

LIM Leon Gim

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ACADEMIC APPOINTMENTS

Assistant Professor of Marketing (Education), January 2025 – Present
College of Integrative Studies (CIS), Singapore Management University, Singapore

Adjunct Assistant Professor (Department of Marketing), July 2024 – December 2024
NUS Business School, National University of Singapore, Singapore

Adjunct Faculty (Department of Marketing), August 2022 – December 2024
Lee Kong Chian School of Business, Singapore Management University, Singapore

Visiting Research Fellow (Department of Marketing), August 2022 – Present
Assistant Professor (Department of Marketing), September 2018 – August 2022
Tilburg School of Economics and Management, Tilburg University, The Netherlands

EDUCATION

Ph.D. in Business (Marketing), May 2018
Lee Kong Chian School of Business, Singapore Management University, Singapore

Visiting Ph.D. Student, September – December 2015
Tilburg University, The Netherlands

B.Sc., Bachelor of Science in Economics, second major in Marketing, May 2013
The School of Economics and Social Sciences, Singapore Management University,
Singapore

Exchange Student, Academic Year 2012/13, Term 1, August – December 2012
Nanyang Technological University

RESEARCH INTERESTS

Marketing Accountability/Financial Impact of Marketing Actions such as Pricing, Customer Satisfaction, Mergers & Acquisitions, Vertical Integration; Marketing Information Disclosure; Retail Bankruptcies; Controversial Marketing; Digital Marketing

PUBLICATIONS

Lim, Leon Gim, Kapil R. Tuli, and Rajdeep Grewal (2020), "Customer Satisfaction and its Impact on the Future Costs of Selling," *Journal of Marketing*, 84(4), 23 – 44.

- Featured in *Harvard Business Review*, Issue November – December 2020, Idea Watch (Marketing), “Can Satisfying Today’s Customers Reduce the Cost of Acquiring Tomorrow’s?”

Lim, Leon Gim, Kapil R. Tuli, and Marnik G. Dekimpe (2018), “Investors’ Evaluation of Price-Increase Preannouncements,” *International Journal of Research in Marketing*, 35(3), 359 – 377 (Lead Article).

Lim, Leon Gim (2018), “Examining Outcomes of Marketing Actions from Customer, Investor, and Operational Perspectives,” *Dissertations and Theses Collection (Open Access)*, Available at: https://ink.library.smu.edu.sg/etd_coll/171.

WORKING PAPERS

“Analysing Mergers and Acquisitions from a Consumer Perspective: Reconciling Promises with Empirical Evidence,” with Kapil R. Tuli, *In Preparation for Submission to Production and Operations Management*.

“Mixing with the Wrong Crowd? Examining the Implications of Transacting with Controversial Customers,” with Moon Sungkyun and Tan Yee Heng, *Major and Risky Revision at Journal of Marketing*.

AWARDS, HONOURS, AND GRANTS

Dean's Teaching Honour List, Lee Kong Chian School of Business, AY2023/24 T1
Marketing Strategy Consortium, 2019, 2020
Finalist (Top 20), 46th EMAC Annual Conference, Best Paper Award based on Doctoral Work, 2017
30th EMAC Doctoral Colloquium, 2017
ISMS Doctoral Consortium, 2017
Lee Kong Chian School of Business Full Scholarship, 2013–2017

SERVICE

Ad-Hoc Reviewer for:

Journal of Marketing
Journal of Marketing Research
International Journal of Research in Marketing
AMA Global SIG 2020
EMAC Annual Conference 2018 – Present
EMAC Regional Conference 2018 – Present
Summer AMA 2016

Editorial Board Member of:

Journal of Business Research

Recruitment committee (faculty) for the Department of Marketing at Tilburg University 2020

Co-authored the post-conference summary of the Marketing Strategy Meets Wall Street Conference 2015 hosted by Singapore Management University, Singapore

Co-authored the post-conference summary of the Asian Luxury Branding Research Conference 2016, a LVMH-SMU Asia Luxury Brand Research Initiative, hosted by Singapore Management University, Singapore

Ph.D. student representative, at Lee Kong Chian School of Business, Singapore Management University, Singapore: AACSB Re-Accreditation Review Panel 2016;
EQUIS Re-Accreditation Review Panel 2016;
Ministry of Education (Singapore) External Review Panel 2016

Invited to share experiences in the doctoral programme at the Information Session on SMU's Academic Research Ph.D Programmes 2018, Singapore Management University, Singapore

Interviews with the Office of Postgraduate Research Programmes, Singapore Management University, Singapore, to promote the doctoral programme

Not Quite Business as Usual (February 2017): <http://blog.smu.edu.sg/doctoral/not-quite-business-as-usual/>

How Our Recent Ph.D in Business Graduates Found Good Academic Placements (June 2018): <http://blog.smu.edu.sg/doctoral/how-recent-phd-business-graduates-found-good-academic-placements/>

TEACHING EXPERIENCE

College of Integrative Studies (CIS), Singapore Management University, Singapore

Assistant Professor of Marketing (Education)

COR 3001 Big Questions (Undergraduate Core Curriculum), AY2024/25 T2 – Present

NUS Business School, National University of Singapore, Singapore

Adjunct Assistant Professor

MKT4721 Customer Analytics & Visualization (Bachelor of Business Administration),
AY2024/25 Semester 1

Lee Kong Chian School of Business, Singapore Management University, Singapore

Adjunct Faculty

MKTG 101 Marketing (Bachelor of Business Management), AY2022/23 – AY2024/25

MKTG 220 Digital Marketing (Bachelor of Business Management), AY2022/23 T1 & T2

MKTG 624 Consumer Analytics (MSc in Management), AY2022/23, August Term

MKTG 632 Pricing (MBA), AY2023/24 – AY2024/25

MKTG 103 Marketing Research (Bachelor of Business Management), AY2023/24 –
AY2024/25

Graduate Instructor

MKTG 103 Marketing Research (Bachelor of Business Management), AY2017/18, T1

Graduate Teaching Assistant

MKTG 204 Services Marketing (Bachelor of Business Management), AY2016/17, T1

MKTG 613 Crafting and Providing Services (MBA), May – June 2016

Tilburg School of Economics and Management, Tilburg University

Course Coordinator and Lecturer

325222 Digital and Social Media Strategies (International Business Administration), Fall 2018 – 2022

Thesis Supervisor and Second Reader

Master Thesis (Marketing Management/Marketing Analytics), Fall 2018 – 2022

University Teaching Qualification (Dutch: Basis Kwalificatie Onderwijs, BKO, for more information, see: https://www.universiteitenvannederland.nl/en_GB/utq), Obtained in January 2021

SELECTED PROFESSIONAL EXPERIENCE

UOB-SMU Asian Enterprise Institute

Project Advisor

- Market Research and Strategies Project March – October 2022
- Digital Marketing Implementation Campaign October 2023 – June 2024

Student Consultant (Leader)

- Market Strategy & Pricing Consultancy Project December 2012 – May 2013
- Market Sizing Consultancy Project May – December 2012
- Brand Audit Consultancy Project September 2011 – February 2012