Michelle CHEONG

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Education

PhD, Singapore-MIT-Alliance (NTU), Singapore, 2005

Master of Science, Singapore-MIT-Alliance (NTU), Singapore, 2002

Master of Science, National University of Singapore, Singapore, 1996

Bachelor of Engineering, National University of Singapore, Singapore, 1993

Case Writing Workshop, Harvard Business School, United States of America, 2013

Global Colloquium on Participant Centered Learning (GLOCOLL), Harvard Business School, United States of America, 2012

CEEMAN International Management Teachers Academy, CEEMAN, Slovenia, 2008

Academic Appointments

Professor of Information Systems (Education), School of Computing and Information Systems, SMU, Jan 2020 - Present

Associate Professor of Information Systems (Practice), School of Computing and Information Systems, SMU, Jan 2011 - Dec 2019

Assistant Professor of Information Systems (Practice), School of Computing and Information Systems, SMU, Sep 2005 - Dec 2010

Lecturer of Information Systems, School of Computing and Information Systems, SMU, Jun 2005 - Aug 2005

Research Fellow/Assoc. Research Fellow, Singapore Institute of Manufacturing Technology (A*Star - SimTech), Singapore, Jan 1997 - Dec 2001

Academic Administrative Positions

Associate Dean, SCIS Post-Graduate Professional Education, School of Computing and Information Systems, SMU, Apr 2024 - Present

Director, Doctor of Engineering, SCIS Doctor of Engineering (EngD), SMU, Jul 2020 - Present

Director, MITB (Analytics) Programme, School of Computing and Information Systems, SMU, Jan 2018 - Jun 2020

Associate Dean, SCIS Post-Graduate Professional Education, School of Computing and Information Systems, SMU, Jul 2014 - Present

Director, SIS MITB & Professional Programmes, School of Information Systems, SCIS PG by Course Work, SMU, May 2007 - Jun 2014

Director, SCIS PG by Course Work, SMU, May 2007 - Jun 2012

Other Positions and Affiliations

CAD/CAM Engineer, ASM Technology Singapore, Singapore, Apr 1993 - Dec 1997

Professional Certifications

Specialist Adult Educator (Curriculum Development), SkillsFuture SG, 2017 - 2024

Awards and Honors

Winner of SMU Teaching Excellence Award - Postgraduate Professional Programmes, SMU Center of Teaching Excellence, 2018

National Day Award Public Administration Medal (Bronze) Pingat Pentadbiran Awam (Gangsa), President's Office of the Republic of Singapore, 2016

Winner of Best Associate Professor of Practice Award, SMU Teaching and Research Excellence Awards 2014, Singapore Management University, 2014

Winner of Postgraduate Programme Development Award, SMU Teaching Excellence Awards 2013, Singapore Management University, 2013

Winner of Inaugural Teradata University Network (TUN) Teaching Innovation Award 2013, Teradata University Network (TUN), 2013

Winner of SMU's Most Promising Teacher Award, SMU Teaching Excellence Awards 2007, Center for Teaching Excellence, SMU, 2007

Nomination for SMU's Most Promising Teacher Award, SMU Teaching Excellence Awards 2006, Singapore Management University, 2006

RESEARCH

Research Interests

a) Learning Analytics and AI in Education (2018 ~ today)

This research involves the development of systems to enhance student learning using machine learning algorithms to automate learning tasks, as well as collecting the user data to analyse the effectiveness of using such systems to achieve the desired learning outcomes. One such system is the integrated Telegram and web-based Q&A platform where students can post questions and answer questions, openly and freely, with the goals of achieving collaborative learning and mutual support, throughout the course. The new related areas which I have started to explore with my Doctor of Engineering (EngD) students from 2021 include assessments in digital education, the ethical issues in AI-driven assessments, and technology-enabled informal learning and workplace learning. With the launch of Generative AI tools, my recent research work has moved towards assessing the impact of GAI and applications of GAI in teaching and learning. I am also involved in two research grant proposal submissions as PI and Co-PI where the projects involve using GAI for teaching and learning of technical subjects.

b) Spreadsheets Modeling and Pedagogy (2008 ~ today)

This research is influenced by the courses I teach at SMU, my role as the Associate Dean of Postgraduate Professional Education, and the pedagogical concerns related to teaching and learning. The ability to model open, unstructured business problems into spreadsheet models for detail analysis has become increasingly important in the fast-changing business environment. My research focused on developing good teaching cases to teach effective modelling skills, and designing, developing and delivering a professional programme to address the knowledge and skills gap in the industry, so as to train the next generation of leaders for the industry.

c) Data Analytics and Decision Analytics (2012 ~ today)

Practitioners would know that real business problems do not present themselves clearly, often resulting in people solving the wrong problem. Thus, my proposed Data and Decision Analytics Framework aims to help the analyst to first identify the actual cause of business problems by collecting, preparing, and exploring data to gain business insights, before proposing what objectives and solutions can and should be done to solve the problems. Such a framework combines identification of the root causes by data analytics, and proposing solutions supported by decision analytics. This research area involves close collaboration with industry partners, with interesting and important problems, to solve and create positive economic impact for companies. For research work related to pure Data Analytics, the focus is in text mining and Natural Language Processing to analyse textual data from tweets to perform sentiment analysis and prediction.

d) Operations Management (2004 ~ 2014)

This research focused on how supply and demand within a logistic network can be coordinated through different mechanisms such price discount, combinatorial auction, allocation algorithm, better network design and better flow. These questions are important to solve as real problems faced in logistics and supply chains require solutions which are quick to solve, superior in terms of effectiveness and efficiency, and most importantly are practical for implementation. My background in Operations Management has evolved into data and decision analytics research in later years.

Publications

Journal Articles [Refereed]

Analytics-enabled authentic assessment design approach for digital education, by LIM, Tristan; GOTTIPATI, Swapna; CHEONG, Michelle; NG, Jun Wei; PANG, Christopher. (2023). *Education and Information Technologies, 28* (7), 1-24. https://doi.org/10.1007/s10639-022-11525-3 (Published)

A Qualitative Evaluation of SMU's Peer Helpers Programme, by KOH, Angela; CHEONG, Michelle L.F.. (2021). *International Journal of Evidence Based Coaching and Mentoring, 19* (1), 152-170. https://radar.brookes.ac.uk/radar/file/b26d7eab-d6a6-4a52-aba3-28c2d7922a89/1/19_1_11.pdf (Published)

Emotions in Social Media: An Analysis of Tweet Responses to MH370 Search Suspension Announcement, by YEO, Su Lin; PANG, Augustine; CHEONG, Michelle; YEO, Jerome Quincy. (2020). *International Journal of Business Communication, 57* (2), 194-211. https://doi.org/10.1177/2329488419882755 (Published)

The making of a successful analytics master degree program: Experiences and lessons drawn for a young and small Asian university, by CHEONG, Michelle L. F.. (2017). *International Journal of Business Intelligence Research, 8* (2), 1-16. https://doi.org/10.4018/IJBIR.2017070101 (Published)

Identification of demand through statistical distribution modeling for improved demand forecasting, by CHOY, Murphy; CHEONG, Michelle Lee Fong. (2012). *Business Intelligence Journal, 5* (2), 260-266. http://www.saycocorporativo.com/saycoUK/BIJ/journal/Vol5No2/Article_7.pdf (Published)

A greedy double swap heuristic for nurse scheduling, by CHOY, Junyu; CHEONG, Michelle Lee Fong. (2012). *Management Science Letters, 2* (6), 2001-2010. http://dx.doi.org/10.5267/j.msl.2012.06.021 (Published)

Multi-party multi-period supply chain coordination, by LEONG, Thin Yin; CHEONG, Michelle Lee Fong. (2012). *International Journal of Industrial and Systems Engineering, 10* (3), 300-318. http://dx.doi.org/10.1504/IJISE.2012.045677 (Published)

Spreadsheet modeling of hotel room sales and demand distribution estimation, by LEONG, Thin Yin; CHEONG, Michelle Lee Fong. (2009). *Decision Sciences Journal of Innovative Education, 7* (1), 89-97. http://dx.doi.org/10.1111/j.1540-4609.2008.00206.x (Published)

Spreadsheet modeling of equipment acquisition plan, by LEONG, Thin Yin; CHEONG, Michelle Lee Fong. (2008). *Decision Sciences Journal of Innovative Education, 6* (2), 365-373. https://doi.org/10.1111/j.1540-4609.2008.00181.x (Published)

Teaching business modeling using spreadsheets, by LEONG, Thin Yin; CHEONG, Michelle L. F.. (2008). *INFORMS Transactions on Education, 9* (1), 20-34. https://doi.org/10.1287/ited.1080.0015 (Published)

Logistics network design with supplier consolidation hubs and multiple shipment options, by CHEONG, Michelle L. F.; Bhatnagar, Rohit; Graves, Stephen C.. (2007). *Journal of Industrial and Management Optimization, 3* (1), 51-69. https://doi.org/10.3934/jimo.2007.3.51 (Published)

Books (Non-Refereed)

Business modeling with spreadsheets: Problems, principles and practice (3rd ed), by LEONG, Thin Yin; CHEONG, Michelle L. F.. (2015). Singapore: McGraw-Hill. http://worldcat.org/isbn/9789814595155 (Published)

Business modeling with spreadsheets: Problems, principles and practice (2nd ed), by LEONG, Thin Yin; CHEONG, Michelle L. F.. (2011). Singapore: McGraw-Hill. http://worldcat.org/isbn/9780071078887 (Published)

Business Modeling with Spreadsheets : Problems, Principles, and Practice by LEONG, Thin Yin; CHEONG, Michelle Lee Fong. (2008). Singapore: McGraw-Hill. http://worldcat.org/isbn/9780071275965 (Published)

Book Chapters

Learning analytics in informal, participatory collaborative learning, by CHEONG, Michelle L. F.; SINGH, Aditya V.; CHEN, Jean Y. C.; DAI, Bing Tian. (2023). In Tarek Rana, Alan Lowe, & Jan Svanberg (Ed.), *Handbook of big data and analytics in accounting and auditing* (pp. 439-462) Cham: Springer. https://doi.org/10.1007/978-981-19-4460-4_19 (Published)

The wonders of the spreadsheet tool for data management and insights, by CHEONG, Michelle L. F..

(2017). In Justin Lee, Mathew Mathews, Robyn Tan (Ed.), *Mobilising diverse community assets to meet social needs, an IPS Exchange Series, No. 12 (Oct 2017)* (pp. 184-188) The Institute of Policy Studies.. (Published)

Data Analysis of Retailer Orders to Improve Order Distribution, by CHEONG, Michelle Lee Fong; CHOY, Junyu. (2015). In Iyer, Lakshmi S.; Power, Daniel J. (Ed.), *Reshaping Society through Analytics, Collaboration, and Decision Support: Role of Business Intelligence and Social Media* (pp. 211-238) New York: Springer Verlag. http://dx.doi.org/10.1007/978-3-319-11575-7_15 (Published)

Supplementary Appendices, by LEONG, Thin Yin; CHEONG, Michelle Lee Fong. (2013). *Business Modeling With Spreadsheets: Problems, Principles and Practice* (pp. 99-99) Singapore: McGraw-Hill. (Published)

Conference Proceedings

ChatGPT's performance in spreadsheets modeling assessments based on revised bloom's taxonomy, by CHEONG, Michelle LF . (2023.0). *Proceedings of the 31st International Conference on Computers in Education, Matsue, Shimane, Japan, 2023 December 4-8,* Taiwan: Asia-Pacific Society for Computers in Education. (Forthcoming)

Internship and curriculum development for post-graduate analytics students: A case study on Master of IT in Business Programme in Singapore Management University, by GUO, Yanru; CHEONG, Michelle L. F.. (2022.0). *Proceedings of 2022 IEEE International Conference on Teaching, Assessment, and Learning for Engineering (TALE), Hung Hom, Hong Kong, December 4-7,* Piscataway, NJ: IEEE. https://doi.org/10.1109/TALE54877.2022.00010 (Published)

Assessment design for digital education: An analytics-based authentic assessment approach, by LIM, Tristan; GOTTIPATI, Swapna; CHEONG, Michelle; PANG, Christopher; NG, Jun Wei. (2022.0). *Proceedings of 2022 IEEE International Conference on Teaching, Assessment, and Learning for Engineering (TALE), Hung Hom, Hong Kong, December 4-7,* Piscataway, NJ: IEEE. (Published)

Innovative and effective spreadsheet tool for learning sentiment analysis and prediction, by CHEONG, Michelle L. F.; CHEN, Jean Yun Chen. (2022.0). *Proceedings of the 30th International Conference on Computers in Education (ICCE 2022), Kuala Lumpur, November 28 - December 2,* (pp. 262-267) Taiwan: Asia-Pacific Society for Computers in Education. (Published)

Authentic assessments for digital education: Learning technologies shaping assessment practices, by LIM, Tristan; GOTTIPATI, Swapna; CHEONG, Michelle . (2022.0). *Proceedings of the 30th International Conference on Computers in Education (ICCE 2022), Kuala Lumpur, November 28 - December 2,* (pp. 587-592) Taiwan: Asia-Pacific Society for Computers in Education. https://icce2022.apsce.net/uploads/P1_C7_91.pdf (Published)

Singapore Airlines: Profit recovery and aircraft allocation models during the COVID-19 pandemic, by CHEONG, Michelle L. F.; CHONG, Ulysses M. Z.; NGUYEN, Anne N. T. A.; ANG, Su Yiin; DJOJOSAPUTRO, Gabriella; ADIPRASETYO, Gordy; GADONG, Kendra L. B.. (2021.0). *Proceedings of the 11th Annual International Conference on Industrial Engineering and Operations Management 2021: Singapore, Virtual, March 7-11,* (pp. 1-13) Virtual: IEOM Society. (Published)

Analysis of online posts to discover student learning challenges and inform targeted curriculum improvement actions, by CHEONG, Michelle L.F.; CHEN, Jean Y. C.; DAI, Bing Tian. (2020.0). *2020 IEEE International Conference on Teaching, Assessment and Learning for Engineering, TALE 2020: Virtual, December 8-11: Proceedings,* (pp. 774-779) Piscataway, NJ: IEEE. https://doi.org/10.1109/TALE48869.2020.9368343 (Published)

Capitalising product associations in a supermarket retail environment, by CHEONG, Michelle L. F.; CHIA, Yong Qing. (2020.0). *Decision Sciences Institute 51st Annual Conference 2020: November 21-23, Proceedings,* (pp. 205-215) Houston, TX: Decision Sciences Institute. (Published)

Simulation model to evaluate effectiveness of queue management tool in supermarket retail chain, by CHEONG, Michelle L. F.; CHIA, Yong Qing. (2019.0). *2019 International Conference on Industrial Engineering and Engineering Management (IEEM): Macao, December 15-19: Proceedings,* (pp. 606-610) Piscataway, NJ: IEEE. https://doi.org/10.1109/IEEM44572.2019.8978794 (Published)

An intelligent platform with automatic assessment and engagement features for active online discussions, by CHEONG, Michelle L. F.; CHEN, Yun-Chen Jean; DAI, Bingtian. (2019.0). *Advances and Trends in Artificial Intelligence: 32nd International Conference on Industrial, Engineering and Other Applications of Applied*

Intelligent Systems, IEA/AIE 2019, Graz, Austria, July 9-11, Proceedings, (pp. 730-743) Cham: Springer. https://doi.org/10.1007/978-3-030-22999-3_62 (Published)

An essential Applied Statistical Analysis course using RStudio with Project-Based Learning for data science, by GUNAWAN, Aldy; CHEONG, Michelle L. F.; POH, Johnson. (2018.0). *2018 IEEE International Conference on Teaching, Assessment and Learning for Engineering (TALE): Wollongong, Australia, December 4-7,* (pp. 581-588) Piscataway, NJ: IEEE. https://doi.org/10.1109/TALE.2018.8615145 (Published)

Integrated telegram and web-based forum with automatic assessment of questions and answers for collaborative learning, by CHEONG, Michelle L.F.; CHEN, Jean Y. C.; DAI, Bing Tian. (2018.0). *Proceedings of IEEE International Conference on Teaching, Assessment and Learning for Engineering TALE 2018: Wollongong, Australia, 2018 December 4-7,* Piscataway, NJ: IEEE. https://doi.org/10.1109/TALE.2018.8615137 (Published)

Customer level predictive modeling for accounts receivable to reduce intervention actions, by CHEONG, Michelle L. F.; SHI, Wen. (2018.0). *Proceedings of the 14th International Conference on Data Science (ICDATA 2018), Las Vegas, Nevada, July 30 - August 2,* (pp. 23-29) Las Vegas, NV: CRSEA. (Published)

Ad-hoc automated teller machine failure forecast and field service optimization, by CHEONG, Michelle L. F.; KOO, Ping Shung; BABU, B. Chandra. (2015.0). *2015 11th IEEE International Conference on Automation Science and Engineering (CASE): August 24-28, Gothenburg, Sweden: Proceedings,* (pp. 1427-1433) Piscataway, NJ: IEEE. https://doi.org/10.1109/CoASE.2015.7294298 (Published)

Strategic Decision Support System using Heuristic Algorithm for Practical Outlet Zones Allocation to Dealers in a Beer Supply Distribution Network, by CHEONG, Michelle Lee Fong. (2014.0). *Proceedings of the 2014 International Conference on Industrial Engineering and Operations Management, Bali, Indonesia, January 7-9, 2014,* (pp. 1720-1731) Bali, Indonesia: IEOM. http://iieom.org/ieom2014/pdfs/386.pdf (Published)

Adaptive credit scoring with analytic hierarchy process, by KOH, Kwang Yong; CHOY, Murphy; CHEONG, Michelle L. F.. (2013.0). *Proceedings of the 12th International Symposium on the Analytic Hierarchy Process 2013, June 23-26, Kuala Lumpur,* (pp. 1-11) Kuala Lumpur: https://doi.org/10.13033/isahp.y2013.012 (Published)

Implementation of slowly changing dimension to data warehouse to manage marketing campaigns in banks, by WANG, Lihui; CHOY, Junyu; CHEONG, Michelle L. F. (2013.0). *SAS Global Forum 2013: Proceedings: Data Mining (SUGI 31),* (pp. 1-8) San Francisco: SAS. (Published)

Demand forecasting using a growth model and negative binomial regression framework, by ONG, Cally Yeru; CHOY, Murphy; CHEONG, Michelle L. F.. (2013.0). *SAS Global Forum 2013: Proceedings: Data Mining (SUGI 31),* (pp. 1-17) San Francisco: SAS. (Published)

Uncovering Insights through Data Analytics for an Airport Operation to Improve Profitability, by MA, Nang Laik; CHEONG, Michelle Lee Fong; CHOY, Junyu. (2012.0). *SRII 2012 Service Research and Innovation Institute, 24-27 July, San Jose, CA,* (pp. 803-810) San Jose, U.S.A: San Jose, CA. http://dx.doi.org/http://dx.doi.org/10.1109/SRII.2012.91 (Published)

Conference Papers

Emotions in social media: An analysis of tweet responses to MH370 search suspension announcement, by YEO, Su Lin; PANG, Augustine; CHEONG, Michelle; YEO, Jerome. (2018.0). *The Association for Education in Journalism and Mass Communication 2018 Conference, Washington, DC August 6-9,* Washington DC. (Presented)

The making of a successful analytics master degree program: Experiences and lessons drawn for a young and small Asian university, by CHEONG, Michelle L. F.. (2017.0). *5th International Big Data and Analytics Educational Conference 2017, July 14-16,* Langkawi, Malaysia. (Presented)

Scenario-based simulation game for hospital beds capacity planning in Singapore, by CHEONG, Michelle L. F.; LIM, Li Siong. (2016.0). *International Conference on Education, Training and Informatics 7th ICETI 2016, March 8-11,* Orlando, FL. (Presented)

Data Analysis of Retailer Orders to Improve Order Distribution, by CHEONG, Michelle Lee Fong; CHOY, Junyu; MA, Nang Laik. (2013.0). *Analytics 2013,* London. (Published)

Airfreight pricing and discounts for dense and volumetric cargoes, by CHEONG, Michelle L. F.; BHATNAGAR, Roghit; GRAVES, Stephen C.. (2006.0). *INFORMS International 2006,* Nashville. (Published)

Logistics network design with price discount, by CHEONG, Michelle L.F.; BHATNAGAR, R.; GRAVES, S.C.. (2005.0). *MSOM 2005,* Chicago, USA. (Presented)

Magazine Articles

Get Trained, Be Future-Ready, by CHEONG, Michelle Lee Fong. (2014, January). *SCS Magazine,* 10-11. http://issuu.com/scsmagazine/docs/scs_magazine_2014_issue_3_final (Published)

Essential spreadsheet modeling course for business students, by LEONG, Thin Yin; CHEONG, Michelle L. F.. (2009, August). *Or/ms Today, 8* (Aug), (Published)

Other Outputs and Contributions

Reports

Effective use of Data and Decision Analytics to Improve Order Distribution in a Supply Chain by CHEONG, Michelle Lee Fong; CHOY, Junyu. (2013). (Published)

US Presidential election 2012 prediction using census corrected Twitter model by CHOY, Junyu; CHEONG, Michelle L.F.; MA, Nang Laik; KOO, Ping Shung. (2012). https://arxiv.org/vc/arxiv/papers/1211/1211.0938v1.pdf (Published)

A sentiment analysis of Singapore Presidential Election 2011 using Twitter data with census correction by CHOY, Murphy Junyu; CHEONG, Michelle Lee Fong; MA, Nang Laik; KOO, Ping Shung. (2012). http://arxiv.org/ftp/arxiv/papers/1108/1108.5520.pdf (Published)

Data analysis and Monte Carlo simulation of airport check-in process by MA, Nang Laik; CHEONG, Michelle Lee Fong; CHOY, Junyu. (2011). (Published)

Logistics network design with differentiated delivery lead time: A chemical industry case study by CHEONG, Michelle L. F.; Bhatnagar, Rohit; Graves, Stephen C.. (2004). (Published)

Logistics outsourcing and 3PL challenges by CHEONG, Michelle L. F.. (2004). http://hdl.handle.net/1721.1/3908 (Published)

Other Outputs and Contributions

Reports

Modified Entropy Measure for Detection of Association Rules Under Simpson's Paradox Context by CHOY, Junyu; CHEONG, Michelle L.F.. (2013). (Submitted)

Nurse Scheduling using DEPSO in OpenOffice by CHOY, Junyu; CHEONG, Michelle L.F.. (2011). (Submitted)

Minimization of retail ordering risk through aggregation of regional demands by CHOY, Junyu; CHEONG, Michelle L.F.. (2011). (Submitted)

Multi-Route Multi-Period Freight Consolidation by LEONG, Thin Yin; CHEONG, Michelle L.F.. (2008). (Submitted)

Research Grants

Singapore Management University

Adaptive and Intelligent Question-and-Answer Platform to Support Collaborative Learning, SMU Internal Grant, Ministry of Education (MOE) Tier 1 , PI (Project Level): DAI Bing Tian , Co-PI (Project Level):

Michelle CHEONG, DAI Bing Tian, 2017, S$149,354

Other Institutions

Enhancement of INtelligent Q&A Platform with On-Demand Analysis and Post Improvement Suggestions, Technology Enhanced Learning (TEL) Fund, SMU CTE PI (Project Level): Michelle CHEONG

Work in Progress

Michelle CHEONG, WONG ZHIWEI, JONATHAN, CHERYL JEANNE CHIEW, CHEE ENQING, TAN PEH YU, A Spreadsheet Modelling and Data Analysis of Team Singapore's Performance at the Olympic Games, 2021

Michelle CHEONG, Content Analysis of Q&A Forum to Understand Knowledge Construction Among Peers, 2021

TEACHING

Courses Taught

Singapore Management University

Undergraduate Programmes :

 Computer as an Analysis Tool

 Spreadsheet Modeling and Analytics

Postgraduate Professional Programmes :

 AI and Future Trends

 Analytics

 Business Analytics Foundations

 Financial Modeling

 Operations Analytics and Applications

 Operations Analytics & Applications

 Project

 Spreadsheet Modelling for Technology & Operations Decisions

 Spreadsheets Modeling for Decision Making

Postgraduate Research Programmes :

 Empirical Research Project I

 Empirical Research Project II

 Empirical Research Project III

Library Training I

Library Training II

Research Seminars I

Research Seminars II

Scientific Writing and Presentation

Executive Development :

The Advent of Artificial Intelligence, Machine Learning and Power of Data, Ferring Pharmaceuticals, 08 Jul 2021-08 Jul 2021

Omni-Channel Data Analytics and Decision Making, UOB, 07 Jul 2021-07 Jul 2021

Decision Making through Business Analytics, John Deere, 14 May 2021-14 May 2021

Data Analytics & AI, SG United, 18 Nov 2020-Present

Big Data Analytics for Public-Sector Productivity, Asian Productivity Organization (APO), 25 Nov 2019-29 Nov 2019

Data Analytics in Learning Applications, SAFTI MI - Institute for Military Learning, 20 Nov 2019-20 Nov 2019

The Agile Mindset in Action - Specific Behaviours & New Leadership Competency, Infineon, 28 Aug 2019-28 Aug 2019

Big Data, Big Picture - Challenges in a Digital World, Ortho Clinical Diagnostic, 23 Jul 2019-23 Jul 2019

Big Data, Big Picture - Challenges in a Digital World, Ortho Clinical Diagnostics, 23 Jul 2019-23 Jul 2019

Data Analytics & AI - Professional Conversion Programme, ITI@SMU, 12 Apr 2019-Present

Data Analytics, Civil Service College, 13 Sep 2018-27 Sep 2019

Data Analytics, UOB, 24 May 2018-03 Nov 2019

Data Analytics for Managers, SMU Academy, 29 Jan 2018-Present

Data Analytics Techniques for Data Analysts, PSA, 12 Oct 2017-23 Jan 2018

Singapore Airlines Data Analytics Bootcamp, Singapore Airlines Ltd, 27 Sep 2017-03 Oct 2017

Appreciation of Data Analytics for PSA Leaders, PSA, 15 Sep 2017-08 Jan 2018

Introduction to Data Analytics & Power BI, Health Promotion Board, 16 Aug 2017-22 Sep 2017

Fraud Detection using Data Analytics, NTUC Income, 24 Jul 2017-24 Jul 2017

Data Analytics Foundation Workshop, NTUC Income, 17 Mar 2017-17 Mar 2017

Advanced Analytics Workshop, Johnson & Johnson, 19 Jan 2017-20 Jan 2017

Data Analytics Executive Training, DSTA, 29 Dec 2016-29 Dec 2016

Introduction to Data Analytics, Liberty Insurance, 28 May 2015-28 May 2015

Data and Decision Analytics for Supply Chain Optimization, Singapore Management University, Institute for Manufacturing, University of Cambridge, 19 Nov 2014-17 Nov 2017

Data and Decision Analytics for Supply Chain Optimization, Maersk, 19 Nov 2014-09 Nov 2018

Business Modeling using Spreadsheets (Advanced), Next U, 01 Jul 2013-02 Jul 2013

Data Analysis using Spreadsheets, Infosys (India), 20 Nov 2011-28 Dec 2012

Financial Modeling, Infosys (India), 30 Oct 2011-04 Dec 2011

OTHER ACADEMIC AND PROFESSIONAL ACTIVITIES

Consultancy

IDS Logistics International Limited, Jan 2009

European Aerospace & Defense Systems (EADS), Jan 2007

DHL Danzas Air & Ocean, Jan 2005 - Jan 2006

YCH Group, Jan 2003 - Jan 2004

CS Graphics Pte Ltd, Jan 2001

A&One Precision Engineering Pte Ltd, Jan 2000

ST Aerospace, Jan 1999

NOK Asia Company, Jan 1998

Nidec Singapore, Jan 1997 - Jan 1998

Media Contributions and Citations

Is Data Analytics for SMEs?, Zao bao, 07 Jun 2018

UNIVERSITY SERVICE

Singapore Management University

Committee Member, Graduate College Task and Finish Group, Nov 2020 - Mar 2021

Committee Member, Search Committee Member for Executive Director for SMU Academy, Jul 2020 - Oct 2020

Committee Member, PCE Market Findings for China and SEA, Oct 2019 - Jul 2020

Committee Member, Search Committee Member for Executive Director for SMU Executive Development, Sep 2019 - Dec 2019

Committee Member, Blue Ribbon Commission for Postgraduate Education (BRC-PG), Apr 2019 - Present

Fellow, SMU Academy, Jan 2017 - Mar 2021

Task Force Member, SMU Technology Enhanced Education Taskforce, Feb 2016 - Jan 2018

Committee Member, Postgraduate Professional Programme Committee, Jan 2016 - Jan 2019

Working group member, University Self-Assessment Report (USAR) for QAFU, Dec 2015 - Feb 2017

EXTERNAL SERVICE – PROFESSIONAL

Committee Member, Advisory Committee, AACSB Data Analytics Summit 2018, 2018 - Present

Associate Editor, Education, International Conference on Information Systems 2017, 2017

Guest Speaker, AACSB ICAM 2017, 2017

Invited Lecture, AACSB Data Analytics Curriculum Seminar 2017, 2017

Invited Lecture, AACSB Data Analytics Curriculum Seminar 2016, 2016

Member, Mid Term Review Panel for "Logistics & Supply Chain Management Research Programme in Collaborative Urban Logistics", A*STAR Agency for Science, Technology & Research Science and Engineering Research Council, 2014

Committee Member, Programme Committee, Big Data and Analytics in Healthcare (BDAH) 2014 Conference, 2013 - 2014

External Examiner, Financial Informatics Program, Ngee Ann Polytechnic, 2011 - 2015