“The Psychology Behind Coronavirus Panic Buying,”** *INSEAD Knowledge*.

Chen, Charlene Y., and Michel Tuan Pham (2019), **“Affect Regulation and Consumer Behavior,”** *Consumer Psychology Review*, 2, 114-144.

Chen, Charlene Y., Maya Zoe Rossignac-Milon, and E. Tory Higgins (2018), **“Feeling Distressed from Making Decisions: Assessors’ Need to Be Right,”** *Journal of Personality and Social Psychology*, 115(4), 743-761.

Chen, Charlene Y., Leonard Lee, and Andy J. Yap (2017), **“Acquiring Utilitarian Products Restores Psychological Control,”** *Journal of Consumer Research*, 43(6), 1031-1047.

Yap, Andy J., and Charlene Y. Chen (April 2017), **“Consumers Who Lack Control Seek Functional Products,”** *INSEAD Knowledge*.

Franks, Becca, Charlene Y. Chen, Katie Manley, and E. Tory Higgins (2016), **“Effective Challenge Regulation Coincides with Promotion Focus-Related Success and Emotional Well-Being,”** *Journal of Happiness Studies*, 17(3), 981-994.

Chen, Charlene Y. (June, 2016), **“Is The Happiness You Seek The Same As Mine? Marketing and Happiness across Different Cultures,”** *INSIGHT+*, Institute on Asian Consumer Insight

Chen, Charlene Y., Valerie Purdie-Vaughns, Jo Phelan, Lawrence H. Yang, and Gary Yu (2015), **“Racial and Mental Illness Stereotypes and Discrimination: An Identity-Based Analysis of The Virginia Tech and Columbine Shootings,”** *Cultural Diversity and Ethnic Minority Psychology*, 21(2), 279-287.

Chen, Charlene Y., and Ryan Y. Hong (2010), **“Intolerance of Uncertainty Moderates the Relation between Negative Life Events and Anxiety,”** *Personality and Individual Differences*, 49(1), 49-53.

INVITED TALKS

Panelist speaker on **“Strategic Business Re-Modelling During Crisis”** for the Singapore Retailers Association's Zoom Webinar, April 2020

Presentation on **“The Rise of Millennial Consumers: Decoding the ‘Me Me Me’ Generation”** for the Hong Kong Singapore Business Association, November 2019

Presentation on **“The Millennial Consumers and their Attitude towards Healthcare and Well-Being,”** for the Senior Management Team at Raffles Medical Group, September 2019

Panelist speaker on **“Winning Over the Millennials; Know their Minds, Know their Hearts,”** for the Institute on Asian Consumer Insight’s 2017 Asia Business Summit

MEDIA MENTIONS

Selected Media on Panic Buying Amid COVID-19 Outbreak 2020

- [Maeil Business News Korea March 12](#)
- [New Straits Times March 12](#)
- [Bloomberg March 11](#) (Other coverage: Time, MSN, Yahoo! News, SCMP)
- [BBC World Business Daily Podcast March 10](#)
- BBC Newsday Live Interview March 10
- [CGTN March 7](#)
- [The Conversation March 6](#)
- [AFP March 4](#)
- [Business Times February 20](#) (Translated for Les Echos France and JoonAng Daily Korea)

Other Media Mentions on COVID-19 Outbreak 2020

- [“CNY Snack Sellers Adapt to Covid Curbs, Reap Online Sales,” The Business Times February 2021.](#)
- “Through the Looking Glass,” Beauty Feature for Elle Singapore July, 2020.

Selected Media Coverage on “Acquiring Utilitarian Products Restores Psychological Control”

- [Business Times August 2](#)
- [HuffPost July 10](#)
- [Straits Times June 12](#)
- [Science Daily March 22](#)

Media Mentions on Self-Service Technologies and Culture

- Television Interview with MediaCorp Channel 5’s Talking Point January 7, 2016
- [Today Online November 12, 2015](#)
- Radio Interview with MediaCorp 938Live The Breakfast Club November 6, 2015

Other Media Mentions

- [“Singapore’s “toothless” protectors: Are they effective in dealing with issues?” The Homeground Asia 16 Feb, 2022](#)
- [“Far from game over: From boom to bust to boom again, bubble tea is back in business,” The Business Times June 1, 2019](#)
- [“On The Job as a wet market butcher: A dying trade being killed off by supermarkets?” Channel NewsAsia January 27, 2018](#)
- [“Insta-gratification: Cafes seek success in a Snap,” Channel NewsAsia October 4, 2016](#)