

## Curriculum Vitae



### **Associate Professor Ding Ding**

Vice Dean

School of Business

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### **Education Qualifications**

2004 - 2010	Ph.D (Economics), Nanyang Technological University, Singapore
2001 - 2004	M.A. (English), Beijing International Studies University, China
1997 - 2001	BSc. (Economics), Beijing International Studies University, China

### **Academic and Professional Experience**

2012 - 2018	Head of Programme (Finance), School of Business, SUSS
2008 - 2011	Head of Area (Economics), DMS Programme, School of Business, SUSS
2005 - 2008	Instructor, Department of Economics, Nanyang Technological University

### **Memberships and Professional Activities**

- Member, Education Sub-Committee, Singapore FinTech Association
- Chartered Financial Analyst (CFA), and Member of CFA Singapore Society
- Member, Economics Society of Singapore
- Member, Academy of Management
- Member, American Economic Association
- Certificate in Foundation of Alternative Investment (FAI)
- Invited Speaker, 19th Annual SME Conference and 20th Infocomm Commerce Conference organised by SCCCI, 2017, Singapore
- CFA University Investment Research Challenge Local Volunteer

### **Research Interests**

- Financial Technology and Digital Inclusion
- Chinese Economy
- International Economics
- Education Pedagogy for Lifelong Learners

## Selected Publications

### Journal Papers

- Ding Ding, Guan Chong, Calvin Chan & Liu Wenting (2020) Building Stock Market Resilience Through Digital Transformation: Using Google Trends to Analyze the Impact of COVID-19 Pandemic, *Frontiers of Business Research in China*, 14(21), 1-21.
- Ding Ding, Guan Chong, Fang Zheng, & Lee Pui Mun, (2017), "Does Online Rating Affect Companies' Financial Performance? Evidence from Hotels in Singapore", *Journal of Accounting and Finance*, forthcoming.  
\*This paper was presented at 39th INFORMS Marketing Science Annual Conference, Los Angeles, United States, June 2017.
- Ding Ding, Guan Chong, & Yu Yinghui (2017), "Game-Based Learning in Tertiary Education: A New Learning Experience for the Generation Z", *International Journal of Information and Education Technology*, 7(2), 148-152.  
\*This paper was presented at 2015 International Conference on Education, Learning and Training (ICELT 2015), Chengdu, China, November, Nov 2015.
- Guan Chong, Ding Ding & Ho Kong Weng (2014), "E-learning in Higher Education for Adult Learners in Singapore", *International Journal of Information and Education Technology*, 5(5), 348-353.  
\*This paper was presented at the International Conference on Teaching and Education Sciences- ICTES 2014, Hong Kong, June 2014.
- Ding Ding & Yothin Jinjarak (2012), "Threshold, Capital Flows, and Financial Turbulence", *North American Journal of Economics and Finance*, 23(3), 365-385.

### Conference Papers

- Yu-chen Hung, Chong Guan, Yue Wang, Joicey Wei, & Ding Ding (2017), "Winning Box Office with Right Movie Synopsis - A Text Analysis Perspective", 2017 ANZMAC Conference Marketing for Impact, Melbourne Australia.
- Tan Chong Hui & Ding Ding (2015), "Volatilities and Correlations in the Stock Market during the Global Financial Crisis", 28th Australasian Finance and Banking Conference, Sydney, Australia.
- Guan Chong & Ding Ding (2015), "Movie Release Dates and Box Office Success under Word-of-mouth Advertising", Proceedings of the 2015 Annual Meeting of the Academy of Management (AOM), Vancouver, Canada.
- Ding Ding & Yothin Jinjarak (2015), "Inflation and Behavior of Prices: Evidence of China 1989-2012", 2015 International Symposium on Economics and Social Science, Bangkok, Thailand.
- Ding Ding, & Yothin Jinjarak (2013), "Economic Transition and Behavior of Prices: Micro-Level Evidence from China ", the 2nd Quantitative Economics Conference, Beijing, China.
- Ding Ding (2012), "When Chinese Economy Slows Down: Time to Vitalize the Sluggish Household Consumption", the 5th GBSSR Conference, Beijing, China.

### **Books and Book Chapters**

- Fang Zheng, & Ding Ding (2022) - New evidence on gender wage gaps in urban China. In Chew, S.B., Huang, L., & Kwa, K.X. (Ed.), Political, Economic and Social Dimensions of Labour Markets: A Global Insight, World Scientific Publishing.
- Lee David Kuo Chuen, Ding Ding & Guan Chong (2021) - Financial Management in the Digital Economy, Singapore University of Social Sciences - World Scientific Future Economy Series. vol. 6, World Scientific.
- Guan Chong, Jiang Zhiying & Ding Ding (2019) - The emerging business models. In David Lee (Ed.), Singapore University of Social Sciences - World Scientific Future Economy Series, vol. 2, World Scientific.
- Ding Ding, Guan Chong, Lee David Kuo Chuen, & Tan Lee Cheng (2017) - "From Ant Financial to Alibaba's Rural Taobao Strategy - How Fintech is Transforming Social Inclusion", in David Lee & Robert Deng (Eds.), Handbook of Blockchain, Digital Finance, and Inclusion, vol. 1, Elsevier Academic Press.
- Guan Chong, Ding Ding & Yu Yinghui (2016) - "The Urbanisation of Rural Villages in China", in Antonio L Rappa (ed.), The Architectonics of the Village, Ethos Books and Singapore Management University Press.
- Ding Ding & FPAS Editorial Board (2016) - Textbook of CFP Certification Programme Module 1 – Foundations in Financial Planning Study Guide, Financial Planning Association of Singapore.

### **Case Study**

- Ding Ding & Guan Chong (2015), "SG50 Business Excellence Symposium: A Case on Eu Yan Sang", SG50 SBIZ Service Excellence Case Series.

### **Press Article**

- Chong Guan & Ding Ding (2020) Commentary: Samsung's new Galaxy S20 promises to be a game changer. But it could struggle to do so, CNA, 19 Feb 2020.

### **Research Interests**

- FinaCo-PI, SUSS Research Grant, 2017-2019: "Financial Frontiers: Be Ahead and Stay Ahead", S\$300,000
- Co-PI, SUSS ARC Grant, 2014-2016, Ref No. RF14SBZ01, SBZ Flagship Common Initiative "Tracking Service Excellence based on Analysing Consumer Perceptions in the Online Environment", S\$ 58,960
- Principal Investigator, SUSS UCCS Small Research Grant 2013, Ref No. 2012SRG06: Economic Transition and Behaviour of Prices: Micro-Level Evidence from China, S\$ 4,500