

## **CURRICULUM VITAE**

**Teck Yong Eng**  
**BSc (Surrey), MSc by Research (UMIST), PhD (UMIST)**  
**Head, Henley Business School University of Reading Malaysia**  
**Director, Centre for Global Business Enterprise & Cloud Analytics**  
**(CGBECA)**

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Last updated: Oct 2025

## PERSONAL DETAILS

<b>Name:</b>	Teck Yong Eng
<b>Current position</b> 1 Aug 2017 – present.	<i>Professor of Business Enterprise and Analytics &amp; Head of Henley Business School, University of Reading Malaysia.</i> <i>Director, Centre for Business Enterprise &amp; Cloud Analytics (CGBECA)</i>
1 Aug 2024 – 31 Jan 2025	<i>Deputy Provost (Academic) University of Reading Malaysia.</i> This was an interim role in which I provided leadership during a transitional period. I did not apply for the substantive Provost position.
<b>Past Employer (full-time)</b> 1 Janu 2014 – 31 July 2017.	- <i>Professor of Marketing, Head of the Department of Digital and Data-Driven Marketing; Director of International Partnership</i> Southampton Business School, University of Southampton Highfield Southampton SO17 1BJ UK.
1 Aug 2010 – 31 Dec 2013.	- <i>Professor of Marketing, Head of the Marketing, Entrepreneurship &amp; Strategy Group, Associate Dean of Research at Essex Business School, Director of Marketing Research Centre, Essex Business School, University of Essex, 10 Elmer Approach Southend-on-Sea SS1 1LW UK.</i>
1 Sept 2008 – 31 July 2010.	- <i>Professor of Marketing, Director of Centre for Research in Management, at Bournemouth University, The Business School, Executive Business Centre, 89 Holdenhurst Road, Bournemouth BH8 8EB UK.</i>
1 Sept 2004 – 31 Aug 2008.	- <i>Senior Lecturer in Marketing, King's College, University of London School of Social Science &amp; Public Policy</i> Management Department, 150 Stamford Street, London SE1 9NH UK.
1 Jan 2002 – 31 Aug 2004.	- <i>Lecturer in Marketing, Aston Business School, Aston University, Birmingham B4 7ET UK.</i>
1 Jan 2000 – 31 Dec 2001.	- <i>Lecturer in Marketing, Lincoln University School of Management, Brayford Pool, Lincoln LN6 7TS UK.</i>
<b>Visiting Position</b> 1 Sept 2020 – 31 Aug 2023	- <i>Visiting Professor of Business Analytics, University of Staffordshire, Staffordshire Business School, Stafford, UK.</i> Acted as a member of senior professors for the business school research community in scoping research issues, prioritizing research focus in line with the university objectives, discussing research impact, writing research papers, developing international collaboration and co-supervising PhD students.
1 Sept 2014 – 31 Aug 2016	- <i>Visiting Research Professor of Entrepreneurship, Edith Cowan University, School of Business &amp; Law, Perth, Australia.</i> Under the Australia Immigration 457 visa, I coordinated and moderated research workshops at ECU for the 2015 Excellence in Research Australia (ERA), particularly impact preparation, cross-faculty collaboration with other international institutions, engaged business, writing retreats, paper reading and friendly reviews, and methodology training for faculty and PhD students.

1 Sept 2014 – 31 Aug 2017.	- <i>Visiting Professor of Management</i> , International School of Management Paris, France. I taught executive MBA and PhD students in Paris through block-teaching arrangements on compulsory modules, namely, research methods and advanced quantitative methods.
1 Sept 2010 – 31 Aug 2015	- <i>Visiting Professor of Marketing</i> , Executive MBA Responsible Management, Audencia Business School, Nantes, France. This role involved running workshops over the summer period on contemporary marketing debates, relationship marketing and strategic marketing.
<b>Other</b> 1 Jan 2018 – present.	- <i>Editor-in-Chief</i> , Journal of General Management, SAGE Publications London UK.
1 Dec 2022 – Dec 2023.	- <i>Vice President</i> , Artificial Intelligence (AI) Society Malaysia (with a consortium of 11 public and private universities in Malaysia)
1 Jan 2011 – 31 Dec 2017.	- <i>Managing Editor</i> of the Journal of General Management, Braybrooke Press, Berkshire, UK.

### Highlights

An international scholar with extensive senior management, consulting and leadership experience working across nationalities and cultural contexts.

An experienced and award winning lecturer skilled in developing and tailoring teaching for diverse audiences, including C-suites executives and consistently recognised for excellence in teaching across various levels.

A sustained record of scholarly output, with over 50 CABS ranked peer-reviewed journal publications.

A strong team player who has led, mentored and collaborated with both early career researchers and established researchers.

Extensive global research networks and a proven track record of securing and leading internationally funded collaborative projects.

Extensive hands-on experience in transnational education, engagement with professional accreditation bodies, and compliance with international accreditation standards.

A versatile researcher with a proven record of generating impactful work, using advanced qualitative and quantitative methods, publishing empirical, and theoretical articles, and applying research findings to industry practice.

## RESEARCH

### Research Aspirations

- To conduct world-class research of academic and practical significance in the areas of technology (FinTech, AI) and digital marketing, data analytics, entrepreneurship, supply chain, and operations.
- To demonstrate substance and relevance of my research through executive training, industry cooperation and consultancy especially contribute to relevant national research assessments (UK REF (or ERA) and produce impact case studies.
- To lead research in my subject areas through publication in top tier business and management journals.
- To nurture future researchers through interdisciplinary research, collaboration, and supervision of high-quality PhD students.

### Publications in refereed journals

Lin, F., **Eng, T.Y.**, Ojiako, U., & Ansell, J. (2025). Product innovativeness under market uncertainty: the mediating impact of market orientation and absorptive capacity. *Production Planning & Control*, 1–19. [ABS: 3; ABDC: A] <https://doi.org/10.1080/09537287.2025.2524772>

Wu, L.C., **Eng, T.Y.** & Wang, C.W. 2024. Working capital management under supply chain disruption: The role of government response during economic uncertainty. A special issue on Future Opportunities in Supply Chain Management 4.0. guest co-edited by Park B. II, Xiao, S. & Shi, Y. *Journal of General Management*, 50(1), 65-77. [ABS: 1; ABDC: B] <https://doi.org/10.1177/03063070241264610>

Yang, S-J. S., Huang, Y. & **Eng, T.Y.** 2024. Using sector-index data to model demand allocation for capacity and production planning. *IEEE Transactions on Engineering Management*, 71, 14655-14666. (DOI: 10.1109/TEM.2024.3411149) [CNRS: 3; ABS: 3; ABDC: A] <https://ieeexplore.ieee.org/document/10551903>

Lin, F. & **Eng, T.Y.** 2024. Entrepreneurial performance and marketing analytics: the role of new product innovation. *Journal of Small Business and Enterprise Development*. 31(2), 418-440. [ABS: 2] <https://doi.org/10.1108/JSBED-06-2023-0253>

**Eng, T.Y.**, Mohsen, K. & Wu, L.C. 2022. Wireless information technology competency and transformational leadership in supply chain management: implications for innovative capability. *Information Technology & People*. 36(3), 969-995. [CNRS: 3; ABS: 3; ABDC: A] <https://doi.org/10.1108/ITP-06-2021-0489>

Zaefarian, R., Tasavori, M., **Eng, T.Y.**, & Demirbag, M. 2020. Development of international market information in emerging economy family SMEs: The role of participative governance. *Journal of Small Business Management*, 58(1), 1-30. [CNRS: 2; ABS: 3; ABDC: A] <https://doi.org/10.1080/00472778.2020.1800337>

**Eng, T.Y.**, Ozdemir, S., Suraksha, G., & Kanungo, R. 2020. International social entrepreneurship and social value creation in cause-related marketing through personal relationship and accountability. *International Marketing Review*, 37(5), 945-976. [CNRS: 3; ABS: 3; ABDC: A] <https://doi.org/10.1108/IMR-12-2018-0360>

- Krasnikolakis, I., Tsaropoulos, M., & **Eng, T.Y.** 2020. Are incumbent banks bygone in the face of digital transformation? *Journal of General Management*, 46(1), 60-69 [ABS: 1; ABDC: B] <https://doi.org/10.1177/0306307020937883>
- Ozdemir, S., Gupta, S., Foroudi, P., Wright, L. & **Eng, T.Y.** 2020. Corporate branding and value creating for initiating and managing relationships in B2B markets. *Qualitative Market Research*, 23(4), 627-661. [CNRS: 4; ABS: 2; ABDC: B] <https://doi.org/10.1108/QMR-12-2017-0168>
- Ozdemir, S., Destan, K., **Eng, T.Y.** & Gupta, S. 2019. Vertical interfirm collaboration for firm innovativeness in new product development: the moderating roles of legal bonds and operational linkages. *Journal of Business Research*, 119(C), 172-184 [CNRS: 2; ABS: 3; ABDC: A] <https://doi.org/10.1016/j.jbusres.2019.08.014>
- Tasavori, M., Zaefarian, R. & **Eng, T.Y.** 2018. Internal social capital and international firm performance in emerging market family firms. *International Small Business Journal*, 36(8), 887-910 [CNRS: 2; ABS: 3; ABDC: A] <https://doi.org/10.1177/0266242618773145>
- Ozdemir, S., Kandemir, D. & **Eng, T.Y.** 2017. The role of horizontal versus vertical new product development alliances in creating responsive and proactive market orientation by high-tech manufacturing Firms. *Industrial Marketing Management*, 64(1), 25-35. [CNRS: 2; ABS: 3; ABDC: A\*] <https://doi.org/10.1016/j.indmarman.2017.03.006>
- Mohsen, K. & **Eng, T.Y.** 2016. The antecedents of cross-functional coordination and their implications for marketing adaptiveness. *Journal of Business Research*, 69(12), 5946-5955. [CNRS: 2; ABS: 3; ABDC: A] <https://doi.org/10.1016/j.jbusres.2016.05.007>
- Eng, T.Y.**, Ozdemir, S. & Michelson, G. 2016. Brand origin and country of product congruity: Evidence from the UK and China. *Journal of Business Research*, 69(12), 5703-5711. [CNRS: 2; ABS: 3; ABDC: A] <https://doi.org/10.1016/j.jbusres.2016.01.045>
- Eng, T.Y.** 2016. An empirical study of Chinese SME grocery retailers' distribution capabilities. *Supply Chain Management: An International Journal*, 21(1), 63-77. [CNRS: 3; ABS: 3; ABDC: A] <https://doi.org/10.1108/SCM-04-2015-0159>
- Zaefarian, R., **Eng, T.Y.** & Tasavori, M. 2016. An exploratory study of international opportunity identification among family firms. *International Business Review*, 25(1), 333-345. [CNRS: 2; ABS: 3; ABDC: A] <https://doi.org/10.1016/j.ibusrev.2015.06.002>
- Prange, C., **Eng, T.Y.** & Li, J. 2015. Collaborative new product alliances: A review of the literature and research perspectives. Special theme on "New business models", *Strategic Change*, September, 24, 351-371. [CNRS: 4; ABS: 2] <https://doi.org/10.1002/jsc.2015>
- Liu, G., **Eng, T.Y.** & Takeda, S. 2015. An investigation of marketing capabilities and social enterprise performance in the UK and Japan. *Entrepreneurship Theory and Practice*, 39(2), 267-298. [CNRS: 1; ABS: 4; ABDC: A\*] <https://doi.org/10.1111/etap.12041>
- Won The **Gerald E. Hills** Best Paper 2023 on Entrepreneurial Marketing award (American Marketing Association) in recognition that the authors have made a significant impact on the marketing-entrepreneurship interface research in the previous 10 years in any refereed publication.

- Eng, T.Y.** & Ozdemir, S. 2014. International R&D partnerships and intrafirm R&D-marketing-production integration of manufacturing firms in emerging economies. Special issue on “Integrating marketing and operations for business sustainability” *Industrial Marketing Management*, 43(1), 32-44. [CNRS: 2; ABS: 3; ABDC: A\*]  
<https://doi.org/10.1016/j.indmarman.2013.07.013>
- Liu, C-Y G., **Eng, T.Y.** & Sekhon, Y. 2014. Managing branding and legitimacy: A study of charity retail sector. *Nonprofit and Voluntary Sector Quarterly*. 43(4), 629-651. [CNRS: 3; ABS: 3; ABDC: A] <https://doi.org/10.1177/0899764012474722>
- Liu, C-Y G., **Eng, T.Y.** & Ko, W-W. 2013 Strategic direction of corporate community involvement. *Journal of Business Ethics*. 115(3), 469-487. [CNRS: 2; ABS: 3; ABDC: A] <https://doi.org/10.1007/s10551-012-1418-z>
- Eng, T.Y.**, Liu, C-Y. G. & Sekhon, Y.K. 2012. Examining the Role of Relationally-Embedded Networks in Resource Acquisition of British Nonprofit Organisations. *Nonprofit and Voluntary Sector Quarterly* 41(6), December, 1093-1116. ISSN: 0899-7640 [CNRS: 3; ABS: 3; ABDC: A] <https://doi.org/10.1177/0899764011427596>
- Eng, T.Y.** & Okten, D. 2011. Exploring a dynamic framework of innovative capability: A theoretical integration of technological and marketing capabilities. *Technology Analysis & Strategic Management*, 23 (9), Special Issue, October, 1001-1013. ISSN 0953-7325 [CNRS: 3; ABS: 2; ABDC: B] <https://doi.org/10.1080/09537325.2011.616700>
- Eng, T.Y.** 2011. Six sigma: Insights from organizational innovativeness and market orientation. *International Journal of Quality & Reliability Management*, 28 (3), March, 252-262. ISSN: 0265-671X [CNRS: 3; ABS: 2; ABDC: B] <https://doi.org/10.1108/02656711111109874>
- Eng, T.Y.** & Bogaert, J. 2010. Psychological and cultural insights into consumption of luxury western brands in India. *Journal of Customer Behaviour*, 9(1), March, 55-75. ISSN 1475-3928 [ABS: 1; ABDC: B] <https://doi.org/10.1362/147539210X497620>
- Eng, T.Y.** & Spickett-Jones, J.G. 2009. An investigation of marketing capabilities and upgrading performance of manufacturers in mainland China and Hong Kong. *Journal of World Business*, 44(4), October, 463-475. ISSN 1090-9516 [CNRS: 2; ABS: 4; ABDC: A] <https://doi.org/10.1016/j.jwb.2009.01.002>
- Eng, T.Y.** 2009. Manufacture upgrade and interfirm relationship development: the case of electronics firms in the Pearl River Delta. *Asia Pacific Business Review*, 15(4), October, 507-525. ISSN 1360-2381 [CNRS: 4; ABS: 2; ABDC: B] <https://doi.org/10.1080/13602380802461419>
- Eng, T.Y.** & Quaia, G. 2009. Strategies for improving new product adoption in uncertain environments: a selective review of the literature. *Industrial Marketing Management*. 38(3), April, 275-282. ISSN 0019-8501 [CNRS: 2; ABS: 3; ABDC: A\*] <https://doi.org/10.1016/j.indmarman.2008.01.003>
- Eng, T.Y.** 2008. E-Customer service capability and value creation. *The Service Industries Journal*, 28(9), 1293-1306. ISSN 0264-2069 [ABS: 2; ABDC: B] <https://doi.org/10.1080/02642060802230163>

- Eng, T.Y.** 2008. Customer portfolio planning in a business network context. *Journal of Marketing Management*, July, 24(5-6), 567-587. ISSN 0267-257X [CNRS: 3; ABS: 3; ABDC: A] <https://doi.org/10.1362/026725708X325995>
- Eng, T.Y.** 2008. The effects of the Internet on network structures and performance. *Electronic Markets – The International Journal*, 18(1), January, 91-101. ISSN 1019-6781 [CNRS: 3; ABS: 1; ABDC: A] <https://doi.org/10.1362/026725708X325995>
- Eng, T.Y.** 2007. Relationship value of firms in alliance capitalism and implications for FDI. *International Journal of Business Studies*, 9(1), June, 43-68 [ABDC: C] dn=930418193554463
- Eng, T.Y.** 2007. An investigation of Internet coordination mechanisms in network organizations. *Journal of Interactive Marketing*, 21(4), Autumn, 21-35. ISSN 1094-9968 [CNRS: 2; ABS: 3; ABDC: A] <https://doi.org/10.1002/dir.20088>
- Spickett-Jones, J.G. & **Eng, T.Y.** 2006. SMEs and the strategic context for communication. *Journal of Marketing Communications*, 12(3), Sept, 225-243. ISSN 1352-7266 [ABS: 2; ABDC: B] <https://doi.org/10.1080/13527260600811910>
- Eng, T.Y.** 2006. An investigation into the mediating role of cross-functional coordination on the linkage between organizational norms and SCM performance. *Industrial Marketing Management*, 35(6), August, 762-773. ISSN: 0019-8501 [CNRS: 2; ABS: 3; ABDC: A\*] <https://doi.org/10.1016/j.indmarman.2005.05.014>
- Eng, T.Y.** 2006. Mobile supply chain management: challenges for implementation. *Technovation*, 26(5-6), May-June, 682-686. ISSN: 0166-4972 [CNRS: 3; ABS: 3; ABDC: A] <https://doi.org/10.1016/j.technovation.2005.07.003>
- Eng, T.Y.** & Wong, V. 2006. Governance mechanisms and relationship productivity in vertical coordination for new product development. *Technovation*, 26(7), 761-769. ISSN: 0166-4972 [CNRS: 3; ABS: 3; ABDC: A] <https://doi.org/10.1016/j.technovation.2004.10.015>
- Eng, T.Y.** & Kim, E.J. 2006. An examination of the antecedents of e-customer loyalty in a Confucian culture: a case of South Korea. *The Service Industries Journal*, 26(4), June, 437-458. ISSN 0264-2069 [ABS: 2; ABDC: B] <https://doi.org/10.1080/02642060600622314>
- Eng, T.Y.** 2005. The impact of cross-functional orientation in supply chain management on customer satisfaction and supply chain responsiveness. *Journal of Supply Chain Management*, 41(4), Fall, 4-16. ISSN 1523-2409 [CNRS: 3; ABS: 4; ABDC: A] <https://doi.org/10.1111/j.1745-493X.2005.04104002.x>
- Eng, T.Y.** 2005. An empirical analysis of the influence of cross-relational impact of strategic analysis on relationship performance in a business network context. *Journal of Strategic Marketing*, 13(3), September, 219-237. ISSN 0965 254X [CNRS: 4; ABS: 2; ABDC: A] <https://doi.org/10.1080/09652540500171399>
- Eng, T.Y.** 2005. Conceptualization of strategy in business networks: an assessment. *Journal of Marketing Channels*, 13(1), 79-92. ISSN 1046-669X [ABS: 2; ABDC: C] [https://doi.org/10.1300/J049v13n01\\_06](https://doi.org/10.1300/J049v13n01_06)



**Eng, T.Y.** 2005. The effects of learning on relationship value in a business network context. *Journal of Business-to-Business Marketing*, 12(4), Fall, 67-101. ISSN 1051-712X [CNRS: 4; ABS: 2; ABDC: B] [https://doi.org/10.1300/J033v12n04\\_03](https://doi.org/10.1300/J033v12n04_03)

Kim, J-Y., Wong, V. & **Eng, T.Y.** 2005. Product variety strategy for improving new product development proficiencies. *Technovation*, 25(9), September, 1001-1015. ISSN 0166-4972 [CNRS: 3; ABS: 3; ABDC: A] <https://doi.org/10.1016/j.technovation.2004.02.011>

**Eng, T.Y.** & Niininen, O. 2005. An integrative approach to diagnosing service quality of public parks. *Journal of Services Marketing*, 19(2), Summer, 70-80. ISSN 0887-6045 [CNRS: 3; ABS: 2; ABDC: A] <https://doi.org/10.1108/08876040510591385>

**Eng, T.Y.** 2004. The role of e-marketplaces in supply chain management. *Industrial Marketing Management*, 33(2), February, 97-105. ISBN 0019 8501 [CNRS: 2; ABS: 3; ABDC: A\*] [https://doi.org/10.1016/S0019-8501\(03\)00032-4](https://doi.org/10.1016/S0019-8501(03)00032-4)  
The second most downloaded article during 2004 for the article entitled “The role of e-marketplaces in the supply chain management” in *Industrial Marketing Journal (IMM)* published by Elsevier Science, 1680 times. This article is also in the top 25 hottest articles of IMM publication since 2004.

By invitation for The Elgar Encyclopedia of Retailing, (co-editor) Edward Elgar, 2025, forthcoming Chapter 157: [E-marketplaces: reflecting on evolution over two decades](#) / Teck-Yong Eng

**Eng, T.Y.** 2004. Does customer portfolio analysis relate to customer performance? An empirical analysis of alternative strategic perspective. *Journal of Business & Industrial Marketing*, 19(1), February, 49-67. ISBN 0885 8624 [CNRS: 3; ABS: 2; ABDC: A] <https://doi.org/10.1108/08858620410516736>  
Selected for inclusion in Emerald Reading ListAssit on 5th April 2011

**Eng, T.Y.** 2004. Implications of the Internet for knowledge creation and dissemination in clusters of high-technology firms. *European Management Journal*, 22(1), February, 87-98. ISBN 0263 2373 [CNRS: 3; ABS: 2; ABDC: B] <https://doi.org/10.1016/j.emj.2003.11.011>

Kim, J-Y. Wong, V. & **Eng, T.Y.** 2003. The impact of platform-based product development proficiencies on product family success. *Journal of Strategic Marketing*, 11(4), December, 255-265. ISSN 0965 254x [CNRS: 4; ABS: 2; ABDC: A] <https://doi.org/10.1080/0965254032000159063>

#### **Guest editorial**

Eng, T.Y. (editorial) 2023. Real estate management and strategies. *Journal of General Management*, 49(1), 3-4. <https://doi.org/10.1177/03063070231188219>

Eng, T.Y. (editorial) 2019. Real estate in the digital era. *Journal of General Management*, 44(3), 117-118. <https://doi.org/10.1177/0306307019841983>

Eng, T.Y., Kwong, C., Yang, S.Y. & Michelson, G. (editorial) 2017. Entrepreneurial competencies of small and medium-sized enterprises. Special Issue, *Journal of General Management*, 42(1), 1-107. <https://doi.org/10.1177/030630701604200>



Eng, T.Y. (editorial) 2017. A practitioner's view of entrepreneurial competencies: An interview with Bernard Charnwut Chan, GBS, JP, President, Asia Financial Holdings and Asia Insurance, and Hong Kong Deputy of National People's Congress of the People's Republic of China. *Journal of General Management*, 41(1), 101-105. <https://doi.org/10.1177/030630701604200107>

Eng, T.Y., Kwong, C. & Thompson, P. (editorial) 2014. Coming out of an economic crisis: the role of entrepreneurship in fostering innovation in times of greater uncertainty. Special Issue, *Journal of General Management*, 40(1), 1-5. <https://doi.org/10.1177/030630701404000101>

Eng, T.Y. & Luff, P. (editorial) 2011. Competing and developing competitive advantage in the digital world. *Technology Analysis & Strategic Management*, 23 (9), Special Issue, October, 947-950. ISSN 0953-7325 doi: 10.1080/09537325.2011.616691

### **Articles in Refereed Conference Proceedings**

Eng, T.Y. & Wu, L-C. 2025. Can firms transform waste into strategic value? Waste costs and corporate investment efficiency in the US automotive industry. Corporate Responsibility Research Conference, 29-31 October ESCP Paris Montparnasse.

Adisornphankul, T. Eng, T.Y. & Tih, S.H. 2024. Successful fund acquisition from business angels: empowering start-up entrepreneurs. The 17<sup>th</sup> Annual Euromed Academy of Business (EMAB) conference, Sept 11-13, University of Pisa, Italy.

Yang, S.J.S., Wu, L.C. & Eng, T.Y. 2024 Demand Management in Professional Service Supply Chains, The EUROMA 29-3 July 2024 Esade Business School Barcelona Spain.

Wu, Lin-Chih & Eng, T.Y. 2023. Operating cost control for business recovery: study in transportation industry. The 2023 Academy of International Business Asia Pacific Regional Conference, Bangkok Thailand, December 6-8, 2023.

Eng, T.Y., Lin, F., Krasanikolakis, I. and Wu, L.C. (2023). Should SMEs invest in Operational Customer Relationship Management (CRM)? Sinergie-SIMA 2023 Conference at LUM University and the University of Bari (Italy), 29-30 June.

Kholoud Mohsen, Young Kim, Shamsul Karim and Teck-Yong Eng (2023). Digital Entrepreneurship: Empowering Women in War Zone. Global Marketing Conference (GMC) at Seoul, 20-23 July.

Eng, T.Y. and Lin-Chih, Wu 2022. When, what conditions trust enhance supply chain responsiveness in volatile supply networks. The 10<sup>th</sup> International conference ICECH 2022 Nov 4-5, University of Economics, Ho Chi Minh City, Vietnam, Conference Proceedings UEH Publishing House ISBN: 978-604-387-206-4.

Eng, T.Y. and Wu, L-C. 2022. The role of government in socially responsible business practice of social responsible business practice of social enterprises from the market-oriented perspective. PRME Chapter ASEAN+ World Tour Research Development Workshop on 27th July 2022

Eng, T.Y. 2021. Session chair for IR4.0 adoption papers. The 23<sup>rd</sup> Malaysian Finance Association International Conference (MFAIC2021) on Cisco Webex organized by USM 3-5 August 2021.

Eng, T.Y. 2021. Networking with editors, JOGM. The 23<sup>rd</sup> Malaysian Finance Association International Conference (MFAIC2021) on Cisco Webex organized by USM 3-5 August 2021.

Krasnikolakis, I. & Eng, T.Y. 2020. Retail banking: challenges and evolutions in digital transformation. Annual EuroMed Academy of Business conference, Sept. 9-10 2020 Online.

Rezaei, M., So, M., Mues, C. & Eng, T.Y. 2019. Forecasting DRTV advertisement campaign using a zero-adjusted negative binomial generalized linear regression model. Submitted to the 30th European conference on operational research, 23-26 June, Dublin Ireland.

Tasavori, M. Zaefarian, R. Demirbag, M & Eng, T.Y. 2018 International performance of emerging economy family firms: Role of participative governance and information acquisition capability. AIB Minneapolis USA conference proceedings 25-28 June.

Eng, T.Y., Ozdemir, S. & Gupta, S. 2017. Corporate branding management for business-to-business relationships: A case study of IBM, Ogilvy & Mather and UPS. International Symposium/Workshop on “Branding in the Business-to-Business Context” 2-5 July, Massey University Albany Campus, Auckland, New Zealand.

Tasavori, M., Zaefarian, R. & Eng, T.Y. 2017. Participative governance as internal social capital configuration in family firms. The 77th Annual Meeting of The Academy of Management conference proceeding, Atlanta Georgia, August 4-8.

Mohsen, K. & Eng, T.Y. 2017. Organizing for creativity: A set theoretic approach. May 23-26, University of Groningen, The Netherlands, the 46th European Marketing Academy Conference.

Eng, T.Y. 2016. A Bayesian approach to allocating return on Web sales from DRTV campaigns. Manufacturing and Service Operations Management (MSOM) conference, Auckland, NZ 30 June – 1 July 2016.

Tasavori, M., Zaefarian, R., & Eng, T.-Y. 2016. Participative governance as internal social capital configuration in family firms. 43rd UKI Chapter of the Academy of International Business (AIB) 7-9 April Birkbeck, University of London, UK.

Eng, T.-Y., Tasavori, M. Zaefarian, R., 2016. The interplay of network ties and adaptive capability on entrepreneurial orientation and international performance of SMEs. 43rd UKI Chapter of the Academy of International Business (AIB) 7-9 April Birkbeck, University of London, UK.

Baig, N.F. & Eng, T.-Y. 2015. Customer centric marketing programmes for the emerging markets consumers: a Pakistani perspective. Conference of the Emerging Markets Conference Board. January 20-22, IMT Dubai Campus, UAE.

Eng, T.-Y., Ozdemir, S. & Kandemir, D. 2014. Interfirm relationship collaboration and firm innovativeness. The Global Marketing Conference July 15-18 Singapore.

Ozdemir, S., Poulis, K., Poulis, E., Hart, S. & Eng, T.-Y. 2013. Market orientation, interfirm cooperation and firm performance: An examination of mediation and moderation effects. The European Academy of Marketing Conference, June 4-6, 2013 Istanbul, Turkey.

- Eng, T.Y. & Sena, Vania 2012. The mechanisms and effects of corruption in international business. The British Academy of Management Conference, 11-13th September, Cardiff University, UK. Session chair for corruption in international business.
- Eng, T.Y. & M.H. Ngerng 2012. Competitive Advantage of SMEs Internationalization Process in Bio-Energy Industries. *International Conference on Marketing Studies*, August 17-19 Bangkok Thailand.
- Eng, T.Y. 2011. Conceptualizing sustainable supply chain management: Some solutions for food security. The Sixth *Asia-Pacific Retail Conference*, 14-15th Sept. Kuala Lumpur, Malaysia.
- Ngugi, I.K., Johnsen, R.E., Erdelyi, P. & Eng, T.Y 2010. Supporting sustainability in customer-supplier relationships: barriers for SMEs in the UK organic food industry. *International Purchasing and Supply Education and Research Association (IPSERA)* workshop on sustainable purchasing and supply management 16-17 September Saint Nazaire.
- Sekhon, Y., Eng, T.Y. & Liu, G. 2010. The Commercialisation of Charities – Developing or Destroying the Brand? The *Academy of Marketing Science* Conference, Lille France July 21-24, 2010.
- Liu, G., Eng, T.Y. and Sekhon, Y. 2010. Brand legitimacy of charity retailing: A comparative analysis of brand integration and brand separation strategies. *The Academy of Marketing Conference UK* Coventry University Business School, 6-8 July.
- Liu, G., Eng, T.Y., & Sekhon, Y. 2010. Institutional Perspective on Alliance Partners and Knowledge Exchange among Nonprofit Organizations: A Road to Commercialisation. *EIASM Workshop on Trust*, Madrid, 27-29 January.
- Eng, T.Y., Liu, G. & Sekhon, Y. 2009. The impact of relational embedded ties through heightened accountability on social value creation. The *Institute for Small Business and Enterprise Annual Conference*, 32nd Liverpool, The Novas Centre, 3-6 November. Track: Social, environmental and ethical enterprise: Ethics, enterprise and social responsibility ISBN 978-1-900862-16-5
- Eng, T.Y. & Ortiz, Y. 2008. A theory of Six Sigma and brand strategies. 2008 *INFORMS Marketing Science Conference*, University of British Columbia, Vancouver 12-15 June.
- Eng, T.Y., Tu, Y. & Fu, G. 2008. Brand development of manufacturing companies in technology related products: The case of China. *Global Marketing Conference*, Shanghai, Jiao Tong University, Korean Academy of Marketing Science 20-23 March. Chair for discussion of the Industrial Marketing Track ISSN 1976 8699
- Eng, T.Y. & Spickett-Jones, J.G. 2007. Marketing capabilities of global manufacturing firms in China and Hong Kong. *China Marketing Association Universities Conference*, Harbin City, Harbin University, 26 - 29 July. Chair for International Marketing session.
- Spickett-Jones, J-G., T.Y. Eng & J. Reast 2006 A network approach to marketing communication. The *Academy of Marketing Conference*, Middlesex University, London 3-6 July 2006.

Eng, T.Y., Rufo, M. & Spickett-Jones, J-G. 2006 Exploring Network Structure and Content for Leveraging Network Resources in Entrepreneurial Marketing. The *European Marketing Academy Conference*, Athens 35th Conference, Athens University of Economics & Business, 23-26 May 2006.

Eng, T.Y. 2005 Implementation challenges of mobile supply chain management: a conceptual assessment. The 6<sup>th</sup> *Asian Academy of Management Conference* Proceedings, Vol. 2, pp. 633-637. Ipoh, Perak Malaysia 9-11 University Kebangsaan Malaysia (National University of Malaysia) December. ISBN 983-2932-02-5 Chair for International Marketing sessions.

Eng, T.Y. 2004. Cross-functional orientation in supply chains and implications for firm performance. The *Academy of World Business, Marketing & Management Development Conference* Proceedings, July 13-16, Gold Coast, Queensland, Australia, Hosted by University of Southern Queensland, Faculty of Business, Department of Marketing & Tourism. ISBN 0 9752272 0 3

Palmer, M. & Eng, T.Y. 2004. International retailing joint venture: some lessons Ahold, Tesco and Wal-Mart. The *European Institute of Retailing and Service Studies (EIRASS)* 11th Conference on Recent Advances in Retailing and Services Science, Czech Republic, Prague. July 10-13. ISBN 9068141546

Eng, T.Y. & Wong, V. 2004. Product life cycles and governance mechanisms. Competitive Paper, The *Academy of Marketing Conference* Proceedings, July 7-9, Gloucestershire Business School, University of Gloucestershire. ISBN 186174 1480

Kim, J.-Y., Wong, V. & Eng, T.Y. 2003. The impact of platform-based product development proficiencies on product family success. Competitive Paper, The *Academy of Marketing Conference* Proceedings, Aston Business School 8-10 July, UK. ISBN: 1 85449 460 0

Eng, T.Y. 2002. Contributions of learning to strategy in networks. A Joint Research Symposium of The *European Marketing Academy and Australian and New Zealand Marketing Academy* Proceedings, Perth 15-16 December, Australia. <http://www.anzmac.org/symposium> or <http://130.195.95.71:8081/www/Eng.pdf>

Eng, T.Y. 2002. Analysing relationships in networks. The *Australian and New Zealand Marketing Academy* Conference Proceedings, Deakin University, Melbourne 2-4 December, Australia. ISBN: 0 7300 2562 4

### **Other publications**

Eng, T.Y. 2025. E-marketplaces: reflecting on evolution over two decades. *The Elgar Encyclopedia of Retailing*. Chapter 157.

Eng, T.Y. 2020. Understanding the editorial decision process: A journal editor's perspective. <https://journalsblog.sagepub.com/blog/guest/understanding-the-editorial-decision-process-a-journal-editors-perspective>

Eng, T.Y. 2008. Reflections on Malaysia's economic progress and wealth distribution: some key questions to policy makers. Invited by the Honourable Lim Kit Siang, Member of Parliament Malaysia and President of The Democratic Action Party. Published 9th June 2008. See: <http://blog.limkitsiang.com/2008/04/15/>

West, M., Spickett-Jones, J.G. & Eng, T.Y. 2007. Acquisition Alchemy: Mail's Role in a Healthy Media Diet, Whitepaper published with the Royal Mail London.

Dodd, S.D., Hooworth-Smith, R., Warren, L. & Eng, T.Y. 2001. Book Review: Tunisian New Entrepreneurs and their Past Experiences of Migration in Europe: Resource mobilization, networks, and hidden disaffection 2000 Jean-Pierre Cassarino Ashgate, Aldershot, England. In The International Journal of Entrepreneurship and Innovation Vol. 2, No. 2.  
<https://doi.org/10.5367/000000001101298882>

**Invited commentaries for The Centre for Policy Initiatives, a nonprofit think tank for policy reform in Asia ([www.cpiasia.net](http://www.cpiasia.net))**

- Eng, T.Y. Policy formulation and poverty eradication: Some insights into the Malaysia New Economic Policy. Published 12 November 2008
- Eng, T.Y. Anti-corruption: you can't make an omelette without breaking eggs. Part I & II. Published 1 August 2008
- Eng, T.Y. Government and the Anti-Corruption Agency: Is it a Marionette Show? Published 18 July 2008
- Eng, T.Y. Institutional diagnosis of anti-corruption, published 26 June 2008
- Eng, T.Y. Corruption and economic growth. Published 17 June 2008

**Media**

Invited by the Department for International Trade UK, British High Commission Myanmar and Malaysia for the 21<sup>st</sup> Century Higher Education System – Closed Dialogue Programme as panelist with policy makers in Myanmar 18-19 February 2019.

Invited by the School of Business and Management, Institute of Technology Bandung (SBM ITB) as keynote speaker and panelist for the International Conference on Management in Emerging Markets 2016 to talk on “Managing business opportunities in global uncertainties” with media appearance hosted by the Ministry of Education.

Invited to be in the expert audience of a panel discussion taking place on Tuesday 31 January 2012, at the Guardian offices in London by Alok Jha, science correspondent, *The Guardian* and NanoChannels on “Can nanotechnologies contribute to living a longer and more productive life?” Panelists include Rt Hon David Willetts MP, *Minister for Universities and Science*, Prof Peter Dobson, *Director of Oxford Begbroke and Chief Strategic Adviser to Research Councils UK for nanotechnology*. This event was filmed and streamed live online.

Eng, T.Y. 2009. How third sector organisations can use multiple branding to increase their reach – and revenue? Appeared in *The Guardian Newspaper*, 14 October 2009 see:  
<http://www.guardian.co.uk/society/2009/oct/14/charities-branding-profit-values>

**Book chapters**

Eng, T.Y. *forthcoming* E-Marketplaces: Reflecting on Over Two Decades, in the *Elgar Encyclopedia of Retailing* edited by Faïz Gallouj (professor of economics) and Camal Gallouj (professor of management sciences published by Edward Elgar.

Eng, T.Y. *forthcoming*. Digital marketing tools as competitive enablers for SMEs, chapter in Nwankwo, S. and Gbadamosi, A. (editors), *Entrepreneurship Marketing: Principles and Practice of SME Marketing*, Second Edition, Routledge, London.

Eng, T.Y. & Tih, S.H. 2023. Digital Marketing in China, chapter for the Routledge Handbook of Chinese Business and Management, Jane Nolan, Ken Kamoche, Shuming Zhao (editors), Routledge, Taylor and Francis Group. DOI: 10.4324/9780429448935-8

Eng, T.Y. 2012. Wiley Encyclopedia of Management – Business-to-Business Marketing 2016. (3E). Edited by Cooper, Cary.; Lee, Nick and Farrell, Andrew, Volume 9, Marketing, 3rd edition, Chichester: Wiley

Eng, T.Y. and Spickett-Jones J-G 2010 “Marketing communications in SMEs”, chapter in Nwankwo, Sonny and Gbadamosi, Ayantunji. (editors), *Entrepreneurial Marketing: Principles and Practice of SME Marketing*, Routledge, London ISBN: 978-0-415-57376-4

Eng, T.Y. (2009), "Conceptualization of Strategy in Business Networks: An Assessment," chapter in Cadogan, John W. (ed), *Marketing Strategy*, Sage Publications Ltd., Vol. 6, pp. 151-161: ISBN 978-1-84860-117-8.

### **Work-in-progress**

FinTech and cost of capital: Journal of Financial and Quantitative Analysis.

Multilayering in virtual space. Target Journal: Academy of Management Review

Marketing capabilities and innovation of emerging economies: A comparative study of China, India and Brazil, with Tu, Y. Shenzhen University; Gupta, A. IIT Roorke. Target Journal: Journal of the Academy of Marketing Science.

Resource slack and performance implications for manufacture transformation, Target Journal: Journal of Business Venturing.

### **Professional Qualifications**

Affiliate **Registered Financial Planner** (RFP) Malaysian Financial Planning Council (MFPC) licensed by the Bank Negara Malaysia (2023 - present)

The Linux Foundation Course on **Cloud Infrastructure Technologies** (2021) passed their examination.

## RESEARCH INCOME GENERATION INITIATIVES

I have experience in writing research proposals for grants application in terms of identifying potential scientific, societal and economic impacts, costing and managing research projects. I had won research grants from the EU, UK higher education funding councils, Malaysia, ASEAN, Indonesia, Singapore and commercial sponsors in excess of £10M. Although competition for research grants is very competitive for marketing and/or business subjects, I have been submitting research grants application consistently over the years.

### Academic year **2024-25**

- British Academy International Writing Workshops 2025 “Mobilizing early-career researchers in social sciences to advance gender equality research on Malaysian firms”, as a Co-Investigator with Essex University, UK: Shujahat, M., Mohsen, K., Tehseen, S., Adeiza, A. (Sunway University) & Eng, T.Y. (University of Reading). GBP28,445.00. Submitted 17.9.2025

### Academic year **2023-24**

- Centenary Grants 2026, University of Reading UK “Celebrating 100 years of UK-Malay commerce: Creating a legacy for the next generation of marketing students,” as Principal Investigator. Awarded: GBP7755
- British Academy ISPF ODA Challenge Oriented Research Grants 2024: “Tackling climate change led by indigenous peoples through financial literacy, entrepreneurship and sustainable supply chain practice”, as Principal Investigator with Tasavori, M. (University of Essex UK), Chanchaichujit, J. (Prince of Songkla University, Thailand), Ghina, A. (Telkom University, Indonesia) and Wu L.C. (National Sun Yat-sen University, Taiwan). GBP199,920 (unsuccessful).
- Fundamental Research Grant Scheme (FRGS) Malaysia Ministry of Higher Education 2023 “A Renovation School Model for Sustainable Urban Regeneration in Malaysia” as a co-applicant with Dr Ji-Hei, Lee (PI). Submitted: 30.3.2023 Total amount requested: RM231800 (unsuccessful).
- Ian Scott International (M) Sdn Bhd. Research funds for a project on “Economic development and real estate industry performance”, Principal Investigator, Awarded: MYR18,000 6 April 2023.

### Academic year **2022-23**

- Tasavori, M., Kumar, N., Zaefarian, R. Eng, T.Y., Fong, S.K. 2023 Achieving a sustainable future by fostering the research skills of Early Career Researchers (ECRs) in ASEAN countries. Workshop Proposal. £29930.50; British Academy, Reference: IWW23\100071 24 months. [Unsuccessful]
- British Academy International Writing Workshops 2022, as a co-applicant with Dr. Kholoud Mohsen, Prof. Hadia Fakhr Eldin and Dr. Marwa Anis “Women entrepreneurs in war zones” for an amount of £40K (12 months). [Unsuccessful]

### Academic year **2020-21**

- PASCA Covid-19 Special Research Grant, Department of Higher Education, Ministry of Higher Education Malaysia “Will supply lockdowns disrupt essential business during and post MCO or pandemic?” as PI with Dr L.C. Wu and Ms D. Chan at University of Reading Malaysia for an amount of RM16300 [six months]. Submitted 28.4.2020. Unsuccessful.
- International Organization for Migration (IOM) Thailand: Integrating Human Mobility into Cross-border Trade, Trade Facilitation, and Border Management in the Greater



Mekong Subregion, as PI with Walailak University Thailand. Submitted 19.3.2021.  
Amount: awarded USD\$6000.

**Academic year 2019-20**

- National Institute of Valuation (INSPEN) Malaysia “Emergence of virtual space: Impact on commercial real estate” [Topic 29]. Shortlisted for final presentation 22 August 2019 as PI with the University of Malaya, University of Reading Malaysia. Awarded RM35000 26 Sept 2019 for a nine-month project.
- International Joint Research Program 2020 project: “An investigation of organizational readiness to foster entrepreneurial university” as Co-PI, in collaboration with School of Business and Management Institute of Technology Bandung Indonesia for an amount awarded USD9400.00 [12 months]. Submitted: 27 January 2020. Awarded 4.3.2020.

**Academic year 2018-19**

- The Mekong River Project: “The sustainability of water financialisation in the Mekong Region” in collaboration with the University of Laos, and Macquarie University for an amount of approximately USD100K. Submitted: May 2019 unsuccessful
- University of Newcastle Singapore Small Research Project Grant 2019, as a co-applicant for a project on “Using big data: proposing a change in fair value accounting”. Total amount awarded: SGD9,500 [12 months]. This project examines fair value accounting through real-time tracking model (RTM) using big data analytics to overcome a drawback of historical cost accounting based on outdated values of assets. The prevalence of big data and RTM technology enables the study to examine all aspects of transactions and characteristics of assets to determine their fair values.
- Consortium of European Banks, as a co-applicant with University of Kent and University of Southampton UK, a project on “Enhancing performance of digital and marketing analytics in the banking industry”. Total amount: £500,000 (one PhD scholarship and research assistant based at University of Kent UK) [2 years]. This project examines online consumer behaviour and implications for digital marketing. This includes customer journeys, conversion models and consumer choice.

**Academic year 2017-18**

- The Asian Institute of Finance (AIF), a division of Bank Negara Malaysia, as PI with National Taiwan University, University of Kent UK, & IPAG Business School France, a project on “Using big data analytics in the finance industry”. Total amount awarded: RM50,000 [12 months]. This project examines the current practice and future technologies in the application of big data analytics. It provides a comparative evidence from the state-of-the-art and best industry practice between European and Asian financial institutions.

**Academic year 2015-16:**

- The Institute of Chartered Accountants in England and Wales, as a co-applicant with University of Bath, University of Brunel and University of Bournemouth for a two year implementation of entrepreneurial mentoring with local government agencies and university incubators to focus resources on improving local economy and regenerate economic growth. Total amount approximately £300,000 [18 months unsuccessful].
- Horizon 2020 stage one: “Call for nanotechnologies, advanced materials and production”, as a co-investigator with the Ship Sciences department at Istanbul Technical University. The project aims to develop novel materials and technologies for marine exhaust emission abatement. My role is to lead a work package relevant to business planning and

- marketing intelligence. Total amount requested approximately €2.5M [Submitted: Dec 2015, unsuccessful].
- Private Enterprise Development in Low-Income Countries (PEDL): “Informal small businesses in Cambodia: Implications for business growth and employment of young workers”, as a principal investigator with Prof. Michelson (Edith Cowan University, Australia) to examine informal entrepreneurship and non-compliance with employment regulations and laws especially for young workers. Total amount requested approximately £35,000 [Submitted: April 2015, unsuccessful].

**Academic year 2015-16:**

- The European Council: “Twinning on Digital Marketing for a leading research center in Central and Eastern Europe” as principal research centre under my leadership at Southampton Business School in collaboration with Academia De Studii Economice din Bucuresti Romania, Syddansk Universitet and Bournemouth University. This project will enable the development and extension of European digital marketing research models to include Eastern Europe by building research capacity through knowledge transfer from established Northern and Western European centres of excellence. Total amount requested approximately £710,000 [Submitted: April 2015, start date: Sept 2016, 24 months].
- Nesta grants for innovation, entrepreneurship and growth experiments, as a PI (solo) applicant for a project on “Strategic analysis of store brand positioning for growth-driven supply chains”. The proposal would attempt to analyse big data to help determine an ideal product range in store brands and national brands under condition of shelf-space constraints. Total amount requested: £158,000. [Submitted 24.2.14, unsuccessful]

**Academic year 2012-13:**

- National Natural Science Foundation of China (NSFC), as a co-applicant with Assoc. Prof. Qingsheng Wu. An application with The Shanghai Jiao-Tong University, China for a project on new product development strategy in China, amount requested approximately £500,000 for a three year period [Date submitted: 21.12.11; Unsuccessful]

**Academic year 2011-12:**

- Low Carbon Keep Programme with Software in Partnership (funding bodies: East of England Development Agency (EEDA), European Regional Development Fund (ERDF), The European Union (part-financed) and by the UK Government). This project appoints a full-time Research Associate in partnership between Flex and University of Essex. The project focuses on business marketing strategy for low carbon environments, namely sales management, customer relationship development, marketing capabilities for low carbon strategy and strategic marketing planning. This is a six-month Knowledge Transfer (KTP) project with Flex Ltd London (a small cloud computing company offering (YouLinkHR ) human resource solutions for business customers and end consumers. Amount awarded: £20,722 [Completed]

**Academic year (2010-11):**

- Submitted a starting grant application to The European Research Council (FP 7 proposal no: 284135) under the starting grant consolidator scheme for an amount of €939,141 Euros (£789,030): for a three year period entitled “Network – Waste reduction in supply chain management”. Date applied: 24.11.2010 and progressed to step 2, interviewed in Brussels on 31st May 2011. [Reached the final stage but unsuccessful]

- I have been awarded a mini knowledge transfer innovation project fund worth £982 entitled Strategic Marketing for heritage sites. I will run a workshop at the Mark Hall Estate in June 2011. [Completed]
- Awarded the Essex Business School Research Committee funds with co-applicant Dr Sena Ozdemir, worth £3,470.00 [Completed]

#### Academic year (2009-2010):

Funded for an amount of £24,272.36 and successfully completed (February 2009-February 2010) as a principal investigator for the Higher Education Innovation Fund 4 UK (HEIF) to study “Commercial ventures of non-profit organisations and social enterprises: Implications for business strategy and social value creation” (co-project members: G. Liu and Y. Sekhon). The project has produced the following outcomes:

- (1) NPOs database in the South of England, and qualitative and quantitative data;
- (2) Community involvement with charity organisations in Dorset, e.g., organised a free seminar on “Marketing and relationship management in nonprofit sectors”;
- (3) Two Knowledge Transfer Partnership (KTP) Schemes;
- (4) NPO client lists for short-courses, consultancy and executive training; and
- (5) Two published journal articles and four conference/practitioner papers.

This project raised the Bournemouth University profile in the local community through publicity in a mainstream national newspaper (The Guardian), free national seminar event, local and national NPO contacts, conference presentations, and several publications in academic journals.

#### Academic year (2008-2009):

- Successfully secured and participated in a large grant, in excess of six million Euros (2008-2011) funded by the European Commission Framework 7 (FP 7) (<http://cordis.europa.eu/fp7/dc/index.cfm>) in collaboration with ORT Israel for (<http://www.ort.org.il/en/scripts/default.asp>) is the largest educational network in Israel, which has about 180 education institutes from junior high-school to universities. My role is to provide market intelligence analysis for societal impact and new product development strategy related to nanotechnology particularly for planning social acceptance of nanotechnology through commercialisation strategy. The title of this FP7 project is: “Support to dialogue and engagement for responsible social acceptance of nanotechnology” Call number: NMP.2010.1.1-1 (<http://www.wbc-inc.com/call/59762.html>). This project includes a consortium of major organisations and institutions: The Guardian News and Media Ltd. (UK), The Centre for Social Innovation (Austria), EUN Partnership AISBL (Belgium), Institute of Nanotechnology (UK), Unidad Editorial Informacion General, S.L.U. (Spain), Editrice La Stampa Spa (Spain), TiConUno srl (Italy) and Deloitte Brighman Almagor Zohar (Israel). Amount awarded: Euros 6 million (successful).

#### Industry sponsorships

I have been obtaining research sponsorships from industries or commercial organisations for most of my research projects particularly concerning technology application, commercialisation and innovation. For example, I had joint funded projects with Dun Humby, Dell, IBM, Germany and Electro Optical Technologies, Italy for projects on innovation performance and new product launch strategies. In collaboration with China-based companies, I negotiated cooperation and sponsorships for data collection with the Hong Kong Economic and Trade Association, and China Ministry of Commerce and the State Owned Supervision and Administration Committee. I secured sponsorship and cooperation from the Malaysia Digital Economy Corporation (MDEC) is a government owned institution responsible for the management of the Multimedia Super Corridor (MSC) under the Communications and Multimedia Ministry Malaysia.

## TEACHING AND CURRICULUM DEVELOPMENT

### University courses taught

1st August 2017 – present: Henley Business School, University of Reading Malaysia.

I am module leader and teach the following subjects:

- **Fintech and Cryptocurrencies IC316** (UG final year): This module covers bitcoin, cryptocurrencies and digital payments. The module focuses on application of cryptocurrencies to business and their implications for finance.
- **International Marketing MM335** (UG final year): This module examines cross-cultural marketing and international marketing strategy.
- **Data Analytics MM1F28** (UG first year): This double semester module provides a foundation of data analytics for students with practical workshops and implementation of statistical and predictive techniques using a live group project.
- **Comparative International Management MM330** (UG final year): This module explores cross cultural management practices especially for Southeast Asian business practices.
- **Predictive analytics and machine learning for accountants** (CGBECA executive programme): I run this workshop in collaboration with MDEC and Institute of Chartered Accountants in England and Wales (ICAEW).
- I developed three new modules at Henley Business School 2019: **Data Science for Business (MM292); Business Analytics with R (MM293) and Cybersecurity for Managers (MM3100).**

1st October 2013 – August 2017: Southampton Management School, University of Southampton.

I was module leader and taught the following subjects:

- **Using Big Data for Consultancy MANG6260** (MSc in Marketing Analytics programme): This module uses R and focuses on Bayesian, advanced regression techniques namely, structural equation modeling, semi-parametric and spatial analysis.
- **Customer Insight MANG6257** (MSc in Marketing Management programme): This module is entirely based on research and practitioner oriented articles about market orientation, value creation, relationship management, customer experience and interfirm alliance management.
- **Short courses on digital marketing, entrepreneurship and innovation, marketing analytics** for local SMEs and large companies in the UK.

1st August 2010 – 31st December 2013: Essex Business School, Marketing, Entrepreneurship & Global Strategy Group. I taught the following subjects:

- **Business-to-business marketing** (BSc): This is a second year module about concepts of business marketing to help business organisations to develop solutions and manage relationships.
- **Marketing channels management** (BSc): This is a third year module about distribution and supply chain management. It examines both firm and user perspectives of channel management.
- **Sustainable business strategies** (MBA): I teach three sessions related to strategy formulation, business networks and new product development.
- **Research methods** (PG/PhD): This advanced methodology course is taught in workshop format to provide hands-on practical experience for researchers to apply qualitative techniques and quantitative techniques, namely R.
- **Customer relationship management** (MBA, Audencia School of Management): I teach managers in a one-week intensive course about techniques for managing customer

relationships. This includes consumers, business customers, network relationships and supply chain relationships.

1st September 2008 – 31 July 2010: The Business School, Bournemouth University:

- **International Marketing** (BSc). A final year undergraduate course runs over 24 weeks. I taught this course with two colleagues in the Business School. This course had used a variety of teaching and assessment methods including case studies, invited guest lectures by industry experts, online discussion and presentation.
- **Contemporary issues in Marketing** (MSc). A new course for MSc in Management (marketing option). I developed this course, which is based on my research expertise and interests such as entrepreneurial marketing, innovation and business network marketing. This course engaged students to discuss, debate and exchange ideas using and challenging current marketing models and empirical findings.
- **Short courses based on research expertise of Centre for Research in Management** I was leading the development of a portfolio of short-courses in the Business School. I organised and gave a free course-introductory evening to potential clients. Some of the short courses were entrepreneurship for small business, speed to new product development, brand development for service organizations.

1st September 2004 – 30th August 2008: King's College London, University of London, Management Department, 150 Stamford Street, SE1 9NH UK.

- **Principles of Marketing** and **Business-to-Business Marketing** (BSc). I developed these modules for the Management department and they were delivered to undergraduate students enrolled on BSc in Management and Mathematics. These modules incorporated innovative teaching and assessment methods involving industry visits, assignment based on business/industry problems, international case materials and external guest speakers.
- **International Marketing** (MSc). This was an optional module of the MSc in International Management. I gave lectures on international marketing research, distribution channels and international marketing strategy.
- **Research Methods** (MSc). This was a double-semester module of the MSc in International Management. I gave lectures on measurement and scaling and quantitative research designs.
- **International Business Strategy** (MSc). This was a core module of the MSc in International Management. I taught topics related to strategy, strategic flexibility, business networks, competitive advantage and strategic leadership. The role of the textbook is minimised in this postgraduate programme and extensive use is placed on academic journal research in combination with academic theory.
- **Marketing capabilities of small and medium-sized enterprises**. A short-course designed for managers and taught over a weekend. Clients include domestic and overseas companies.

1st January 2002 – September 2004: Aston University, Aston Business School, Aston Triangle, Birmingham B4 7ET UK.

- **e-Marketing** for BSc Marketing 2nd Year, and MSc e-Business and MBA students. I developed and taught this new module at the Aston Business School. It was successfully delivered to both on-campus undergraduate and postgraduate students, and to distance learning students through video recording and the Internet. The module made extensive use of innovative Internet technologies to facilitate learning and development.
- **Business-to-Business Marketing**. This new module was designed for BSc Marketing 2nd Year students. The module was developed based extensively on my research, and case studies of best industry practice.

January 2000 – December 2001: University of Lincoln Humberside & Lincolnshire Business School, (formerly University of Humberside), Cottingham Road, Hull HU6 7RT.

- **Marketing Research** for Final Year marketing undergraduate students, and MSc and MBA students. A new assessment method was introduced by obtaining market research projects from local companies. The module included SPSS workshop on data analysis and interpretation.
- **International Marketing** for Final Year marketing undergraduate students, and MSc in Marketing and MBA students. The module had made extensive use of case studies of international relevance.
- **Marketing Management** for 1st Year and 2nd Year business studies and marketing undergraduate students, and MSc in Marketing and MBA students. The delivery and management of the module utilized innovative case studies and assessment techniques.
- **Direct Marketing** developed and delivered for 2nd year business studies and marketing undergraduate students. The course had links with The Institute of Direct Marketing in the U.K. and major industry initiatives (e.g., Toyota Direct Marketing campaign competition).
- **Strategic Marketing**. This new module was developed and delivered to MBA Strategic Marketing students. The module was delivered with the MARKSTRAT simulation software.
- **Advertising Research**. This new module was developed and delivered to 2nd Year business studies and marketing undergraduate students. The module had incorporated innovative market research techniques.

### Supervision

I have successfully supervised PhD students to completion:

- Thitiwat Adisornphankul (completed Summer 2022) “The essence of start-up behavioural credibility in securing capital investment” (examiners Prof. Adrian Kuah & Prof. Mohd Rafi).
- Shahpar Abdollahi (completed Spring 2010) "The role of social capital in new product development: knowledge acquisition and exploitation from key knowledge providers” (examiners Prof. Veronica Wong & Dr Helen Perks). Shahpar is currently a lecturer in marketing at Cranfield University, School of Management.
- Kholoud Mohsen (completed Winter 2010) "Enhancing interfunctional coordination and marketing performance” (examiners Prof. John Cadogan & Dr John Rudd). Kholoud is currently a lecturer in marketing at Essex Business School, University of Essex.
- Completed 2020 Maryam Rezeai at Faculty of Business and Management scholarship at University of Southampton: Optimizing DRTV campaign in Internet marketing. I am an external supervisor for the Southampton Business School.
- Completed in February 2019 with minor corrections PhD student (Chelsea Liu, Lin-Chih): on China Scholarship Council at University of Southampton: Business markets and competitive supply chain. I am an external supervisor for the Southampton Business School.
- Completed in December 2018 with minor corrections PhD student (Ying Ying Huang): on Faculty International Scholarship University of Southampton: the intersection between operations and marketing in demand forecasting for the semiconductor industry. I am an external supervisor for the Southampton Business School.
- Isaac Ngugi (completed Spring 2011) “Value Co-creation between SME suppliers and large customers in the UK organic food sector” (examiners Dr Mark Palmer & Dr Julie Robson). Isaac is currently a lecturer in marketing at Bournemouth University Business School.

- Tashkin Vasfi (completed February 2016) “Marketing capabilities and strategic orientation of non-profit organisations” who is working as Lecturer in Marketing at University of Liverpool UK (examiners Dr. Wantao Yu, Senior Lecturer in Retail and Supply Chain Management, Kent Business School, University of Kent).
- I co-supervised two PhD students at Aston Business School to successful completion. I have also successfully supervised one MPhil student (2 year full-time) at Lincoln University.
- I co-supervised one PhD to successful completion at Staffordshire Business School (2023) “The potential of small business groups in achieving growth across Europe.”

I am currently supervising PhD student at the following levels:

- A third year PhD student at UoRM Henley Business School: Cost of capital growth of FinTech SMEs in China.

Other:

- I had supervised many industrial placement projects and have industrial contacts with large multinational corporations such as IBM, HSBC, Shell, Tesco, TalkTalk and Vodafone.

I have supervised more than 1500 MBA and MSc dissertations on various strategic marketing, entrepreneurship and business topics during my service at Lincoln University Off-Campus Programme, Aston Business School and King’s College London, University of Liverpool, University of Hull, Bournemouth University, Essex Business School and Southampton Business School.

#### **Online MBA instructor**

September 2006 – August 2011 University of Liverpool, Laureate Online Higher Education, [www.liverpool.ohcampus.com](http://www.liverpool.ohcampus.com) I am a **certified online instructor** for MBA marketing courses (services marketing, marketing management and global marketing) and an honorary instructor for the University of Liverpool in partnership with Laureate Online Education. As a certified online instructor and moderator, I am familiar with the mechanism and processes for the delivery of high quality online courses. I participated in online moderation and development of courses, supervision and grading of MBA dissertations, and online conference events. I was also involved in the early development of materials for online teaching and/or e-moderating.

#### **Professional and short courses, executive training and consultancy**

I lead executive education for CGBECA at Henley Business School. Apart from generating short-courses revenues, I have coached and trained senior managers from various industry sectors including Petronas, ICAEW members and negotiated long-term training contracts with several companies based in Malaysia. I am a **certified train-the-trainer**, exempted by Pembangunan Sumber Manusia Berhad (PMSB / HRDF) Train The Trainer (TTT) Programme by the Ministry of Human Resources Malaysia.

As noted in this CV, I have been active in training managers at different levels and subject areas. For instance, at Southampton Business School UK, I led the development of courses, research collaboration and/or training of managers for companies such as for Morrisons UK, Tesco (Dunnhumby) UK, Intel.

I chaired a track on “Sustainable supply chain strategy for retailers” at the 6<sup>th</sup> Asia Pacific Retailing Conference (<http://www.aprc2011.com/>) (organised by the Oxford Said Business School) in September 2011.



I was invited by The Ministry of Science, Technology & Innovation Malaysia (January 2011) to serve as a consultant for a project on commercialisation of nanotechnology and internationalisation of SMEs, as one of the country's key objectives in the 10th Malaysia Plan.

Led and organised a one-day free workshop on "Make your organisation more marketing and business orientated" for the third sector and/or non-profit organisations in the UK funded by The Higher Education Innovation Fund 4 at The Bournemouth University 5th June 2009. This event engaged government agencies, academics, non-profit companies, researchers and interested stakeholders to discuss social value creation and market orientation.

I'm active in giving lectures to practising managers in management development programmes and the Chartered Institute of Marketing (CIM) professional courses. For instance, I taught the Postgraduate Professional Diploma in Strategic Marketing Decisions (CIM) for over two years at the BPP University London (formerly BPP Professional Education London) (Sept 2006- Aug 2008), which offers **a pass assurance scheme**.

I was a member of the development team for the BPP Business School and played a key role in developing a new Masters in Marketing degree, which has been successfully granted degree-awarding powers by Privy Council on 1st September 2007.

I was involved in the development and delivery of in-house management development courses (e.g., marketing research, new product development and customer portfolio analysis) during my service at the Aston Business School, Management Development Centre, Birmingham UK.

I was a member of executive education teaching marketing courses for professionals in creative industries with colleagues in the management department at King's College London. I was a member of the development team for the University of Liverpool's online Masters degree in Supply Chain Management.

I have consulted for various commercial and public sector organisations on topics surrounding marketing research, new product development and business marketing strategy with particular emphasis on developing measures and examining strategies for speed-to-market and value creation. For example, I have worked with Business Monitor International London as a lead consultant in developing technology indicators and writing over 50 country reports (for a sample see: [http://www.ipi.com.au/ipi/IPI.nsf/LookupPDF/bmo1/\\$file/bmo1.pdf](http://www.ipi.com.au/ipi/IPI.nsf/LookupPDF/bmo1/$file/bmo1.pdf) I have also consulted on international projects for clients such as The Telekom Malaysia, UNICO Industries Inc. Hong Kong Mainland China and DFI International United Arab Emirates.

### **Other skills**

I can converse in Hokkien, Mandarin and Cantonese, Bahasa Malaysia (the national language of Malaysia) and basic French.

I am familiar with standard Microsoft software packages, Ubuntu and Debian (Linux), LaTeX a typesetting program, Python, and statistical software programs namely R, MPlus, LISREL, Matlab and SPSS.

## **ADMINISTRATIVE AND MANAGERIAL EXPERIENCE**

### **University of Reading Malaysia Henley Business School Educity Iskandar Puteri Johor Malaysia (1.8.17 – present):**

- Head of Henley Business School. I am responsible for resource planning, budgeting, and strategy development for income generation activities and enhancement of student experience. I oversee the running of the School's undergraduate, and postgraduate programmes. This includes module monitoring and evaluation, quality assurance process, programme administration, partnership management and programme articulation, and compliance with Malaysia Qualifications Agency (MQA) and Ministry of Higher Education (MoHE). I am responsible for the School programme administration in terms of programme coordination and student services between UK and Malaysia.
- Deputy Provost (Academic) University of Reading Malaysia (UoRM) (1.8.2024 – present). This role involves jointly acting as Responsible Officer for UoRM with the Deputy Provost (Operations), overseeing the Heads of Sections and Academic Director for Learning and Teaching, and chairing important boards. It requires collaboration with UK staff to foster strong institutional partnerships, ensuring progress towards business plans and regular reporting to various boards. The role supports the Pro-Vice-Chancellor International in developing UoRM's future, liaises with external stakeholders, ensures compliance with regulations in Malaysia and the UK, and is responsible for maintaining a collaborative environment that promotes excellent teaching and student experiences. Additional responsibilities may be assigned by the Pro-Vice-Chancellor International or the Board of Directors.
- Director, Centre for Global Business Enterprise and Cloud Analytics (CGBECA). I have been leading research centres (or Centre of Excellence) since 2008 and often managing academics from different business and management disciplines. I established CGBECA when I left University of Southampton with two former colleagues. The Centre has members from Europe and Asia, who are research active and working on collaborative projects. I am responsible for the strategy and operations of the Centre such as ensuring it is financially independent and self-sustenance. The Centre generates its own income through sponsorships, business partnerships, research grants, executive training and short courses. At the same time, the Centre is also active in local community projects such as CGBECA's pro-bono business skills workshop, IoT and Smart Farming workshops for the Iskandar Learning Festival, and local charity marathon to raise funds for good cause.
- Chair of Academic Head of Sections (Sept 2022 – Feb 2025): The chair holds a formal monthly meeting during term time with meeting minutes and action points for the Executive Board. In general, the meeting discusses academic as well as non-academic matters that affect smooth running of schools including planning and developing coherent strategies for UoRM academic provisions. The chair also organizes informal meetings apart from the formal monthly meetings. In recent months, the committee focuses on professional administration support, space planning for growth in student numbers, and SWOT analysis for each school and the overall campus to align UoRM offerings with the International Strategy Framework.
- Committee membership (UoRM) (active): Executive Board, UoRM Graduation Committee, Health, Safety & Well-being, Risk Management Committee.

### **University of Southampton, Southampton Management School, SO17 1BJ UK (1.1. 2014 – 31.7.2017):**

- Head of The Department of Digital and Data-driven Marketing. I established and led a group of marketing researchers, which consists of 16 FTEs; 6 0.5FTEs. I was responsible for overall operations, student experience, student satisfaction, operating budget, and

course offerings and research strategy of the group. Some of the changes I initiated, recruited more than half of the staff in the department to achieve REF at international level. I led the department's research seminar series and activities, organized and submitted a large twinning grant (EC), revamped the department's three MSc programmes, implemented first MSc Marketing Analytics in the UK, and increased student satisfaction (NSS scores for UG programmes).

- Director for international partnership between Southampton Business School and Singapore Institute of Management (SIM / SUSS). I was responsible for planning, resourcing and operations of the BSc and MSc marketing programmes in Singapore. This entailed international relationship development and management, programme validation, staffing, student services, library resources, quality control, teaching performance evaluation, student recruitment and satisfaction, marketing campaign, risk management and staff well-being.
- AACSB steering group committee. I played a major role in helping the School to prepare and develop various portfolios to fulfill this accreditation. The University successfully received its AACSB accreditation in Sept 2017. I was actively involved in the curriculum design, content, internationalisation, student experience and quality control aspects of the School. I supported and mentored colleagues in the process of this preparation.

**University of Essex, Essex Business School, SS1 1LW UK (1.8.10 – 31.12.13):**

- Head of Marketing, Entrepreneurship & Global Strategy Group (from 1.8.11): I led this group, which consists of 16 FTEs, 5 0.5FTEs, and 7 administrators. The group also hosts the Marketing Research Group and Centre for International Entrepreneurship Research. I was responsible for overall operations, student experience, student satisfaction, operating budget, and teaching and research portfolios of the group.
- Associate Dean of Research (1.8.10-30.7.13): I led research activities of the former Entrepreneurship & Innovation Group and provide strategic research direction for the Business School with over 80 academic staff members, which include preparation for national research assessment (Research Excellence Framework) and impact case studies. I also set up the Marketing Research Group for Essex Business School and organised research activities.
- Cross-Faculty Research Initiative Lead (Essex Business School) (1.8.10-30.7.2011): I represented the Essex Business School for cross-faculty seminar and end of year conference. This involved organising and running research seminar for staff, and inviting prominent guest speakers to stimulate cross-faculty research.

**Bournemouth University, The Business School, BH8 8EB UK (1.9.08 - 31.7.10)**

Main leadership activities include:

- Director of (CRiM) Centre for Research in Management: I led approximately 100 staff members of the business school in a multi-disciplinary environment to facilitate research strategy, mentoring young researchers, appraising (setting goals) staff, interviewing new staff, managing research budget, preparing grants acquisition strategy, organising research seminar series, and preparing doctoral student recruitment strategy. I set up an online portal for members to disseminate research news and enhance research culture. I also provided support for members by organising appropriate research seminars, training workshops, e.g., a one-day workshop on 'Getting Published' on 27.7.09.
- Doctoral Symposium, Research strategy: I led the first cross research centres one-day doctoral symposium for the Business School on 4.12.2009.
- I was Chair for Certificate for Professional Education: I chair the examination board for this programme.

- I was Chair for Undergraduate Studies the Business School: I chair the examination for the final results of undergraduate studies in Business and Management.
- I was a committee member for the School Research and Enterprise Committee, and Academic Development and Quality.
- I led the development of a portfolio of short-courses based on research expertise of CRiM members in the Business School.

**King's College London, University of London, Management Department, 150 Stamford Road London SE1 9NH UK. (1.9.04 – 31.8.08).** My main leadership activities:

- Undergraduate Project Course Coordinator (1.9.07 – 31.8.08): I taught a course on project management focusing on setting clear objectives, literature review, gaining research access, data analysis and report writing. I coordinate the projects undertaken by students such as setting milestones, advising students and arranging oral examination of this course.
- Academic Adviser to Visiting Staff Member (1.12.04 – 31.8.08): My role involved all matters concerning academic quality of courses delivered by visitor lecturers. Main duties were agreeing course design to signing off coursework and examinations, and making sure marking is quality assured through second marking, and ensuring agreed marks are delivered to Administrators on time with the appropriate forms completed. This involves being proactive as well as reactive with the visiting staff member.
- Deputy Chair of Examination Board for Undergraduate Degree Programmes (1.12.04 till 30.09.05): My role involved liaising with other departments in the College on matters related to joint and combined BSc in Management degree programmes. This includes obtaining marks on all courses, communicating with the School Office, advising personal and senior tutors about students' progress, organising examination board meetings, and ensuring quality standards are upheld for external examination.
- Academic Coordinator Toronto Exchange (1.10.04 till 30.09.06): I represented the department and served as personal tutor for KCL exchange students on academic matters. This role involved liaising with the Department of Commerce at University of Toronto (UoT) on compatibility of courses for KCL and UoT exchange students. In this role, I resolved problems of course compatibility and set up links with the Department of Management at UoT.

**Aston University, Aston Business School, Aston Triangle, Birmingham B4 7ET U.K. (1.1.02 – 31.8.04).**

Director for the MSc Marketing Management (1.3.04-31.8.04), (Assistant Director, 1.9.02 – 28.2.04): I undertook the following tasks:

- Membership and representation on the Board of Studies for Postgraduate Studies, which examines policy and procedure for all taught postgraduate degrees in the Business School.
- Contribution to programme design to ensure the curriculum meets the standards set out by the various professional organisations.
- Collaboration with the postgraduate office to identify opportunities to enhance the learning experience of the students and facilitate the role of staff in this process.
- Liaison with professional bodies such as the Chartered Institute of Marketing (CIM) to seek and enhance the Master degree qualification.
- Mediation between academic and support staff and students to find suitable resolutions to problems and concerns that may arise.
- Pastoral care for all students enrolled on the programme.
- Contribution to open days.

Aston Business School, U.K. Research Theme Leader of Internationalisation and Marketing Strategy (1.9.03 – 30.8.04): As a Theme Leader, I was responsible for research leadership concerning:

- Coordinating the research effort of the theme in order to produce high quality research to both academics and practitioners.
- Development of research collaboration with colleagues in the same area of research interests internally and externally.
- Initiation and leading of research grant application for the theme, consistent with the Business School's research grant acquisition strategy.
- Representation of the Marketing Group's Internationalisation and Marketing Strategy research at seminars and conferences.

Aston Business School (1.9.03 – 1.7.04), Marketing Group Representative on the following accreditation panels:

- European Quality Improvement System (EQUIS).
- Association to Advance Collegiate Schools of Business (AACSB).
- Quality Assurance Agency for Higher Education (QAA).

**University of Lincoln (formerly University of Humberside, Humberside Business School, Cottingham Road HU6 7RT. (1.1.00-31.12.01).**

A Committee Member of the Doctoral Business Administration (DBA) programme: I was involved in the development and management of this programme, which received external validation. The programme was launched successfully in Autumn 2001 and attracted suitable applicants. Main duties were:

- Programme design, in ensuring marketing subjects meet the curriculum standards set out by the various associations that provide accreditations for postgraduate programmes.
- Liaison with large local commercial organizations to design programme of practical relevance and seek entry routes to the Doctoral programme.
- Collaboration with colleagues from various departments within the business school to develop courses that meet the objectives of the programme.
- A Member of the Faculty of Business and Management Research Committee (1.5.00 – 31-12.01): (a) Organising research seminars and inviting colleagues and industry experts to present research ideas and seek research collaboration. This led to some successful sponsorships of market research projects for colleagues in the department. (b) Establishing links with local industries in Humberside and East Riding Yorkshire. Major achievements from this initiative were: (1) University of Humberside had the second highest number of Knowledge Transfer Scheme (KTP) in the U.K. and the marketing department made the largest contribution. (2) Successfully secured market research projects for Final Year marketing students as part of the marketing research module. This contributed an important source of income for the marketing department.

**Other professional activities**

- I have been actively approached to supervise and examine PhD theses for subjects related to my research.
- I was external examiner for the Aston University, Aston Business School, for the MSc in Marketing and International Business programmes (October 2012 - September 2017).
- I was external advisor for UCSI University Malaysia for their business programmes namely BA Business Administration, BA Marketing & Diploma in Management (November 2011 – October 2013).
- Independent external examiner for Assessment and Qualifications Alliance (AQA), Staghill House, Guildford, Surrey GU2 7XJ. (September 2005 - 2008). Moderation and

consultation on examination standards for advanced GCE tourism and leisure marketing examination papers.

- University of Surrey, School of Management, Guildford Surrey GU2 7XH. (September 2005 - September 2008). External examiner for postgraduate marketing modules: principles of marketing, marketing research, and services marketing.
- University of London, London School of Economics & Political Science, Houghton Street, London WC2A 2AE, UK. External Study Examiner (June 2007 - September 2008). External examiner for LSE's external study MSc marketing programmes.
- Hull University Business School, University of Hull, U.K. (February 2001 – January 2002): Moderation of examination scripts, assignments and dissertations for off-campus overseas MBA programmes.

#### **Invited scholarly activities**

- Invited speaker by ICN Nancy Business School France: **R Statistical programming** for beginners. 3<sup>rd</sup> November 2025.
- Invited speaker by Kedge Business School France (Sept 2024): A Journal **Editor's Insight** Into Publishing Research Papers.
- Invited speaker by SAGE Publications SAGE Hour 2022, Part 1: Publishing Workshop: Process of Peer Review, 1.11.2022, [bit.ly/sagehour2022](https://bit.ly/sagehour2022).
- Invited speaker by James Cook University Singapore, Keynote speaker on 'Research contribution in academia' 3.12.2022, JCU Singapore.
- Invited speaker by KSI Strategic Institute for Asia-Pacific, World Digital Economy & Technology Summit (WDET) 2022, Panel speaker for Session 1: Digital Leadership – Go Big with Digital: Shaping Digital Transformation – Issues, Challenges and Opportunities, 28.6.2022 Majestic Hotel, KL.
- Invited speaker by the Association of Southeast Asia Nations (ASEAN) Committee on Science, Technology & Innovation (COSTI) the ASEAN Hydroinformatics Data Centre (AHC) 29 March 2022 via Zoom. "Adopting Big Data Analytics for Flood Mitigation".
- Keynote speaker for 29th National Real Estate Convention, the Royal Institution of Surveyors Malaysia (RISM) 2020. "How to make big data work for valuation?" (10 March 2020) – Postponed due to Covid-19 travel restrictions
- Keynote speaker for AGOS 2020 Finance Summit: Moving Malaysia up the GBS Value Chain. "Demystifying the application of Data Science and Analytics for Finance and FSS professionals. (17 March 2020) Postponed due to Covid-19 travel restrictions
- Panellist for the International conference on the Impacts of frontier research in the Digital era at Walailak University Thailand (26 March 2020).
- Keynote speaker on Making big data work for property valuation at The RISM National Real Estate Convention (10 March 2020).
- Invited Speaker with panel discussion for the ICAEW International Thought Leadership Series – The ABCDs of Technologies for Chartered Accountants, Hilton K.L. Malaysia 21 Oct 2019.
- Keynote speaker at the Convergence Conference James Cook University Singapore Capstone projects 26 September 2019.
- Keynote speaker on "The future is all about big data and cloud analytics" Knight Frank's Inframap launch conference 7 August 2019 Knight Frank Jakarta.
- Conference co-chair and Keynote speaker on "How big data is shaping future loyalty programs" for The Points of Difference, Flight Global 2019 conference 21-22 May Singapore (Park Royal on Upper Pickering).
- Panelist for the Great Britain Education and Department of Trade and Industry and Ministry of Education Myanmar at Yangon Myanmar (17 February 2019).

- Keynote speaker on “*Sky’s the limit: Big data analytics, IoT and Blockchain*”, Quantity Surveying International Convention (QSIC) 2018, 21-23 October 2018 Sime Darby Convention Centre Kuala Lumpur Malaysia.
- Keynote speaker at The Accounting and Finance Show Singapore 2018: “*Big data and analytics: Enabling real-time decision making in your business*” 16-17 October 2018. [www.terrapinn.com/exhibition/accounting-finance-show-sg/agenda.stm](http://www.terrapinn.com/exhibition/accounting-finance-show-sg/agenda.stm)
- University-Industry Joint Symposium, Speaker on “*Belt Road Initiative and Supply Chain Analytics*” and “*Big Data Analytics and Blockchain*”, North South University, Dhaka Bangladesh 14-16 October 2018.
- Invited workshop for practitioners organised by the Asia Data Analytics Exchange Malaysia on “*Marketing Analytics*” Big Data Week Asia, 2-8 October 2018 Vertical Business Suites, Bangsar South Kuala Lumpur Malaysia.
- Keynote speaker on “*Exploring the future of coding and big data*” The future talent forum 2018 IBFIM and Bank Negara Sasana Kijang 2 October 2018.
- Iskandar Learning Festival organized by IRDA– Digital Marketing Workshop and Smart Farming (4-5 August 2018) at Henley Business School Johor.
- Keynote speaker at Real Estate Technology (RE:TECH): “*PropTech: Innovation and disruption*” 18.7.2018 Wisma REHDA Selangor Malaysia.
- Keynote speaker at The Royal Institution of Surveyors Malaysia (RISM): “*Big data analytics*” 29.6.18 International Surveyors’ Congress (ISC) Istana Hotel Kuala Lumpur Malaysia.
- Public lecture on: *An Introduction to Big Data @ My Library*, Sutera Mall, Johor Malaysia 14.4.2018
- Keynote speaker: “*Smart Collaboration for Business in Technology and Information industry*” (SCBTII) conference, August 15-16 2016, Bandung Indonesia.
- Keynote speaker: “*Marketing for SMEs*” International Conference on Economics Marketing and Management ICEMM, January 23-25 2017, Phuket Thailand.
- Invited to give a research seminar on “*Brand origin and country of product congruity: Evidence from the UK and China*” at James Cook University, Singapore on 3.3.16.
- Invited to give a research seminar on “*Technology capability and absorptive capacity: implications for operations*” at University of Lorraine, France on 3.6.15.
- Invited to give a research seminar at EM Lyon Business School, France on “*Marketing capabilities and social enterprise*” March 2014. Lyon, France.
- Shanghai Jiao Tong University, Antai College of Economics & Management, 535 Fahu Zhen Road, Shanghai 200052 P.R. China. July 2014: A guest lecture on: *New product development strategy for rapidly changing product-markets*.
- Guanghua School of Management, Beijing, 100871P. R. of China. March 2013: A guest lecture on *Brand development strategy of manufacturers in Asia*.
- Invited to give a public lecture at USCI University on “*Enhancing product newness*” 13th Sept 2011; a research seminar for the Monash Business School Malaysia on “*Government policy analysis and marketing capability of UK and Japan*, 13th Sept. 2011.
- Invited to give a research seminar at The Audencia Business School, Nantes, France on the 8th April 2011 on a topic entitled “*Government policy analysis and marketing capability of social enterprises.*”
- Invited to serve as a general conference chair for the high-profile World Summit on Global Economic Crisis / Development in London July 16-18, 2009 (<http://mimm-ltd.com/default.aspx>)
- National University of Malaysia, Faculty of Business and Economics, Bangi, 43600 Selangor Malaysia. April 9-10 2008: A guest lecture on: *Innovation strategies for uncertain business environments*.



- Invited by a Member of Parliament, Malaysia Mr Lim Kit Siang to comment on *Malaysia's economic progress and wealth distribution: some key questions to policy makers*. Published 9 June 2008 (see: <http://blog.limkitsiang.com/2008/04/15/> )

### Professional development

Completed the following professional development courses:

- **Writing job description** UoRM Malaysia 19 Sept 2025: how to plan, scope and develop job description and specification for your team. A hands on practical workshop.
- **IMMERSE KL 2025** 23–24 July 2025 at Vertical Hotel Bangsar South in Kuala Lumpur by MDEC on immersive technologies, AI and virtual reality applications.
- Connecting **Supply Chains** Across Continents by ICMLP on Maritime Logistics and Ports, Malaysia, 9th September to 11th September 2025 at Persada Johor International Convention Centre, organised by Maritime Netherlands University College Malaysia.
- **Registered Financial Planner (RFP) Malaysia**, successfully passed the premier RFP capstone programme offered by the Malaysia Financial Planning Council (MFPC) Bank Negara Malaysia (28 July 2023).
- **LFS151.x: Introduction to Cloud Infrastructure Technologies**, successfully received a passing grade, offered by The Linux Foundation (4.2.2021).
- **Masterclass: Leadership Communication Planning & Control**, SMI Talent Development (JB) PLT (13-14 Feb 2019).
- **Unconscious Bias** training by Professor Tricia Riddell, University of Reading, UK (8 Nov 2017).
- **Licensed to Appraise**, completed Appraisal Skills Workshop, University of Southampton, UK (11 March 2015).
- King's College London, **Introduction to R** (July 13 – 17 July 2012).
- Essex Summer School, UK Social Science Analysis Course: **Causal Models and Structural Equations** MPlus (Peter Schmidt) (25 July – 5 August 2011)
- One-week **online dissertation supervision** course with the University of Liverpool, Laureate Online Higher Education. This training involved familiarization with using the Blackboard system for MBA dissertation supervision. It also developed the basis of support for online students through online tools and relevant materials. October 2008
- A six-week **Internet moderation** course with the University of Liverpool, Laureate Online Higher Education, [www.liverpool.ohcampus.com](http://www.liverpool.ohcampus.com) and achieved certification of MBA online instructor status after successfully e-moderated MBA marketing courses. July 2006
- A four-week **On-line Learning and Teaching Course** at King's College London: The course is a key part of the student experience on the work based learning degree programme and is developed using computer mediated communications (CMC) to support student centred approaches to e-learning. May 2000.
- Teaching and learning professional development course (H851) with the **Institute of Learning and Teaching (ILT) in Higher Education**. The course is offered by the Open University on a distance learning mode. It is designed for those teaching in a university as part of professional development in various aspects of teaching and learning such as curriculum design, equal opportunity, methods of assessment, etc. November 2001.
- Workshop on **Using Computer-based and Online Technologies for Learning and Assessment**. A two half-day workshops on the design of computer-based or online learning programmes to maximise students' learning and use computer-based learning for

feedback or assessment purposes, namely by using Question Mark Perception software. March 2002

- **Writing Research Grants Application, ESRC** Workshop, University of Lancaster, UK. A two-day workshop on technicalities (e.g., positioning research, costing research, methodological requirements) for writing successful research grants application. Feedback given by ESRC panel reviewers.
- **Time Series Modeling** Workshop, Professor Marnik Dekimpe Catholic University of Leuven & Eramus University of Rotterdam, at Aston Business School, UK. A two-day intensive workshop on the analysis of time series data and the tools for modeling in order to examine data points over time that may have an internal structure (such as autocorrelation, trend or seasonal variation). January 2004
- **Advanced LISREL Linear Structural Equation Modeling** Workshop, Professor Jan-Benedict Steenkamp Tilberg University, at Aston Business School, UK. A two-and-half day intensive workshop on the use of LISREL tools: maximum likelihood for missing data, multilevel structural equation modeling, formal inference based recursive modeling, multiple imputation and non-linear multilevel regression modeling, and various improvements to the interface, including the use of long path and file names. March 2004
- **ML01 MATLAB fundamentals and programming techniques**, at Matrix House, Cambridge, UK. Provides a comprehensive understanding of MATLAB as a programming language. This course covers working with matrices, data manipulation, graphical visualization, and programming. Additional topics include file I/O, advanced data types, Handle Graphics, and graphical user interface design. April 2004

#### **Editorial board and reviewer of academic journals**

I am Editor-in-Chief of the *Journal of General Management* (Jan 2018 – present) and was the managing editor of the *Journal of General Management* (JoGM) (January 2011 until December 2017). JoGM is one of the earliest and well-respected management journals in the UK. It is an international journal with a worldwide readership. The journal's main captive audience includes MBA students, general managers and senior managers. The mission of the journal is to provide practitioners with accessible management tools through scientific and academic research.

I had been offered by the Chartered Institute of Marketing (CIM) to be Fellow of The Chartered Institute of Marketing (membership number: 40049427).

I led and co-edited a special issue on “Coming out of an economic crisis: the role of entrepreneurship in fostering innovation in times of greater uncertainty” published in *Journal of General Management*. I am currently leading and co-editing a special issue for the journal on “Entrepreneurial competencies of small and medium sized enterprises (SMEs). This special issue also runs a workshop for paper development at the Asian Academy of Management conference (2015).

I led and co-edited (with Prof. Paul Luff King's College London) a special issue on “Competing and developing competitive advantage in the digitized world” for *Technology Analysis and Strategic Management*, an academic journal of international standing (published in November 2011) (<http://www.gbhap.com/journals/cfp/ctascfp2.pdf>).

I am a regular reviewer of the *Industrial Marketing Management*, *e-Business Review Journal*, *International Journal of Logistics*, *Journal of Engineering Manufacture*, *Journal of e-Business* and *Chinese Marketing Review*. I am a member of the Academy of E-commerce, a fellow of Asian Academy of Management, and an associate fellow of the Academy of World Business.

In summary, I am an active reviewer for the following journals and conferences:

- Industrial Marketing Management
- Journal of the Academy of Marketing Science
- International Marketing Review
- Nonprofit and Voluntary Sector Quarterly
- International Marketing Review
- Journal of Operations Management
- Scandinavian Journal of Management
- Technovation
- Journal of Asia Business Review
- Journal of International Consumer Marketing
- Journal of World Business
- Academy of Marketing Conference (UK), European Academy of Marketing Conference (EMAC) and Australia New Zealand Marketing Academy (ANZMAC).

I am occasional reviewer for the following journals:

- European Management Journal
- Strategic management journal
- Entrepreneurship Theory & Practice
- Journal of Supply Chain Management
- Journal of Strategic Marketing
- Journal of Interactive Marketing

## EDUCATIONAL BACKGROUND

### Higher Research Degrees:

- 1995-1999: **PhD in Management Sciences.** Title of thesis: 'Business-to-business marketing: An empirical investigation into strategic management theories with reference to a portfolio of customer relationships in the U.K. services sector', Manchester School of Management, University of Manchester Institute of Science & Technology (UMIST), P.O. Box 88 Manchester M60 1QD.

**External Examiner: Professor David Ford, University of Bath, U.K.**

**Synopsis:** The study investigates the strategic management theories concerning the establishment and management of supplier-customer relationships in business markets. Surveys based on statistical analysis and fine-grained qualitative case studies were conducted. Some of the main theories developed and applied in actual empirical settings include: the portfolio concepts for optimum resource allocation, industrial organisation economics, and resource-based theory and sustainable competitive advantage.

- 1993 -1995: **MSc by Research in Marketing:** 'Market segmentation: Testing the relative sensitivity of techniques in identifying market segments for some personal financial services in the U.K.', Financial Services Research Centre (FSRC), Manchester School of Management, UMIST, P.O. Box 88, Manchester M60 1QD.

**External Examiner: Professor Martin Christopher, Cranfield University, U.K.**

**Synopsis:** Current state-of-the-art market segmentation techniques (e.g., AID, factor analysis, cluster analysis, multi-dimensional scaling and principal component analysis) were tested in terms of their relative sensitivity in identifying unique predictors for segmenting the personal financial services market in the U.K.

### First Degree:

- 1990-1993: **BSc in Hotel Management:** (Grade: 2:1 marks). University of Surrey, School of Management Studies for the Service Sector, Guildford Surrey GU2 7XH. Main subjects: Hotel and Catering Management, Food and Beverage Management, Economics, Marketing, Tourism, Financial Management and Business Administration. **Final year project:** 'Growth and capital requirements; Studying the effects of growth on financial requirements and the sources of capital for growth and expansions'. **Grade: Distinction.** **Synopsis:** A project examining the implications of growth and expansions for financial management. The project includes mini case studies on major listed companies in the U.K., focusing on the analysis of the cost of capital, equity and debt financing methods, capital structure and investment.

## REFEREES

Referees are available upon request.