



Professor Dr. Brian C. Imrie

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Personal Profile

Previously I have held the position of Chief Executive Officer at DISTED College in Penang following an extended period as Deputy Vice Chancellor at UOW Malaysia KDU. In addition to possessing a strong academic management profile, I also was the inaugural Director of the Lancaster University/Sunway University Dual Award MBA Programme. Through the varied academic roles I have held, both internationally and within Malaysia, I have demonstrated academic leadership, teaching and research capability. This experience includes championing MQA accreditation processes, managing international university partnerships, and providing business leadership within the challenging private higher education sector. My academic service is backed by solid business acumen, having held management positions in the financial services sector prior to joining academia. The context and style of my leadership is framed by my previous positions at AACSB accredited universities in Australasia and 14 years within the Malaysian higher education sector.

Citizen and Residency

Citizen of New Zealand

Resident Pass- Talent (Malaysia)- 10-year renewable residency pass

Academic Qualifications

University of Otago, New Zealand
Department of Marketing, School of Business
Ph.D. (Marketing)

May 2009

Thesis: “Culture’s Influence upon Service Quality Evaluation: A Taiwan Perspective”
Dissertation submitted in July 2008; Successfully defended November 2008.

Victoria University of Wellington, New Zealand
School of Business and Public Management

Bachelor of Commerce & Administration 1996
(Second Class, First Division Honours).

*Graduate School of Business &
Government Management*
Postgraduate Diploma in Business Administration 1991
Certificate in Business Administration 1990

Lincoln University, New Zealand
Economics and Marketing Department
Bachelor of Commerce & Management 1993-1995
Major in Business Administration & Marketing

G r a n t s / A w a r d s / S c h o l a r s h i p s

Emerald Literati Network Outstanding Paper Award for the journal ‘Asia Pacific Journal of Marketing and Logistics’	2012
Emerald Literati Network Outstanding Reviewer Award for the ISI journal ‘Managing Service Quality’	2011
Victoria University of Wellington Research Grant	2008
Emerald Literati Network Highly Commended Paper Award for the journal ‘Service Quality Management’	2003
Otago Research Grant Recipient (Competitive research fund) NZ\$17,500 (RM43,750)	2002
Otago School of Business Research Scholarship	2002
Lincoln University Summer Research Scholarship	1994 – 1995

Academic Appointments

Wawasan Open University, Penang 2022-current
Adjunct Professor

DISTED College, Penang 2021- Jan 2023
A fully-owned subsidiary of Wawasan Open University

Chief Executive Officer

- Strategic leadership
- Financial management
- People and Culture Management
- Industry and Government Liaison
- Hands-on Marketing
- Supervision of PhD candidates

UOW Malaysia KDU Group 2019-2021
A member of the University of Wollongong Australia network

Deputy Vice Chancellor (Engagement)

- Inaugural Head of Campus, Batu Kawan Campus, Penang
- Industry, staff, and student engagement
- Alumni engagement
- Corporate Communication
- Board Secretary
- Special Projects for the CEO

UOW Malaysia KDU Penang University College, Malaysia 2015- 2019
A member of the University of Wollongong Australia network

Deputy Vice Chancellor (Academic and Research)

- Lead Quality and Teaching & Learning units within the University
- Established international university dual award partnerships
- Developed regulatory structure for University College
- Launched Centre for Research and Innovation
- Implemented research eco-system resulting in 300% increase in research output
- Led programme development across the university at both undergraduate and postgraduate levels

Sunway University, Kuala Lumpur, Malaysia 2012- 2015
Sunway Business School

Professorial Teaching Fellow

- Associate Dean (Postgraduate Studies)
- AACSB accreditation lead
- Head- Department of Marketing
- Programme Chair MBA (Sunway University/Lancaster University Dual award)
- Programme Development

Taylor's University, Kuala Lumpur, Malaysia <i>Department of Marketing</i> <i>Taylor's Business School</i> Marketing Discipline Head	2010- 2012
La Trobe University, Melbourne, Australia Graduate School of Business - <i>MBA Lecturer in Hanoi, Vietnam Campus</i>	2010-2012
University of Malaya, Kuala Lumpur, Malaysia <i>Department of Marketing / Graduate School of Business</i> <i>Faculty of Business and Accountancy</i> Senior Lecturer	2009 – 2010
Victoria University of Wellington, New Zealand <i>School of Marketing and International Business</i> Lecturer - Marketing	2008
Monash University, Melbourne, Australia <i>Department of Marketing</i> Lecturer (tenured)	2003-2007
University of Otago, Dunedin, New Zealand <i>Department of Marketing, School of Business</i> Senior Teaching Fellow	1999-2002
Victoria University of Wellington, New Zealand <i>School of Business and Public Management</i> Marketing Tutor	1996-1998
Lincoln University, Canterbury, New Zealand <i>Economics and Marketing Department,</i> Marketing Tutor	1994-1995

P r o f e s s i o n a l A p p o i n t m e n t s

Credit Manager General Motors Acceptance Corporation (NZ) Limited	1988 - 1992
Relief Manager / Senior Branch Supervisor Eastern and Central Savings Bank	1981 - 1988

Teaching Experience

- Demonstrable competence in teaching both undergraduate and postgraduate classes
- Accomplished MBA director and instructor for a leading MBA programme in with partnership with Lancaster University (UK).
- Cognisant with Malaysian Qualification Authority (MQA) requirements
- Supervised to completion 8 Masters and 3 PhD dissertation
- Innovative teaching style (e.g.. Game shows, virtual simulations)
- Conversant in course co-coordination and associated administration duties

Teaching Responsibilities:

Sunway University, Kuala Lumpur, Malaysia 2012 - 2015
Sunway University Business School

Research Methods (undergraduate and postgraduate)
 Marketing Channels
 Services Marketing
 Research Project supervision
 MBA Orientation workshops
 Marketing Management (MBA)
 PhD (Business) supervision

Taylor's University, Kuala Lumpur, Malaysia 2010- 2012
Department of Marketing
Taylor's Business School

Supply Chain Management
 Services Marketing
 Business and Marketing Planning Principles (Strategy)
 Honours, and PhD Supervisions (1 PhD completion; 3 honours' dissertation completions)

La Trobe University, Melbourne, Australia 2010-2011
Graduate School of Business, Vietnam MBA
Programme
 Services Marketing and Management

University Malaya, Kuala Lumpur, Malaysia 2009-2010
Department of Marketing / Graduate School of Business
 Services Marketing (undergraduate and MBA)
 Services Management (undergraduate and MBA)
 Consumer Behaviour (undergraduate)
 Masters Supervision (6 Masters dissertation completions)

Victoria University of Wellington, New Zealand 2008
School of Marketing and International Business
 Strategic Marketing
 Direct Marketing
 Advanced International Marketing (honours level)

Monash University, Melbourne, Australia 2003-2007
Department of Marketing, Faculty of Business and Economics
 International Marketing
 Electronic Marketing
 Buyer/Consumer Behaviour
 Honours Dissertation Supervision
 Logistics and Fulfillment
 Marketing Awards for Excellence (Event Marketing Internship)
 Introduction to E-Business
 Services Marketing

University of Otago, New Zealand
Department of Marketing, School of Business
 Marketing Management in Practice (Lecturer,
 Course development and course coordinator) 2001-2002
 Services Marketing (Lecturer and course coordinator) 1999-2002
 Honors Dissertation (Supervisor) 2002
 Practical Business Project (Supervisor) 1999-2002
 Masters of Business Dissertation (Supervisor) 2000-2001
 Internet Marketing (Tutor) 2001
 Marketing Strategy (Tutor) 1999-2000
 Product and Brand Management (Tutor) 1999-2000

Victoria University of Wellington, New Zealand
School of Business and Public Management
 Strategic Marketing Planning (Tutor) 1996 – 1998
 Services Marketing (Tutor) 1997
 Consumer Marketing (Tutor) 1997
 Introduction to Marketing (Tutor) 1996

Lincoln University, New Zealand
Economics and Marketing Department
 Services Marketing (Tutor) 1994 – 1995
 Principles of Marketing (Tutor) 1995
 Human Resource Management (Tutor) 1995

Research Experience and Interests

- Research interests reside primarily within the areas of international, cross-cultural, and services marketing.
- Possess a research interest in the adoption of alternative research paradigms, and consequent methodologies, within a marketing context.
- Successful track record in accessing University research grant funding.

Current Research Agenda and Work-in Progress

I recently completed supervising two PhD candidates in the areas of entrepreneurship and consumer choice behavior. In total I have supervised 3 PhD students to completion and numerous Masters students. Currently, I am supervising one doctorate student.

PhD Degree Supervision

Student's Name	Thesis Topic	Institution	Year of Completion
Dr. Fanggy T. Sumaco	The Relationship between Hotel Branding and National Cultural Values	Taylor's University	2012
Dr Leong Yoke Kiau	Understanding Parental Behaviour in the Provision of Healthy Food for their Children	Sunway University	2018
Dr Wong Kam San	Influence of Traits, Specific Motivation and Practical Intelligence on Entrepreneur's Exporting Behaviour	Sunway University	2019

PUBLICATIONS

Peer Reviewed Journal Papers/Edited Book Chapters

Leong, Y.K., Gaur, S.S. & Imrie, B.C. (2019). Conceptualizing parental behavior influence in provision of food to children. In U.A. Zafar (Eds.), "Defining the frontiers of global business research across emerging countries" (pp. 586-601). Chennai India: McGraw Hill Education.

Cheng, B. L., Gan C. C., Imrie, B. and Mansori, S. (2018). "Service Recovery, Customer Satisfaction and Customer Loyalty; Evidence from Malaysia Hotel Industry" International Journal of Quality and Service Sciences, 11 (2), pp. 187-203.

Hoang, H.T., Rao Hill, S., Freeman, S., Lu, V.N., Imrie, B.C. (2017), "Developing service climate in local vs. foreign firms in smaller Asian emerging markets: a resource-based and social exchange perspective," International Journal of Human Resource Management, 28 (4), pp. 627-656.

Cheng, B. L., Gan C. C., Mansori, S., & Imrie, B. (2017). Hotel Service Recovery and Service Quality: Influences of Corporate Image and Generational Differences in relationship between Customer Satisfaction and Loyalty. Journal of Global Marketing, Vol 30, issue 1, pp. 42-51.

Iranmanesh, M., Jayaraman, K., Imrie, B.C., and Zailani, S. (2016) Promoting Products Through Volume Discount: Evidence from Malaysia, Journal of Promotion Management, Vol. 22, issue 1, pp. 71 – 88.

Hoang H.T., Rao Hill, S., Vinh Lu, Freeman, S., and Imrie, Brian. C. (2015), "Service Recovery and Customer's Post-Behavioural Actions: Evidence from the Hotel Industry in Malaysia," International Journal of Human Resource Management.

Imrie, Brian C. (2013), "The Influence of Social Capital upon the Service Quality Construct" *Management Decision*, 51 (4), 871-889.

Mitchell, Cleo, and Brian C. Imrie (2011), "Consumer Tribes: Membership, Consumption and Building Loyalty," *Asia Pacific Journal of Marketing and Logistics*, Vol 23 (1).

Outstanding Paper Award.

Imrie, Brian C. (2005), "Beyond Disconfirmation: The Role of Generosity and Surprise," *International Marketing Review*, 22 (3), 369-383.

McNaughton, Rod., Phil. Osborne, and Brian C. Imrie (2002), "Market Orientated Value Creation in Service Firms," *European Journal of Marketing*, 36 (9/10), 990-1002.

Imrie, Brian C., John W. Cadogan, and Rod McNaughton (2002), "The Service Quality Construct on a Global Stage," *Service Quality Management*, 12 (1).

Highly Commended Paper Award

Imrie, Brian C., Geoff Durden, and John W. Cadogan (2000), "Towards a Conceptualization of Service Quality in the Global Market Arena," *Advances in International Marketing (Supplement 1)*, 143 - 62.

Peer Reviewed Conference Papers

Leong, Y.K., Gaur S.S., and Imrie, B.C. (2018). Consequences of Parent's Trying of Providing Healthy Food to Their Children. Proceedings of the Academy for Global Business Advancement 15th Annual World Congress. National Institute of Development Administration Bangkok. 3 July 2018.

Leong, Y.K., Gaur S.S., and Imrie, B.C. (2017). Conceptualising Parental Behavior Influence in Provision of Food. Paper presented at the First Asia Pacific Conference Managing Business Sustainability, Singapore. 22 October 2017.

Leong, Yoke Kiau, Gaur, Sanjaya Singh, Brian C. Imrie, and Nikhashemi, Seyedrajab (2017). Parents as Food Providers to Children: Understanding Parental Behavior using the Integrated Behavioral Theory. Summer AMA Conference, August 4-6, San Francisco, CA.

Cheng, B. L., Mansori, S., Gan, C. C., and Brian C. Imrie (2016). Service recovery and the moderating role of nationality on the relationship between customer satisfaction and loyalty in the hotel industry. Oxford 8th Retailing in Asia Conference, September 28 - 30, College of Management Mahidol University (CMMU), Bangkok, Thailand.

Cheng, B. L., Gan, C. C., Mansori, S., and Brian C. Imrie (2016). Service quality and service recovery in hotel industry: Mediating role of corporate image and moderating role of generation. Oxford 8th Retailing in Asia Conference, September 28 - 30, College of Management Mahidol University (CMMU), Bangkok, Thailand.

Leong, Y.K., Imrie, B.C., and Gaur, S.S. (2015, December). Parent's self-control and self-regulation of their children's diet. Paper presented at the Academy of International Business Southeast Asia Regional Conference, Penang. 4 December 2015.

Imrie, Brian C. (2015). Overcoming childhood obesity in Malaysia: Aligning multidisciplinary fields for better outcomes, 4th University of Oxford South East Asia Studies Symposium, Malaysia.

Fanggy T. Sumaco, Kashif Hussain, and Brian C. Imrie (2014), "Perceptions of Malaysian Hotel Managers: The Relationship between Hotel Branding and National Cultural Values" in proceedings of 12th APacCHRIE Conference 2014, Kuala Lumpur

Sumaco, Fanggy T., Brian Charles Imrie, and Kashif Hussain (2014), "The Consequence of Malaysian National Culture Values on Hotel Branding," in proceedings of 5th Asia-Euro Conference 2014 in Tourism, Hospitality and Gastronomy, Taylor's University, Malaysia.

Lim, Pei Chyi, Brian C. Imrie, and Nicholas Grigoriou (2013), "Online Perceived Value in the Low Cost Airline Business" in proceedings of World Marketing Congress, Academy of Marketing Science, Melbourne, Australia.

Lew, Lee Peng, Brian C. Imrie, and Nicholas Grigoriou (2013), "Factors Affecting Brand Loyalty Among Malaysian Consumers in their Choice of Mobile Phone Brands" in proceedings of World Marketing Congress, Academy of Marketing Science, Melbourne, Australia.

Kat Mui Ling, and Brian C. Imrie (2012). "Customer Loyalty in Financial Services From a Services

Dominant Logic Perspective” in proceedings of Consumer Behavior in Marketing, International Conference Series 2012, Taylors University, Kuala Lumpur Malaysia.

Sumaco, Fanggy T., Hussain Kashif, and Brian C. Imrie (2012). “Corporate Service Branding Development” in proceedings of the International Research Symposium on Service Management, Beijing, China.

Abaeian, V., Imrie, Brian C. and Paolo Mura (2012). “Responsible Tourism in Rural Areas in Malaysia: An Integrated Approach” in proceedings of the International Research Symposium on Service Management, Beijing, China.

Imrie, Brian C. (2011). “The Dyadic Influence of Culture and Social Power on Service Quality Evaluation” in proceedings of the International Research Symposium on Service Management, Yogyakarta, Indonesia.

Imrie, Brian C. (2010). “The Influence of Culture and National Identity upon Service Quality Evaluation” in proceedings of the EMAC Marketing Conference, European Marketing Academy, Copenhagen.

Imrie, Brian C. (2008). “A Structuralist Perspective on the Role of Culture in Taiwan Service Quality Evaluation” in proceedings of the ANZMAC Marketing Conference, Australia/New Zealand Marketing Academy, Sydney.

Imrie, Brian C. (2008), “Culture and the Complexity of Service Quality Evaluation” in proceedings of the 2008 Cultural Perspectives in Marketing Conference. Academy of Marketing Science, New Orleans.

Imrie, Brian C. (2002), “The Service Quality Construct in a Multi-Cultural Global Environment,” in The Frontiers of Services Conference, Maastricht, The Netherlands.

Imrie, Brian C., John W. Cadogan, and Rod McNaughton (2001), “Beyond Expectations: The Taiwan Challenge to Global Service Quality Evaluation,” in Proceedings of The Royal Bank Research Seminar: Culture and Service, Montreal: Concordia University.

Imrie, Brian C., John W. Cadogan, and Rod McNaughton (2001), "The Role of Generosity and Surprise within Taiwan Service Quality Evaluation," in Proceedings of The American Marketing Association's Services Marketing Special Interest Group Conference, Jim Barnes and Greg Elliott (Eds.). Sydney, Australia: AMA.

Imrie, Brian C. (2001), "The Service Quality Construct on a Global Stage: The Role of Culture within Evaluation," in Proceedings of the 3rd Australasian Services Marketing Research Workshop, Ken Deans (Ed.). Dunedin, New Zealand: School of Business, University of Otago.

Imrie, Brian C., John W. Cadogan, and Geoff. Durden (2000), "The Confucian Relational Ethic: Respecifying the Role of Relational Norms within Service Quality Evaluation," in Proceedings of ANZMAC 2000. Gold Coast, Australia: Australia / New Zealand Marketing Academy.

Imrie, Brian C., Geoff. Durden, and John W. Cadogan (1999), "A Conceptual Model of Service Quality: A Contrasting Cultural Perspective," in Proceedings of the 28th EMAC Conference: Marketing and Competition in the Information Age. Berlin: European Marketing Academy.

Imrie, Brian C., Geoff. Durden, and John W. Cadogan (1998), "A Reconceptualisation of Service Quality Measurement within the Asia / Pacific Socio - Cultural Environment," in Proceedings of the Australia / New Zealand Academy Marketing Conference. Dunedin, New Zealand.

Lin, Chien Yun, Geoffrey R. Durden, Brian C. Imrie, and John W. Cadogan (2000), "Towards the Reconceptualisation of Service Quality in an Asian Context: A Confirmatory Study," in ANZMAC 2000. Gold Coast, Australia: Australia / New Zealand Marketing Academy.

Williams, Lesley and Brian Imrie (1995), "The University Service Encounter: Understanding The Educational Experiences And Perceptions Of Full-Fee Paying Students," in Seventh Bi-Annual World Marketing Congress Conference Vol. VII-II. Melbourne, Australia: Academy of Marketing Science.

Conference Session Chair

International Research Symposium on Services Management 2011: Yogyakarta, Indonesia.

Australia / New Zealand Marketing Academy Conference 1998: Marketing Connections (ANZMAC '98), Marketing and Society Track, University of Otago, Dunedin, New Zealand.

Other Research Related Activities

Imrie, Brian C. (2001), "Service Quality in Asia," Guest speaker in the CMA Canada Accounting Speaker Series, Waterloo, Ontario: Wilfred Laurier University

Imrie, Brian C. (2000), "Service Quality: Culture's Influence upon the Global Consumer," Guest Speaker at the Services Marketing 2000: The New Revolution Conference, Brisbane: The Australian Marketing Institute.

Service to the Academic Community

- External Panel member for review of Postgraduate Business Programmes at Massey University, New Zealand (2016).
- reviewer Journal of Asia-Pacific Journal of Marketing and Logistics (2003-2019)
- Doctorial symposium panel member at Universiti Malaya (2015)
- Scientific Committee- International Research Symposium in Research Management (2011-2014)
- Corresponding co-editor for special issue of *Management Decision* (ISI Journal) 2011
- Reviewer- Islamic Marketing Conference, November 2010, University of Malaya, Malaysia.
- Examined PhD dissertation for a University of Malaya candidate. Topic: Ethical Branding (2010).
- sub-editor Confucian / Chopstick Marketing edited book (2009)
- reviewer Service Quality Management (2002-2010)
- reviewer Society for Marketing Advances Conference (2008)
- reviewer Monash Business Review (2007)
- reviewer Annals of Tourism Research (1999-2002)

Reference

Referees

Professor Graeme Wilkinson
Distinguished Professor and
Adviser to the President
Sunway University
Jalan Universiti
Bandar Sunway
Selangor
Malaysia

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Faculty of Business and Economics
University of Auckland
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Asian Banking School
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