

QUANG DUC PHAM

February 2024

EDUCATION

IE Business School (Madrid, Spain)

Ongoing

- PhD in Business Studies – Marketing and Consumer Behavior
- Dissertation Proposal Defense date: 31st May 2023 - Passed
- Expected Final Defense date: June - September 2024
- Supervisors: Dr. Antonios Stamatogiannakis; Dr. Jeeva Somasundaram

IE Business School (Madrid, Spain)

Oct 2019 to Sep 2021

- Master of Research Methodology in Management Science – Marketing
- Minor: Operations

National University of Singapore (NUS)

Aug 2012 to Jun 2016

- Bachelor of Social Sciences (Honours) - Psychology
- Supervisor: Dr. Trevor Bruce Penney

PUBLICATIONS AND ONGOING PROJECTS

Under review

- **Habit Formation and Satiation in Mobile Consumption.** With Jeeva Somasundaram and Laura Zimmermann. Method: field experiment. Under review at *Journal of Marketing Research*. SSRN pre-print available at: <https://dx.doi.org/10.2139/ssrn.3719413>
- **Make it stick: the role of alternative activities in reducing habitual smartphone usage.** With Jeeva Somasundaram and Laura Zimmermann. Under review at *Journal of the Academy of Marketing Science*. Method: field experiment.

Work in progress

- **A Meta-Analysis of Digital Addiction Interventions.** With Jeeva Somasundaram and Laura Zimmermann. Work in progress. Method: systematic review and meta-analysis. Target journal: *Journal of Public Policy and Marketing*.
- **Numerical magnitude perception in employers' and workers' decisions.** With Antonios Stamatogiannakis and Konstantina Tzini. Work in progress. Method: experiment. Target journal: *Organizational Behavior and Human Decision Processes*.
- **Alternative food labelling to encourage healthier eating.** With Antonios Stamatogiannakis. Work in progress. Method: experiment. Target journal: *Appetite*.

CONFERENCES

9th Mediterranean Consumer Research Symposium, SDA Bocconi School of Management, Italy

Dec 2023

- 5-minute presentation: Numerical magnitude perception in employers' and workers' decisions

- Association for Consumer Research (ACR) Conference, Seattle, Washington** Oct 2023
- Accepted submission: Habit Replacement: Evidence From Two Field Studies.
- European Decision Sciences Day, Nova SBE, Portugal** Sep 2023
- Presenter: Habit Replacement: Evidence From Two Field Studies.
- Subjective Probability Utility and Decision Making Conference (SPUDM), University of Vienna, Austria** Aug 2023
- Presenter: Habit Replacement: Evidence From Two Field Studies.
- European Academy of Management Conference (EURAM), Trinity College Dublin, Ireland** June 2023
- Presenter: Framing Effects in Workers' Decisions and People Management Challenges in Platform Work.
- Association for Consumer Research (ACR) Conference, Denver, Colorado** Oct 2022
- Accepted submission: Rational Addiction in Mobile Consumption.
- European Marketing Academy Conference (EMAC), Corvinus University, Hungary** May 2022
- Presenter: Incentives for Reducing Mobile Usage: A Rational Addiction Perspective.
- 7th Mediterranean Consumer Research Symposium, Nova SBE, Portugal** Dec 2021
- Presenter: Replacing Screen Time with Step Count: Evidence from a Field Experiment (*Best presentation award*).
- 2nd Risk, Uncertainty, and Decision (RUD) Doctoral Consortium, IE Business School, Spain** Nov 2021
- Presenter: Replacing Screen Time with Step Count: Evidence from a Field Experiment (*Runner-up award*).
- 6th Mediterranean Consumer Research Symposium, Nova SBE, online** Dec 2020
- Society for Judgment and Decision Making (SJDM) Conference, Poster session, online** Dec 2020
- Presenter: Effectiveness of Actual and Anticipated Incentives for Reducing Mobile Usage

TEACHING EXPERIENCE

Undergraduate Final Year Project, Supervisor Jan 2024 to May 2024
IE Business School Jan 2023 to May 2023

- Instructed Bachelor Students in Marketing in research methods and supervised their independent research projects.

Quantitative Methods I, Teaching Assistant Oct 2022 to Dec 2022
IE Business School
Instructor: Prof. Marco Caserta

- Tutored PhD Students in R and statistical methods.

Knowing the Market and the Consumer, Guest Lecturer Feb 2022 to Mar 2022
IE Business School
Instructor: Prof. Antonios Stamatogiannakis

- Assisted with teaching and grading of students in the Master in Management and IMBA programs.

PROFESSIONAL EXPERIENCE

NUS Centre for Behavioural Economics, Research Assistant Jul 2016 to Aug 2019

- Conducted field experiments with a total of over 4000 participants;
- Topics: (1) saving energy by setting higher air-conditioners' temperature; (2) saving water by shortening shower time;
- Executed field experiment implementation, data analysis, measuring device procurement;
- Liaised with public-sector organizations in Singapore, notably: Ministry of Sustainability and the Environment, NUS University Town Residences, primary schools; and other private-sector vendors;
- Managed labs and maintained participant recruitment portal.

The HEAD Foundation, Research Analyst Intern Jun 2015 to Aug 2015

- Composed and published a literature review on Educational Leadership which resulted in the implementation of a leadership training program for school leaders in South East Asia and informed education researchers of current issues in the leadership of K-12 schools and tertiary institutions.

ACADEMIC HONORS AND AWARDS

Full PhD Scholarship, IE Business School, Spain 2019 to Present

Singapore Ministry of Education ASEAN Scholarship for Pre-tertiary Education 2008 to 2011

OTHER PUBLICATIONS

- Pham, Q. D. (2015). A Rudimentary Guide to Educational Leadership. *The HEAD Foundation Working Papers Series*.
- EZ Psychology Group (2016). *Tâm Lý Học Trong Nháy Mắt, Tập 1-5 (Psychology Express, Book 1-5)*. Nhà Xuất Bản Đại Học Quốc Gia Hà Nội.

SERVICE TO THE FIELD

Reviewer for:

- Behavioural Public Policy
- Internet Research

PROFESSIONAL MEMBERSHIP

- Association for Consumer Research (ACR)
- European Marketing Academy (EMAC)
- Society for Consumer Psychology (SCP)

ADDITIONAL INFORMATION

- Software proficiency: R, SPSS, Qualtrics.
- Working experience with HTML, CSS and JavaScript.
- Language proficiency: English (Fluent), Vietnamese (Native), Spanish (Intermediate B2), Chinese (Beginner).