

CV

1. Maklumat Peribadi

Nama : Yee Choy Leong
Tarikh lahir : 05/03/1970
Alamat : 978, Jalan SK 5/1,
43300 Seri Kembangan,
Selangor Darul Ehsan
Jawatan : Pensyarah Kanan
Bidang : Pengurusan Operasi
Pengurusan Strategik
Pengurusan Teknologi



2. Kelulusan Akademik

1. Degree in Mechanical Engineering (Industrial) (Hons) UTM (1994)
2. Advanced Diploma in Marketing Management (Distinction)
University of Wales, Wales, UK (1995)
3. M.B.A. Heriot-Watt University, Scotland, UK (1996)
4. Ph.D. University of Cambridge, England, UK (2005)

3. Keahlian Profesional Semasa

- *Certified Professional Trainer, Malaysian Institute of Management*

4. Tanggungjawab Pengajaran dan Pentadbiran Semasa

Pengalaman Pengajaran

- Pengurusan Operasi (Prasiswazah)
- Pengurusan Strategik (Prasiswazah)

- Pengurusan Operasi (Pasca siswazah)
- Teori dalam pengurusan (Pasca siswazah)

Tanggungjawab dalam Pentadbiran

- Penasihat akademik bagi pelajar prasiswazah dan pasca siswazah
- Pemeriksa dalaman/ luar untuk PhD dan Master

5. Pengalaman Kerja

- Jurutera Jualan (1994-1996)
- Eksekutif Produk (1996-1997)
- Pengurus (1997-1999)
- Tutor (1999-2005)
- Pensyarah Kanan (2005-terkini)

6. Persidangan (2006-terkini)

- International Symposium on Finance and Accounting 2009 (6-8 July, 2009, Kuala Lumpur)
- The Fourth International Borneo Business (13-15 December, 2010, Miri, Sarawak)
- International Conference on Economics and Business Research 2013 (15-16 May, 2013, Penang, Malaysia)

7. Penyelidikan dan Penerbitan

Research Grant (on-going)

A. Developing a capability index for SME F&B in Malaysia (Principle Researcher)

Duration : 2016- 2017
 Sponsor : Universiti Putra Malaysia
 Amount : RM 70,000
 Status : Software development

Research Completed

A. Developing a conceptual model for Strategy, operations, and technology roadmapping in Malaysia (Principle Researcher)

Duration : Januari 2010-Januari 2012

Sponsor : Universiti Putra Malaysia
Amount : RM 44,000
Status : Completed

B. Supply chain for vegetables

Duration : 2007-2008
Sponsor : FAMA
Amount : Joint research project
Status : Completed

**C. Developing a complete management tool for Supply Network Analysis Process (SNAP)
(Principle Researcher)**

Duration : Januari 2005-Desimber 2006
Sponsor : Universiti Putra Malaysia
Amount : RM 10,000
Status : Completed

Penerbitan Artikel Jurnal (2004-terkini)

2004

Yee, C.L. and K.H. Tan, 2004, A process and tool for supply network analysis, *Industrial Management & Data Systems*, 104, 4, 355-363.

Yee, C.L., K.H. Tan and K.W. Platts, 2004, A process and tool for downstream supply network management, *Thirteenth International Working Seminar on Production Economics*, Vol. 2 (Igl, Innsbruck, Austria) 593-613.

Yee, C.L., K.H. Tan and K.W. Platts, 2004, Supply network strategy: A framework and tool, *Thirteenth International Working Seminar on Production Economics*, Vol. 4 (Igl, Innsbruck, Austria) 259-282.

Yee, C.L., K.W. Platts and K.H. Tan, 2004, Distribution network strategy, *Second International Workshop on Supply Chain Management & Information Systems (Hong Kong) SCMIS002-UK*.

Yee, C.L., 2004, Developing a framework and tool for downstream supply network strategy, unpublished PhD thesis, Centre for Strategy and Performance, Manufacturing and Management Division, Department of Engineering, University of Cambridge.

2005

Yee, C.L., 2005, Technology roadmap management, International Conference on Knowledge Management (Kuala Lumpur, Malaysia) TP15, pp. 38-48.

Yee, C.L., 2005, Key financial and non-financial performance measures for supply networks, The 16th Asian Finance Association Conference (Kuala Lumpur, Malaysia) No. 71, 180_Ap001, pp. 44.

Wong, Kong-Yew, Yee, Choy-Leong, Mat Som, Ahmad Puad and Mohamed, Badaruddin (2005) Performance Measurement Systems: A tool in creative hotel management. Proceedings of Team Conference. RARC INTERNATIONAL CONFERENCE

Yee, C.L., 2005, Supply chain management: theory, management and future direction, The Sixth Asian Academy of Management Conference (Ipoh, Perak, Malaysia)

Wong, F.Y. and C.L. Yee, 2005, Mapping the relationships between corporate strategy and supply chain management, Faculty of Economics and Management Seminar (Kuala Lumpur, Malaysia)

Yee, C.L., 2005, Managing Marketing Channels with a SNAP tool, Faculty of Economics and Management, Universiti Putra Malaysia, Staff paper series no. 1/2005

2006

Yee, C.L., K.H. Tan and K.W. Platts, 2006, Managing downstream supply network: a process and tool, International Journal of Production Economics 104, pp. 722-735.

Yee, C.L. and K.W. Platts, 2006, A framework and tool for supply network strategy operationalisation, International Journal of Production Economics, 104, pp. 230-248.

Yee, C.L. 2006, A conceptual framework of relational capitals in supply networks, Faculty of Economics and Management Seminar (Port Dickson, Negeri Sembilan, Malaysia)

Yee, C.L. 2006, Developing a process of supply network relationship audit, Faculty of Economics and Management Seminar (Port Dickson, Negeri Sembilan, Malaysia)

Wong, K.Y., Leong, Y.C., Mat Som, A.P., Mohamed, B. (2006). Performance Measure System: A Tool in Creative Hotel Management. *In: Proceedings of the Fourth National Tourism Educators Conference*, Petaling Jaya, Selangor, Malaysia, 9-10 March.

2007

Yee, C.L. 2007, Technology Roadmap Management, In Bandyopadhyay, P. K. Technology Management: concepts and applications, The Icfai University Press. pp. 63-73.

2008

Teoh, Kenny G.C., Yee, C.L., Zainal, A.M. and Tan, M.F. (2008), GUM Industries (1985) Sdn. Bhd. – The Toyota Crisis, *Asian Journal of Case Research*, Vol. 1, No. 1, The UPM Press, pp. 43-50.

Yee, C.L. 2008, Toolism, Faculty of Economics and Management Seminar 17-19 Dec 2008 (Melaka, Malaysia).

2009

Yee, C.L. 2009, Toolism: Generation of Mode 2 Knowledge in Research, The 20th Annual POMS Conference No. 011-0489, 1-4 May 2009 (Orlando, Florida, USA).

Yee, C.L. 2009, The Science of Toolism, Faculty of Economics and Management Seminar (No. 103) 1-3 December 2009 (Port Dickson, Negeri Sembilan, Malaysia).

Yee, C.L. 2009, Toolism: Generation of Mode 2 Knowledge in Research, Faculty of Economics and Management Seminar (Poster Session) 1-3 December 2009 (Port Dickson, Negeri Sembilan, Malaysia).

Yee, C.L., 2009, Toolism: A multiple-methodological approach in research, The Third International Conference on Operations and Supply Chain Management. 9 – 11 December 2009 (NO: M2) Track SC-T7-12 (AIMST University, Bujang Valley, Sungei Petani, Kedah, Malaysia).

Yee, C.L., 2009, SNAP: Generating roadmaps for effective supply chain management, The 8th Asian Academy of Management International Conference, AAMC 18 – 21 December 2009 (No: 103) (Kuantan, Pahang, Malaysia).

Yee, C.L. 2009, The 4-stage protocols of Toolism, Proceeding in the International Conference on Quality, Productivity and Performance Measurement (ICQPPM), Putra Jaya, Malaysia (16-18 November 2009)(Paper No. 079).

2010

Yee, C.L. and Teoh, K.G.C., 2010, Technology Roadmapping for Top Management, The 11th Asia Pacific Industrial Engineering and Management Systems (APIEMS) Conference, 7-10 December 2010, Melaka, Malaysia. Paper ID:535, pp. 262.

Yee, C.L. and Teoh, K.G.C., 2010, Improving the process of Technology Roadmapping, 3rd International Graduate Conference on Engineering, Science and Humanities(IGCESH), 2-4 November 2010, Johor Bahru, Malaysia. Paper ID:266, pp. 161.

Yee, C.L. and Teoh, K.G.C., 2010, Comparing the characteristics of strategy charting and Technology Roadmapping, International Borneo Business Conference (IBBC), 13-15 December 2010, Miri, Sarawak, Malaysia. Volume 2, pp. 519-533.

Yee, C.L., Teoh, K.G.C., and Chua, H.H. 2010, A study on the use of Technology Roadmapping among manufacturing firms, International Borneo Business Conference (IBBC), 13-15 December 2010, Miri, Sarawak, Malaysia. Volume 2, pp. 535-550.

Yee, C.L. and Teoh, K.G.C., 2010, Learning from applying Technology roadmapping process, Paper for GSM-FEP-AGBA Conference 2010 and 7th Annual AGBA World Congress, CD Format, 1-3 December 2010, Palm Garden Hotel, Putrajaya, Malaysia. Paper no.: MG001, pp. 2.

Yee, C.L. and Teoh, K.G.C., 2010, Testing Technology Roadmapping process with action research, Empowering Students in Higher Education through Action Research: Opportunities and Challenges Seminar, 11-12 November 2010, University of Malaya, Kuala Lumpur, Malaysia. (Paper for poster session and panel presentation in forum).

2011

Yee, C.L., Teoh, K.G.C., Yong, H.L., and Awang, M.K. 2011, Roadmaps for e-Technology Management, Paper for the Proceedings of the International Conference on e-Commerce, e-Administration, e-Society, e-Education, and e-Technology (e-CASE & e-

Tech 2011), CD Format, 18-20 January 2011, Tokyo, Japan. Paper no.: 5103, pp. 3572-3585.

Yee Choy Leong, Kenny Teoh Guan Cheng, and Winnie Liaw Wei Yu (2011) Developing a SWOT roadmapping technique for managing strategy, operations, and technology interfaces, Paper for the Proceedings of The 18th European Operations Management Association Conference (EurOMA), 3-6 July 2011, Cambridge, UK, Paper No. 0181, STR29, pp. 135

Sambasivan, M., Loke, S.P., Mohamed, Z.A. and Yee, C.L. (2011) Impact of interdependence between supply chain partners on strategic alliance outcomes: Role of relational capital as a mediating construct, *Management Decision*, Vol. 49, No. 4, pp. 548-569.

2012

Yee, C.L. (2012) “Linking theory to practice with a new research perspective”, Paper for the e-Proceeding in the International Conference on Arts, Social Science & Technology (icast), CD Format, 3-5 March 2012, Penang, Malaysia, Paper No. 12106, pp. 130.

Yee, C.L. (2012) “Supply-chain roadmapping”, Paper for the e-Proceeding in the International Conference on Arts, Social Science & Technology (icast), CD Format, 3-5 March 2012, Penang, Malaysia, Paper No. 12361, pp. 153.

Yee, C.L. (2012) “Roadmapping system for knowledge generation, storage and sharing”, Paper in the Proceeding of the 6TH Knowledge Management International Conference (KMICe2012), 4-6 July 2012, Johor Bahru, Malaysia, Paper No. KM186, pp.

2015

Yee, C.L. (Under review) “Exploring the human and organizational aspects of technology roadmapping” *Asia Pacific Journal of Management*.

Yee, C.L. (Under review) “Supply-chain roadmap for capturing multiple firms’ strategies” *International Journal of Supply Chain Management*.

Yee, C.L. (Under review) “Integrating SWOT and roadmapping into practice” *IJOPM*.

Yee, C.L. (2015) Developing a roadmapping system for knowledge management in an organization, *Pertanika UPM*, vol 23, pp 83-100.

Penerbitan Lain (Hakcipta-IPR dan inovasi)

Hakcipta (IPR)

- **Yee Choy Leong & Chew Chu Chee**, “e-roadmapping”, software tool (Copyright@UPM, 2013).
- **Yee Choy Leong & Lee Chun Hui**, “Capability Index Questionnaire” (Copyright@UPM, 2017).
- **Yee Choy Leong & Lee Chun Hui**, “Capability Index for SME”, software tool (Coming soon).

Inovasi

- Supply Network Analysis Process (SNAP), 2005.
- SWOT-roadmapping process, 2010
- Contemporary Strategic Roadmapping Process, 2013
- BSC for SME software tool, Yee Choy Leong & Andrew Tan Kok Keong@, 2013 (unpublished)
- PTR Process (Forthcoming)

Penerbitan Buku

- Yee, C.L. (2013) *Strategic roadmapping: Theory and practice*, UPM Publisher.
- Yee, C.L. (Forthcoming) *Effective Strategies for small businesses*, UPM Publisher.

8. Perundingan dan latihan korporat - terkini

Perundingan Antarabangsa

- Bhutan Development Bank Ltd. “Corporate Governance” Oct. 2014

Perundingan Tempatan (Malaysia)

- Perusahaan Otomobil Nasional Sdn Bhd. “Proton Technology Roadmap process improvement”, Jun 2016-terkini

- BASF Petronas Chemicals Sdn Bhd. “Managing Complex Project” Sept. 2014
- JCorp Sdn Bhd. “Action Research in Organization”, February 2013
- Comtech Solution Sdn Bhd. “e-roadmapping system” June 2015
- Pratic Machinerics Technologies (M) Sdn Bhd. “Strategic roadmapping” Oct. 2015

Latihan Korporat

- Trainer for business and public organizations
- Facilitator for MNC and SME
- Certified Professional Trainer by Malaysian Institute of Management (MIM-CPT) recognised by Human Resource Dept. (HRDF Claimable) 2010-terkini
- Facilitator for Bottom-up workshop “Linking R&D projects with business strategies”. 21st June 2016
- Facilitator for Pilot-test (Mini) workshop “Process Enhancement”, 28th June 2016
- Training Course Leader, “7 Management & Planning Tools”. Kuala Lumpur, 16-17 July 2012
- Training Facilitator, “Strategic Roadmapping” MIM Training Directory: Management Leadership Programmes May/Oct 2012
- Training Facilitator, “CPM/PERT” MIM Training Directory: Management Leadership Programmes March/Sept 2013
- Training Facilitator, “SPC” MIM Training Directory: Management Leadership Programmes April/Oct 2013
- Training Facilitator, “Managing complex project with CPM/PERT” MIM Learning and Development Directory: Management & Leadership Programmes June/Sept 2014
- Training Facilitator, “Achieving six sigma through statistical process control” MIM Learning and Development Directory: Management & Leadership Programmes Feb/May 2014

9. Khidmat Masyarakat

Penceramah Jemputan

- Invited Speaker for CPD Talk “Strategic Roadmapping: Research, Practice and Future Development”, Institute Pengurusan Malaysia Kuala Lumpur, 31 March 2012.
- Invited Speaker in forum and panel discussion in Empowering Students in Higher Education through Action Research: Opportunities and Challenges Seminar, 11-12 November 2010, University of Malaya, Kuala Lumpur, Malaysia.
- Invited speaker for research talk, “How to conduct case study research”, University Tunku Abdul Rahman, Sungei Long Campus, 2016.

Khidmat Lain

- Reviewer/ Referee for international or national journal
- Pemeriksa luar untuk PhD
- Founder and Head of Research Centre – Centre of Excellence for Research in Quality and Operations Management (CERQOM), Faculty of Economics and Management (FEP), UPM (2004-2009)
- Associate Member and Researcher of University of Cambridge, Institute for Manufacturing, Centre for Strategy and Performance Measurement
- Lecturer in Strategic, Operations and Technology Management for BBA and MBA programmes, UPM
- Reviewer – International Journal of Production Economics (IJPE) (Citation Journal)
- Reviewer – National Research & Innovation Conference 2014
- Editor – International Journal of Economics and Management (IJEM)
- Fellow – Institute for Agricultural and Food Policy Research, UPM (Research Fellow of New Agro-Food Marketing System: Structural and Impact Analyses Project 2007-2008)
- Committee Member – Faculty Research Committee, FEP, UPM (2006-2008)
- Committee Member – Staff Paper and Occasional Working Paper Committee, 2005 FEP, UPM
- Committee Member – Journal Steering Committee, FEP, UPM 2005
- Committee Member – Specialisation of Bachelor's Degree Programme Committee, FEP, UPM 2006
- Committee Member – Statistics and Operations Management Committee, FEP, UPM 2006
- Advisor – Chinese Culture Society, 2005 UPM
- Ahli Jawatankuasa Kerja Program Kebolehpasaran Graduan Program BBA 2014, FEP, UPM
- Certified Professional Trainer, Malaysian Institute of Management. 2010-terkini

10. Maklumat lain yang berkaitan

Anugerah

- Best Paper Award, Seminar FEP 2005
- Silver Metal Award, Research Competition UPM 2006
- First Prize, CWAM Case-writing competition 2006 Malaysia
- Scholar of Selwyn College (2002), University of Cambridge