Ong Chuan Huat

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Research Interests

Brand Management, Hospitality Marketing, Retailing, Social Media Marketing

Education Background

Highest Degree&Major   Universiti Utara Malaysia, PhD (Marketing)

Academic Positions & Professional Titles

- Professor of Marketing, Taylor's University, 2025 – Present
- Director, Executive Education Center for Taylor's Business School, Taylor's University, 2025 – Present
- Visiting Professor,Kunming University, 2025 – Present

Academic Honors & Awards

Chartered Marketer, The Chartered Institute of Marketing (UK), 2024
Fellow Member, The Chartered Institute of Marketing (UK), 2024
National Outstanding Young Educator Award (2018: Finalist, 2021: Winner),
Full scholarship for PhD and Bachelor Degree from Malaysia government award
11 times Reviewer recognition from Taylor & Francis Journal (US).], [2015-2025]

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Editorial & Reviewer Experience

Editorial Board Memberships

- Journal of Hospitality Marketing & Management, Editorial Board Member, 2024 – Present
- Journal of Relationship Marketing, Editorial Board Member, 2024 – Present

Regular Reviewer for Top Journals

- Journal of British Food Journal, 2025 – Present
- Journal of Financial Services Marketing, 2024 – Present
- Journal of Global Fashion Marketing, 2024 – Present
- International Review of Retail, Distribution and Consumer Research, 2024 – Present
- Cogent Business & Management , 2024 – Present
- Journal of Consumer Marketing, 2024 – Present
- Higher Education Quarterly, 2024 – Present
- International Journal of Emerging Markets, 2023 – Present
- Journal of Hospitality Marketing and Management, 2015 – Present
- Regional Top Journals, e.g., Pacific-Basin Finance Journal, European Journal of Finance, [Year – Present]

Conference Review Experience

- Program Committee Member, [Conference Name, e.g., American Finance Association Annual Meeting], [Year]
- Session Chair & Reviewer, [Conference Name, e.g., European Finance Association Annual Conference], [Year – Present]

Representative Publications

Key Publications

- Ong, C. H., Lee, H. W., & T. Ramayah (2018). Impact of brand experience on loyalty. Journal of Hospitality Marketing & Management, 27(7), 755-774. (TAYLOR & FRANCIS) [WOS SSCI Q1 IF: 11.9, ABS: 1, ABDC: A, Scopus: Q1]
- Lee, H. W., Ong, C. H., & P.V. Arumugam. (2022). Social Media Communication with Intensified Pandemic Fears: Evaluating the relative Impact of User- and Firm-Generated Content on Brand Loyalty. Asia-Pacific Journal of Business Administration, 15(2), 161-187. (EMERALD) [WOS SSCI Q2 IF: 4.6, ABS: 1, ABDC: C, Scopus: Q1]
- Lee, H. W., Ong, C. H., & T. Ramayah (2023). The Impact of Social Media Communication on Consumer-Based Brand Equity and Purchasing Intent in a Pandemic. International Marketing Review, 40(5), 1213-1344. https://doi.org/10.1108/IMR-12-2021-0353, (EMERALD) [WOS SSCI Q1 IF: 4.6, ABS: 3, ABDC: A, Scopus: Q1]
- Li, W., Ong, C. H., Su, C. S., & Zhou, Y. (2025). Why Do Customers Keep Coming Back? The Moderating Role of Customer Perception of Influencer Marketing in Brand Attachment and Repurchase Behavior. Journal of Promotion Management, 31 (6), 913-1033. [ABDC: B, Scopus: Q2]