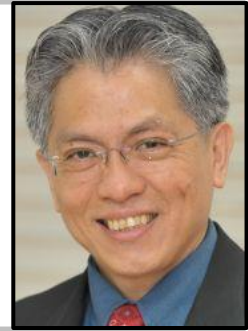


Kenny Teoh Guan Cheng, PhD

Hphone: +6013 2678872
Telephone: +60389467687
Email: kent@upm.edu.my
drkennyteoh@gmail.com



1. Education:

- PhD (Consumer Behavior), 2007, Universiti Putra Malaysia, Malaysia.
- M.B.A. (Business Administration), 1998, University Malaya, Malaysia.
- B.Econ, (Business Administration), 1979, University Malaya, Malaysia.

2. Professional Certifications

- Certified Professional Trainer. MIM-Graduate School of Management, Universiti Putra Malaysia., 2010
- Certified Business Coach, Universiti Malaya Centre for Continuing Education (UMCCed), 2005
- ‘Innovation and Venture Plan’ Bootcamp, Stanford Research Institute, USA. 2013.

3. Academic Appointments

- 2008 - 2017. **Senior Lecturer**, Department of Management and Marketing, Faculty of Economics and Management, Universiti Putra Malaysia.
- 1999 – 2007. **Lecturer**, Department of Management and Marketing, Faculty of Economics and Management, Universiti Putra Malaysia.
- 2008 – 2015. **Lecturer**, Putra Business School, Universiti Putra Malaysia. (Previously known as Malaysian Graduate School of Management (MGSM) and Graduate School of Management (GSM))
- 2013 – 2014. **Lecturer**, MBA Programme, Universiti Malaya.
- 1999 – 2008. **Lecturer**, Strathclyde MBA (Programme in Kuala Lumpur, Malaysia)
- 2014 – 2015. External Examiner, Taylor’s Business Foundation Programme, Taylor’s University, Malaysia.

4. Specialization/Interest

- Marketing (Consumer Behaviour/Advertising and Promotions)
- Strategy and Management
- Business Communication

5. Teaching

- **Courses Taught:** Consumer Behaviour, Promotion Management, International Marketing, Marketing Management, Organizational Behavior, Principles of Management, Strategic Management.

6. Teaching and Training

- Post-Graduate, Faculty of Economics and Management, Universiti Putra Malaysia (Current)
- Under-Graduate, Faculty of Economics and Management, Universiti Putra Malaysia (Current)
- MBA Programme, Putra Business School, Universiti Putra Malaysia (Current)
- MBA Programme, Strathclyde MBA (Programme in Kuala Lumpur, Malaysia) (1999 – 2008)
- MBA Programme, Faculty of Business and Accountancy, Universiti Malaya, Malaysia.
- Corporate Trainer (2010 – extant)

Curriculum Vitae

7. Post-Graduate Supervision

- 2013 - Chairperson of 13 doctoral supervisory committees; and 1 Masters supervisory committee.
 - Graduated with PhD.
 - 2013 (1 PhD)
 - 2015 (2 PhDs)
 - 2017 (5 PhDs projected to graduate)

	Name of PhD student	Matric Number	Degree	Institution	Start Date	Completion Date
1	Philip Wong Pong Meng		PhD (Marketing)	Graduate School of Management, UPM	Jul., 2008	Dec., 2013
2	Chuah Chin Wei, Francis	GM04841	PhD (Management)	Putra Business School, UPM	March, 2012	Dec., 2015
3	Rodzaida Md Alias	GM04371	PhD (Strategy)	Putra Business School, UPM	Mar., 2010	Dec., 2015
4	Leila Agha Kasiri	GM03968	PhD (Marketing)	Putra Business School, UPM	Dec., 2009	Nov., 2015
5	Aifa Rozaini bt Mohd Radzol	GS36965	PhD (Marketing)	School of Graduate Studies, UPM	Sept., 2013	July, 2017
6	Hadhadh Abdullah Alsolami	GM04178	PhD (Strategy)	Putra Business School, UPM	July, 2010	Feb, 2017
7	Emmanual Luke Balami	GS40667	PhD (Marketing)	School of Graduate Studies, UPM	Sept., 2014	June, 2017
8	Yvonne Ang Su Ming	GS42319	PhD (Marketing)	School of Graduate Studies, UPM	Feb., 2015	In progress
9	Ow Mun Waei, Sandy	GS38932	PhD (Marketing)	School of Graduate Studies, UPM	Feb., 2014	In progress
10	Majed Zamil Hatem Alkindi	GS41486	PhD (Marketing)	School of Graduate Studies, UPM	Feb., 2014	In progress
11	Sithra Devi A/P Vellasamy	GS40338	PhD (Strategy)	School of Graduate Studies, UPM	Sept., 2014	In progress
12	Devandran Muthu	GS41125	PhD (Marketing)	School of Graduate Studies, UPM	Sept., 2014	In progress
13	Geetha a/p Muthusamy	GS43328	PhD (Marketing)	School of Graduate Studies, UPM	Feb., 2015	In progress
14	Raimi Nur Hakimi Binti Mohamed Ghazali	GS44407	MSc (Marketing)	School of Graduate Studies, UPM	Sept., 2015	In progress

(In addition, I have been a member of more than 5 other PhD Committees, supervised more than 20 MBA Research Projects; and more than 20 undergraduate Final Year Research Projects)

8. Refereed Articles

- 2017. Leila A. Kasiri, Kenny Teoh G.C., Murali Sambasivan, Samsinar Md Sidin, “Integration of Standardization and Customization: Impact on Service Quality, Customer Satisfaction and Loyalty,” *Journal of Retailing and Consumer Services* 35 (2017) pp 91-97.
- 2017. Majed Zamil Hatem Alkindi , Dr. Kenny Teoh, Dr. Asaad Naji, (2017), “Regional Differences in Culture among the online Gen-Y Consumers in Smart City Dubai, UAE,” *International Journal of Business and Management Invention*, Volume 6 Issue 7, July. 2017, PP 66-70.
- 2016. Alsolami, H. A., Twalh, A. A., Kenny T. G., & Gazi, I. M., (2016), “Power and Influence: CEO Power and the Use of Tactical Influence. *Journal of Management and Strategy*, 7(2), 46-52.
- 2016. Alsolami, H. A., Kenny, T. G., & Twalh, A. A. (2016), “Revisiting Innovative Leadership. *Open Leadership Journal*, 5(2), 31-38.
- 2016. Francis Chuah, Kenny Teoh, Hiram Ting, Evan Lau, “A Behavioral Approach to Modelling Strategy Execution: The Role of Organizational Support and the Moderated Mediation Effect of Engagement and Communication”, *International Review of Management and Marketing*, Vol 6, No 8S.
- 2015. Wong, P. P. W., & Teoh, K. The influence of destination competitiveness on customer-based brand equity. *Journal of Destination Marketing & Management* (2015) pp 1-7.
- 2015. Hazaz Alsolami, Kenny Teoh, Yee Choy Leong, Abdul Rashid Abdullah and Gazi NurullIslam (2015), “Transformation of Airport Industries: A Fresh Review of Global Changes”, *International Journal of Economics, Commerce and Management*, (2015), 3 (8).
- 2015. CHEAH, J.H., NG, S.I., TEOH, KENNY, G.C. Factors Affecting Office Rent in Kuala Lumpur (KL). *International Journal of Economics and Management*. 9(S): 115 – 134 (2015).
- 2015. “Impact Of Levels Of Standardization And Customization On Service Quality, Customer Satisfaction, And Loyalty: Moderating Roles Of Service Nature And Customer Needs”, *Journal of Services Marketing (Submitted on 1st December, 2015)*
- 2014. Suddin Lada, Samsinar Md Sidin & Kenny Teoh Guan Cheng (2014). Moderating Role of Product Involvement on the Relationship Between Brand Personality and Brand Loyalty. *Journal of Internet Banking and Commerce*, August 2014, 19(2), 1-16.
- 2014. Suddin Lada, Samsinar Md Sidin & Kenny Teoh Guan Cheng (2014). Link Between Brand Personality and Brand Loyalty in Sportswear Brand Among Malaysian Consumer. *Labuan Bulletin of International Business & Finance*, 12, 2014, 19-35.
- 2008. Teoh, K. G.C., Yee, C. L., Mohamed, Z. A. , & Tan, M. F. (2008). GUM Industries (1985) Sdn. Bhd. - The Totoya Crisis. *Asian Journal of Case Research*, 1 (1), 43-50.

9. Refereed Proceedings

- 2015. Francis, C., Kenny, T., & Haim Hilman, A. Enhancing The Support-Execution Model Of Strategy Execution: A Moderated Mediation Effect Of Strategy Engagement And Strategy Communication. *Paper presented at the Academy for Global Business Advancement (AGBA) 12th Annual World Congress, Universiti Malaysia Pahang. (Won Best Paper Award)*
- 2015. Cheah Jun Hwa (P), Ho Jo Ann, Ng Siew Imm & Kenny Teoh Guan Cheng (2015). Pull And Push Factors That Influence Tenants’ Decision-Making In Selecting Commercial Offices In The Golden Triangle KL (GTKL), **(Proceedings of the 25TH IBIMA CONFERENCE, 2015, Malaysia)**
- 2011. Yee, C. L., Teoh, K. G.C., & Winnie Liaw, W. Y. Developing a SWOT Roadmapping Technique for Managing Strategy, Operation and Technology Interfaces. *Proceedings of the Cambridge UK*, Cambridge UK: , 1-10.
- 2010. Teoh, K. G.C., Yee, C. L., & Chua, H. H. (). A Study on the Use of Technology Roadmapping among Manufacturing Firms. *International Borneo Business Conference (2)*, Miri, Sarawak, Malaysia: , 535-550.

- 2010. Teoh, K. G.C. & Yee, C. L. Comparing the characteristics of strategy charting and Technology Roadmapping. *International Borneo Business Conference (2)*, Miri, Sarawak, Malaysia: , 519-533.
- 2010. Teoh, K. G.C. & Yee, C. L. Technology Roadmapping for Top Management. *Asia Pacific Industrial Engineering and Management Systems (APIEMS) Conference (535)*, Melaka, Malaysia: , 262.
- Teoh, K. G.C. & Yee, C. L. (2010). Learning from Applying Technology Roadmapping Process. *GSM-FEP-AGBA Conference (MG001)*, Palm Garden Hotel, Putrajaya, Malaysia: , 2.
- 2010. Teoh, K. G.C. & Yee, C. L. Improving the process of Technology Roadmapping. *International Graduate Conference on Engineering, Science and Humanities (IGCESH) (266)*, Johor Bahru: , 161.
- Teoh, K. G.C., Boo, H. C., Othman, M., Sambasivan, M., & Ting, L. H. (2009). Service Quality Dimensions in Malaysian Hospitality Industry - Revisiting SERVQUAL After 20 Years. *APacCHRIE Conference*, 1.
- 2009. Teoh, K. G.C., Choo, W. C., Loo, S. C. , & Sambasivan, M. Combining Volatility Forecast: Can Be MArket Volume Help? *Proceedings of the 11th MFA Conference 2009*, Bayview Beach Resort, Batu Ferringhi, Penang: , 817-823.
- 2008. Teoh, K. G.C. Re-Looking Consumer Ethnocentrism's Cetscale: The Trucet Scale. *Academy of Marketing at Robert Gordon University, Aberdeen, Scotland, UK*, 16.
- 2003. "Consumer Ethnocentrism. A Critical Review," Faculty of Economics and Management Seminar, UPM at Malacca, Malaysia, 2003.
- Teoh, K. G.C. (2002). Consumer Ethnocentric Tendencies. A Study of Graduate Executives in the Klang Valley, Malaysia. *Asia Pacific Economics and Business Conference*, Kuching, Malaysia.
- 2001. "Graduate Executive Consumer Behaviour in the Klang Valley," Faculty of Economics and Management Seminar, UPM at Kuantan, Malaysia, 2001.
- 2000. "Is Marketing A Science Or An Art?," Faculty of Economics and Management Seminar, Universiti Putra Malaysia at Penang, 2000.

10. Books, Monographs, Compilations, Manuals

- 2015. Lennora Putit, Kenny Teoh Guan Cheng et al. *Consumer Behavior*. Oxford Fajar, Malaysia.
- 2015. Teoh, K. G.C., Amer Hamzah & Ganesh T. *Marketing. Compendium*. (Editor)
- 2010. Teoh, K. G.C., Hj. Ahmad, A., & Mohd Salleh, L. *Komunikasi Perniagaan* Cengage Learning Asia Pte Ltd..

11. Research Grants

- 2013: Teoh, K.G.C., Prof. Dr. Samsinar Md. Sidin and Suddin Lada. Influence of brand personality on brand loyalty. (RUGS)
- 2006: Teoh, K. G.C., 'To Buy Local; Or To Buy Foreign' Study on consumer ethnocentrism for the Government of Malaysia, Intensified Research Priority Area (IRPA)—Principal Researcher (2006)
- 1997. 'Johor Industrial Master Plan 1997 - Textile Sector'. Researcher/Consultant for Malaysian Institute of Economic Research. (MIER) (IRPA)
- 1996. 'Consumer Ethnocentrism in Malaysia'. (MBA thesis). (1996) — Researcher.
- 1996. 'Kajian Impak Pekerja Asing'. (Survey on the economic impact of legal and illegal migrant labour. Conducted for the Ministry of Labour, Malaysia). (1996) — Research Assistant.

12. Administrative responsibilities:

- 2017—extant. Deputy Unit Head, AACSB Accreditation Unit, Fac of Economics and Management, UPM)
- 2008—extant. Member, AACSB Accreditation Unit, Faculty of Economics and Management, UPM)2008
- extant. Head, Industry Linkages Division, Office of Deputy Vice Chancellor, UPM
- 2000—extant. Academic Advisor (Groups of students are assigned to me annually. They remain my responsibility till they graduate).

- 2010 – extant. Panel Member, 'Intellectual Property Commercialization Committee,' Office of Deputy Vice-Chancellor, (Research & Innovation), Universiti Putra Malaysia.
- 2005—extant. Course Coordinator, MGM3244 Consumer Behavior, Faculty of Economics, UPM.
- 1999–2001. Course Coordinator, MGM2101 Business Communication; BBA Programme.
- 1999–2001. Course Cordinator, MGM2101 Business Communication; Franchised BBA Programme.

13. University Assignments

- 2008-2011: Head, Industry Linkages Division, Office of Deputy Vice Chancellor, Universiti Putra Malaysia.

14. Faculty Advisor:

- 2011: AIESEC (Advisor on various projects - informal)
- 2009-2011: LoReal “BRANDSTORM” Business Competition: 2009–2013.
- 2006-2015: Catholic Student's Society, UPM: 2006–2015.

15. Member:

- 2007-2017: AACSB Accreditation Unit, Faculty of Economics and Management, UPM: 2007 - extant, (Unit Member)

16. Service to the Profession

- 2015: Reviewer: “Fundamentals of Management”, Robbins, 10th Global Edition.
- 2009: Reviewer: “Consumer Behavior”, Michael R. Solomon. Global Edition. 9th Ed.. Pearson., Kuala Lumpur, Malaysia. International Text Reviewer

17. Presentation

- 2011: Speaker, Sales Convention. Pfizer Malaysia Sdn Bhd, Kuala Lumpur, Malaysia.
- 2011: Speaker, Graduate School Office, UPM: 'Resume Writing and Interview', Serdang, Selangor, Malaysia.
- 2011: Keynote speaker, Taylor’s University Research Colloquium.

18. Service to the Community

- 1993—extant: Teacher – Sunday School, St Francis Xavier's Church, KL, Malaysia.

19. Professional Development

- 2008: Academy of Marketing Conference. Aberdeen, Scotland.

20. Professional Seminars / Workshops

- 2010: Faculty of Economics & Management Seminar. Kuala Lumpur, Malaysia.
- 2007: “20th Century Marketing by Philip Kotler”. Kuala Lumpur, Malaysia.

21. Honors and Distinctions

- 2007: 1st Prize Winner, National Case Writing Competition. Malaysian Case Writers Association.
- 2006: Silver Medalist, Research Competition, Universiti Putra Malaysia.

22. Professional Societies

- 2008 – extant. Member. Case Writers Association Malaysia (CWAM)
- 2007 – extant. Member. Malaysian Institute of Management (MIM)

23. Industry Experience.

20 years as entrepreneur and practitioner of advertising and communications. CEO, Juruiklan Sdn Bhd (January, 1981 - December, 1997). Founder and Chief Executive Officer. Specializing in advertising and promotions. Worked on many brands from diverse fields such as fashion, shoes, cosmetics, computers, banking, resorts, hotels, education institutions etc., including:

- Garments : Kitikat, Padini, Olex, John Masters, Pg's.
- Cosmetics : Christian Dior, Lancome.
- Banks : D&C Bank, Bank of Commerce, CIMB, AIMB, D&C Sakura.
- Finance companies : Mayban Finance, CCM.
- Computers : IBM and other IT Original Equipment Manufacturers.
- Office automation : Samsung, Nakajima.
- Software : MS-DOS, Windows, CorelDraw.
- Tourism : Ken-Air.
- Hotels : Plaza Hotel.
- Education & training : CIMA Malaysia, ATC School of Law.
- Chemicals : DOW chemicals.
- Public relations : Corporate communications, newsletters and Damage Control.

(Actual experience, which extends beyond this list, is too numerous to list here)

24. Consulting Experience

- 2011: Sime Darby Seeds and Agricultural Services Sdn. Bhd. Re: The Organization's Strategic Marketing Blueprint.

25. Conferences/Workshops Attended:

- 2008. Academy of Marketing Seminar, 8-10 July, 2008. The Robert Gordon University, Aberdeen, Scotland, "RE-LOOKING CONSUMER ETHNOCENTRISM'S CETSCALE: THE TRUCET SCALE"
- 2007. "21st Century Marketing." Seminar by Prof. Philip Kotler, 13th August, Kuala Lumpur, Malaysia.
- 2007. Faculty of Economics Seminar, UPM
- 2006. Faculty of Economics Seminar, UPM
- 2005. Faculty of Economics Seminar, UPM
- 2004. Faculty of Economics Seminar, UPM
- 2003. Faculty of Economics Seminar, UPM
- 2002. Faculty of Economics Seminar, UPM
- 2001. Colloquium on Research organized by Faculty of Economics and Management, University Putra Malaysia, Bangi, Malaysia.
- 2001. Workshop, "Principles of Teaching and Effective Teaching to Adults," by Dr. Azahari Ismail, Director, Institute for Distance Education and Learning, UPM, at Faculty of Economics and Management, UPM.
- 2001. Workshop, "Effective Communication for Academics in a Classroom Context," by Dr. Melinda Knight, Simon School of Business, University of Rochester, N.York at Faculty of Economics and Management, UPM.

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- 2001. Workshop, “The Changing Face of Business Communication: A Tale of 3 Cities,” by Dr. Priscilla Rogers, University of Michigan Business School at Faculty of Economics and Management, Universiti Putra Malaysia.
- 2000. Workshop, “Casewriting,” by Institute of Public Administration Malaysia, Bangi.
- 2000. Workshop, “Teaching With Cases,” by Faculty of Economics and Management, Universiti Putra Malaysia, Bangi,.
- 2000. Workshop, “Research,” by Faculty of Economics and Management, Universiti Putra Malaysia, Bangi.
- 1999. Seminar, “Malaysian Economy and Management Into The Next Millenium,” by Faculty of Economics and Management, Universiti Putra Malaysia, Malacca,.
- 2000–2001. Committee Member, “Get That Job” Committee, Alumni Unit, Student Affairs Division, Universiti Putra Malaysia. (To enhance the marketability of UPM graduates and their job-hunting skills)
- Speaker, Student Induction Programme, Faculty of Economics and Administration, Universiti Putra Malaysia, 2000–2001.
- 1999. Workshop, “Principles of Writing and Research,” by Faculty of Economics and Management, Universiti Putra Malaysia, Selangor.
- 1999. Committee Member, Seminar: “Malaysian Economy and Management Into The Next Millenium,” by Faculty of Economics and Management, Universiti Putra Malaysia, Malacca.
- 1998. Committee Member, Department Seminar organized by Faculty of Economics and Management and Malaysian Graduate School of Management at Mines Resort,.

26. Research Grant:

- 2001–2004. IRPA (Intensified Research Priority Area) by the Government of Malaysia: “To Buy Local; Or To Buy Foreign. Application of Structured Equation Modeling and Neural Networks To The Development of A Consumer Ethnocentrism Scale,” RM90,000.00
- 2000. Short–Term Research Fund, Universiti Putra Malaysia: “The Implications of Computer Knowledge and Communication Ability Among University Students,” RM10,000.00

27. Personal Particulars:

- Date of Birth : July 7, 1957
- Race : Chinese
- Sex : Male
- Citizenship : Malaysian
- Religion : Catholic
- Languages : English (Proficient); Bahasa Malaysia (Proficient); Mandarin, Hokkien and Cantonese (Basic)
- Age : 59 years.
- Date of birth : 7th July, 1957.
- Race : Chinese.
- Sex : Male.
- Citizenship : Malaysian.
- Religion : Roman Catholic.
- Address : No. 45, Jalan Uranus, U5/122A, 40150 Shah Alam, Selangor, MALAYSIA.
- Telephone/Fax : 03-8946 7687 (Office)
- H/phone : +6013 2678872
- E-mail : kent@upm.edu.my
drkennyteoh@gmail.com

Curriculum Vitae

This CV was prepared on: 17th January, 2017.