

Quang Duc PHAM

CUNEF Universidad
Department of Business Management
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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) Sep 2025 to Present
- Lecturer 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

Sep 2019 to Nov 2024

IE Business School (Madrid, Spain)

- 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

Oct 2019 to Sep 2021

IE Business School (Madrid, Spain)

- Major: Marketing; Minor: Operations

Bachelor of Social Sciences (Honours) - Psychology

Aug 2012 to Jun 2016

National University of Singapore (Singapore)

- 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)