# Ts. Dr. <u>Wong</u> Chee Kong

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## Career Objective

I strive to create value with and for all key stakeholders in the organisation while ensuring profitability of the business unit and development of team members under my leadership.

## Career Achievements and Experience

### Head of School, School of Diploma and Professional Studies (November 2023 to Present)
*Taylor's College, Subang Jaya*
- Led the School to successfully attain the prestigious ACCA Platinum Approved Learning Partner status
- Generating a net profit before tax of RM7.7 million for the School in 2024, representing a net profit margin of 39%
- Established more than 30 work-based learning and strategic partnerships for the School since 2023, most notably
    - Partnership with Yayasan Peneraju to offer loans to Bumiputera accounting talents to pursue their ACCA and ACCA FIA studies in Taylor's College
    - Alliance with BDO, the 5th Largest Accounting firm in the world to sponsor the potential accounting talents to pursue ACCA with Taylor's College
    - Collaboration with Alibaba Cloud Academy to set up an Alibaba Professional Centre of Excellence to train Alibaba Cloud certified professionals, most notably in the areas of Cloud Computing and Generative AI.
    - Partnership with Amazon Web Services (AWS) Academy to offer machine learning and data engineering certifications.
- Led the team in successfully attaining full MQA accreditation for the Diploma in Accounting and Diploma in Early Childhood Education programmes
- Introduced a new diploma programme in the design discipline to the School
- Overseeing the day-to-day operations of the School of Diploma and Professional Studies with the following portfolio of programmes:
    - ACCA
    - Diploma in Accounting
    - Diploma in Business
    - Diploma in Communication
    - Diploma in Digital Design (new)
    - Diploma in Early Childhood Education
    - Diploma in Interior Design
    - Diploma in Information Technology

### Head of School, School of Diploma Studies (November 2022 to October 2023)
*Taylor's College, Subang Jaya*
- Overseeing the operations of the School of Diploma Studies
- Managing the following portfolio of programmes:
    - Diploma in Business
    - Diploma in Communication
    - Diploma in Early Childhood Education
    - Diploma in Interior Design

      o   Diploma in Information Technology

**Registrar (January 2016 to October 2022)**
*SEGi University, Kota Damansara, Petaling Jaya*
- Facilitated the successful accreditation of 57 programmes, ranging from Diploma to Doctoral programmes
- Improved the turn-around time of admissions processing from a week to 24 hours. The admission cases average about 50 cases per day
- Changed student records keeping and monitoring from hardcopies to 100% softcopies and system records. Improving the turn-around time to look for a student file/record from within one day to within 5 minutes
- Converting cash collection from what was primarily over-the-counter transactions to online digital payments
- Optimising the resource planning team's use of classrooms from 70% utility to more than 90%
- Improving the University's IT infrastructure support by converting individual server applications (with occasional down times) into cloud applications with zero down time

**Deputy Registrar (January 2015 to December 2015)**
*SEGi University, Kota Damansara, Petaling Jaya*
- Overseeing admissions and assisted the Registrar in daily operations
- Streamlining entry requirements of international students by benchmarking MQA entry requirements with the equivalency of qualifications as recorded in UK NARIC and US AACRAO databases
- Facilitated the successful accreditation of the PhD (Information Technology) programme
- Facilitated the successful accreditation of the Master of Science (Information Technology) programme
- Promoted to Senior Management at the end of 2015

**Head, School of Information Technology (December 2010 to December 2014)**
*SEGi University, Kota Damansara, Petaling Jaya*
- Facilitated the successful accreditation of the Bachelor of Information Technology (Hons) programme
- Facilitated the successful MQA accreditation of the Diploma in Information Technology programme
- Facilitated the growth of the School from 185 students in 2011 to near 600 students in 2013, tripling the student population in 3 years
- Nominated for the senior management talent pool of SEGi Group
- Established a dual award partnership for the SEGi Bachelor of Information Technology (Hons) with the University of Abertay Dundee, UK
- Established the School of Information Technology as the Centre of Excellence in Technology and Innovation, making the School the lead centre of IT education for the SEGi Group
- As a permanent member of the SEGi Group Infrastructures Quality Enhancement Taskforce, facilitated major infrastructure improvement initiatives such as the improving the learning management system, improvements on learning resources and education content development
- Served in the committee for the development of a new college management system for the SEGi Group. In doing so, facilitated the streamlining of major SEGi business processes and standardisation of common practices in the Group in order that the new system will serve to improve productivity and efficiency of operations in the Group
- Established industry links between SEGi University and the following major industry partners:
  - Software AG
  - Microsoft
  - Oracle
  - Apple
  - EC-Council
  - XYBASE
  - SKALI
- Running and managing all academic programmes of the School
- Provide academic leadership to the academic staff of the School

- Developing new programmes
- Establishing industrial partnerships
- Leading the internal quality assurance processes of the School and all IT programmes in common with SEGi University across the entire SEGi Group
- Explore new frontiers for the growth of the School's business
- To serve as a permanent member of the SEGi Group Infrastructures Quality Enhancement Task Force
- To serve as a member of the College Management Systems Development Committee
- To serve as a member of the SEGi University Senate

**Academic Programme Coordinator, School of Information Technology (August 2010 to November 2010)**
*SEGi University, Kota Damansara, Petaling Jaya*
- Coordinating IT programmes in the School while the position of the Head of School was vacant
- Lecturing for subjects in Information Systems, Systems Analysis and Development and PHP Programming

**Academic Dean of Schools (January 2008 to July 2010)**
*Life College, Petaling Jaya*
- Overseen successful MQA accreditation of the Diploma in Accounting programme (A4791)
- Overseen successful MQA accreditation of the Diploma in Mass Communication programme (A5615)
- Overseen successful MQA accreditation of the Diploma in Multimedia programme (A5499)
- Successfully deployed the College Management System and facilitated improvements in productivity and service efficiency of the College
- Established industry links between Life College and the following industry partners:
    - ATCEN Sdn Bhd
    - Ape Ideas
    - Blivene Talents Agency
    - Boston Food & Beverages Marketing Sdn Bhd
    - Dex Prous Advertising Sdn Bhd
    - Evo Pictures
    - Impressive Edition Sdn Bhd
    - Just Mobile
    - KDU Management Developtment Centre
    - The Nielsen Company (M) Sdn Bhd
    - Pixarus Communications Sdn Bhd
    - Prestige Atlantic Sdn Bhd
    - Prodell Technology Sdn Bhd
    - Red Tomato
    - SECOM (Malaysia) Sdn Bhd
    - Terra Firma Asia Sdn Bhd
    - Thumbprints Utd Sdn Bhd
    - Tim Body Care Training Centre
    - Xpress Power Printing Technology
- To assist the Principal in handling the day-to-day affairs of the College
- To act in the Principal's capacity in the Principal's absence
- Leading all academic staff of the College
- Leading all staff in the Registrar's Office
- Develop new business ideas and programmes for the College

**Head, Multimedia (January 2007 to December 2007)**
*Life College, Petaling Jaya*
- Managing the Multimedia Department
- Hiring and leading departmental staff
- Controlling the department's costing and finances
- Spear-heading and managing the College Management System initiative for Life College

**Lecturer (January 2004 to December 2006)**

*Universiti Tunku Abdul Rahman (UTAR), Petaling Jaya*
- Lecturing for the Faculty of Information and Communication Technology
- Sourcing and managing client relationships for industrial projects as a member of the Industrial Training Committee and Final Year Project Committee

**Lecturer (March 1999 to December 2003)**
*KDU College Sdn Bhd, Petaling Jaya*
- Lecturing for the Faculty of Information and Multimedia Technologies
- Speaker at KDU Symposium 2002
- Coordinated University of Northumbria Multimedia Computing degree programme
- Coordinated KDU Diploma in Computer Studies programme
- Conducted corporate trainings on Macromedia Flash and the publication of e-Books
- Facilitated team building sessions

## Professional Membership

Professional Technologist (Since 2022)
*Malaysian Board of Technologists (MBOT)*

## Education

Doctor of Philosophy (Information Technology) (2020 to 2024)
*SEGi University, Malaysia*

Master of Science, IT in Business (1999 to 2002)
*University of Lincoln, Kingston Upon Hull, UK*

Bachelor of Science (Honours), Computing and Information Systems (1998)
*University of Lincolnshire and Humberside, UK*
- Awarded Upper Second Class Honours

Higher Diploma in Computer Studies (1996 to 1997)
*Kolej Damansara Utama*
- Awarded Distinction

Certified Financial Planner (CFP) (2010)
*Financial Planning Association of Malaysia (FPAM)*
- Awarded Top-scorer for CFP Module 5 (Estate Planning)

Cisco Certified Network Associate (CCNA) (2001)
*Cisco Systems International Certification*
- Pass with a score of 924 out of 1000

## Past Courses Conducted

i. Building Web-based Systems with PHP and MySQL
ii. Systems Development Methodologies
iii. Internet of Things
iv. e-Commerce
v. Human Computer Interaction
vi. Systems Analysis and Design
vii. Operating Systems

viii. Systems Architecture
ix. Database Management Systems
x. Strategic Information Systems
xi. Managing Information Systems
xii. Computer Fundamentals
xiii. Microsoft Office Applications
xiv. Multimedia Authoring

## Reviewer

IEEE International Conference on Systems, Man, and Cybernetics 2025.

## Publications

Lee, F. Y., Kumaresan, S. P., Abdulwahab Anaam, E., & Wong, C. K. (2025). **Social platforms in the deepfake age: Navigating media trust through media literacy**. *JOIV: International Journal on Informatics Visualization, 9*(1), 176–183.

Wong, C. K., & Parthasarathy, R. (2023). **University student data privacy, security and policy management**. *European Chemical Bulletin, 12*(Special Issue 5), 1–5.

Wong, C. K., & Parthasarathy, R. (2023). **Issues surrounding private university student data privacy, security, and policy management**. *Proceedings of the 7th Global Conference on Computing and Media Technology (GCMT-2023)*.

Parthasarathy, R., Wong, M., & Wong, C. K. (2014). **Performance analysis and special security issues of secure routing protocols in ad-hoc networks**. *International Journal of Scientific Engineering and Technology, 3*, 1094–1099.

Wong, C. K., Shukran, M. A. M., & Lee, F. Y. (2014, April 10–11). **Approaches in pattern recognition and classification based on coin images**. *Applied Mechanics and Materials, Achievements in Engineering Sciences*, 1148–1151.

Lee, F. Y., Shukran, M. A. M., & Wong, C. K. (2014, April 10–11). **Responsive web design for mobile device screen optimization**. *Applied Mechanics and Materials, Achievements in Engineering Sciences*, 1460–1464.

Ng, S. C., Lee, T. S., Wong, C. K., & Lee, F. Y. (2014, March 1). **C1: An automated online education management system based on an object-oriented approach**. *Journal of Web Engineering, 13*(1), 87–96.

Ng, S. C., Wong, C. K., Lee, T. S., & Lee, F. Y. (2011). **Design of an agent-based academic information system for effective education management**. *Information Technology Journal, 10*, 1784–1788.

## Referees

Referees are available upon request.