

Quang Duc PHAM

CUNEF Universidad
Department of Business Management
Calle de Almansa, 101, Madrid 28040

quangduc.pham@cunef.edu
[Google Scholar](#)
[Website](#)
[LinkedIn](#)

EXPERTISE

Marketing - Transformative Consumer Research

- Consumer Well-being
- Sustainable Consumption
- Judgement and Decision Making

ACADEMIC POSITIONS

CUNEF Universidad (Madrid, Spain)

Department of Business Management (Marketing)

- Assistant Professor (Tenure-track)
- Lecturer

Sep 2025 to Present
Sep 2024 to Sep 2025

IE University (Madrid, Spain)

Department of Marketing

- Adjunct Professor

Jan 2023 to May 2024

EDUCATION

PhD in Business Studies – Marketing and Consumer Behavior IE Business School (Madrid, Spain)

Sep 2019 to Nov 2024

- Graduated with Honours
- Committee:
Dr. Simona Botti (London Business School)
Dr. Sanchayan Banerjee (King's College London)
Dr. Laura Zimmermann (IE)
- Supervisors:
Dr. Antonios Stamatogiannakis (IE)
Dr. Jeeva Somasundaram (IE)

Master of Research Methodology in Management Science IE Business School (Madrid, Spain)

Oct 2019 to Sep 2021

- Major: Marketing; Minor: Operations

Bachelor of Social Sciences (Honours) - Psychology National University of Singapore (Singapore)

Aug 2012 to Jun 2016

- Supervisor: Dr. Trevor Bruce Penney

PUBLICATIONS AND ONGOING PROJECTS

Publications

- Somasundaram, J., Zimmermann, L., & Pham, Q. D. Leveraging Rational Addiction Theory to Reduce Mobile Usage. *Journal of Marketing*, 00222429251405841.

Conference proceedings

- Somasundaram, J., Zimmermann, L., & Pham, D. (2022). Rational addiction in mobile consumption. *Advances in Consumer Research*, 50, 212-212.

Under review

- **[TITLE REDACTED FOR REVIEW]**. With Jeeva Somasundaram and Laura Zimmermann. 2nd round R&R at *Journal of Public Policy and Marketing (AJG 3)*. Method: field experiment. Job Market Paper.
- **[TITLE REDACTED FOR REVIEW]**. With Konstantina Tzini and Antonios Stamatogiannakis. Under review at *Journal of Applied Psychology (AJG 4*)*. Method: experiment.

Work in progress

- **A Meta-Analysis of Digital Addiction Interventions**. With Jeeva Somasundaram and Laura Zimmermann. Working paper. Method: meta-analysis. Target journal: *Marketing Science (AJG 4*)*.
- **Sustainability Communication at the Workplace**. With Antonios Stamatogiannakis, Laura Zimmermann, Jeeva Somasundaram, and Arsham Ghodsinia. Pilot data analysis in progress. Method: field experiment.
- **Alternative Food Labelling to Encourage Healthier Eating**. With Antonios Stamatogiannakis. Work in progress. Method: experiment. Target journal: *Journal of Consumer Psychology (AJG 4*)*.

SELECTED CONFERENCES

Pham, Q. D., Tzini, K., & Stamatogiannakis, A. (2025, October). *Effects in Number-based Decisions: Do Different Marketplace Roles Influence Numerical Processing?*. Presented at the Association for Consumer Research (ACR) Conference, Washington D.C., United States.

Pham, Q. D., Somasundaram, J., & Zimmermann, L. (2025, May). *A meta-analysis of digital addiction interventions* (Competitive paper session). Presented at the European Marketing Academy Conference (EMAC), Madrid, Spain.

Pham, Q. D., Somasundaram, J., & Zimmermann, L. (2024, October). *A meta-analysis of digital addiction interventions* (Competitive paper session). Presented at the Association for Consumer Research (ACR) Conference, Paris, France.

Pham, Q. D., Stamatogiannakis, A., & Tzini, K. (2023, December). *Numerical magnitude perception in employers' and workers' decisions*. Presented at the 9th Mediterranean Consumer Research Symposium, SDA Bocconi School of Management, Italy.

Pham, Q. D., Somasundaram, J., & Zimmermann, L. (2023, September). *Habit replacement: Evidence from two field studies*. Presented at the European Decision Sciences Day, Nova SBE, Portugal.

Pham, Q. D., Somasundaram, J., & Zimmermann, L. (2023, August). *Habit replacement: Evidence from two field studies*. Presented at the Subjective Probability, Utility, and Decision Making Conference (SPUDM), University of Vienna, Austria.

Pham, Q. D., Stamatogiannakis, A., & Tzini, K. (2023, June). *Framing effects in workers' decisions and people management challenges in platform work*. Presented at the European Academy of Management Conference (EURAM), Trinity College Dublin, Ireland.

Somasundaram, J., Zimmermann, L., & **Pham, Q. D.** (2022, May). *Incentives for reducing mobile usage: A rational addiction perspective*. Presented at the European Marketing Academy Conference (EMAC), Corvinus University, Hungary.

Pham, Q. D., Somasundaram, J., & Zimmermann, L. (2021, December). *Replacing screen time with step count: Evidence from a field experiment* (Best presentation award). Presented at the 7th Mediterranean Consumer Research Symposium, Nova SBE, Portugal.

Pham, Q. D., Somasundaram, J., & Zimmermann, L. (2021, November). *Replacing screen time with step count: Evidence from a field experiment* (Runner-up award). Presented at the 2nd Risk, Uncertainty, and Decision (RUD) Doctoral Consortium, IE Business School, Spain.

Somasundaram, J., Zimmermann, L., & **Pham, Q. D.** (2020, December). *Effectiveness of actual and anticipated incentives for reducing mobile usage* (Poster session). Presented at the Society for Judgment and Decision Making (SJDM) Conference [Online].

INVITED RESEARCH TALKS

National Economics University (Hanoi, Vietnam)

Aug 2025

TEACHING EXPERIENCE

Final Degree Project (Undergraduate), Supervisor
CUNEF Universidad

Jan 2025 to May 2025

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

- Number of supervised students: 11

Market Research and Data Analysis (6 sections), Lecturer
CUNEF Universidad

Sep 2025 to Present
Jan 2025 to May 2025
Sep 2024 to Dec 2024

- Delivered course content on market research and data analysis in SPSS; supervised market research group projects.

Final Year Project (Undergraduate), Supervisor
IE Business School

Jan 2024 to May 2024
Jan 2023 to May 2023

- Instructed Bachelor Students in Marketing in research methods and supervised their independent research projects.
- Total number of supervised students: 11

Quantitative Methods I, Teaching Assistant
IE Business School

Oct 2022 to Dec 2022

Instructor: Prof. Marco Caserta

- Tutored PhD Students in R and statistical methods.

Knowing the Market and the Consumer, Teaching Assistant
IE Business School

Feb 2022 to Mar 2022

Instructor: Prof. Antonios Stamatogiannakis

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

SERVICES RENDERED

Reviewer for:

- Behavioural Public Policy
- Internet Research
- Nature Humanities and Social Sciences Communications

GRANTS AND FELLOWSHIPS

Grant	Reference No.	Amount	Year
Ministry of Science and Innovation (Spain)	PID2024-161026OA-I00	€ 81,375	2025-2029

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; associated publication: Somasundaram, J., Koch, I., & Lim, N. (2023). Raising the AC temperature in the tropics, one degree at a time. *Energy Economics*, 128, 107191.
 - (2) saving water by shortening shower time; associated publication:

Somasundaram, J., & Wang, Z. (2025). Pledges counteract the boomerang effect in a sustainable showering intervention for children. *Communications Psychology*, 3(1), 107.

- 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 (ORSEE).

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.
- Supervisors: Dr. Madeline Ong (Texas A&M), Dr. Henrik Bresman (INSEAD)

HONORS AND AWARDS

IE Sustainability Research Award -- Best Working Paper 2025
"Make It Stick: the Role of Alternative Activities in Reducing Habitual Smartphone Usage"

IE Prize for Teaching Excellence, IE Business School, Spain 2024

Best Presentation Award, 7th Mediterranean Consumer Research Symposium, Nova SBE, Portugal 2021

Runner-up Award, 2nd Risk, Uncertainty, and Decision Doctoral Consortium, IE Business School, Spain

Full PhD Scholarship, IE Business School, Spain 2019 to 2023

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.

PROFESSIONAL MEMBERSHIP

- Association for Consumer Research (ACR)

- European Marketing Academy (EMAC)
- Society for Consumer Psychology (SCP)
- American Marketing Association (AMA)

OTHER EXPERIENCES

- Software proficiency: R, Qualtrics, SPSS
- Programming proficiency: R, Web Design (HTML, CSS and JavaScript), Kotlin
- Language proficiency: English (Fluent), Vietnamese (Native), Spanish (Intermediate B2), Chinese (Beginner)