

BRIEF CV

1. Maklumat Peribadi

Nama : Wong Foong Yee
Tarikh lahir : 19/02/1968
Alamat : No. 16, Jalan Indah 2/13
Taman Universiti Indah
43300 Seri Kembangan
Selangor
Jawatan : Pensyarah Kanan
Bidang : Gelagat Pengguna dan Strategi Pemasaran



2. Kelulusan Akademik

- MBA, Universiti Putra Malaysia (UPM) - 1997
- BSc, Universiti Pertanian Malaysia (UPM) - 1993

3. Keahlian Profesional Semasa

- Case Writers Association of Malaysia (CWAM) – Life membership and Case writer
- Malaysia Institute of Management (MIM) – Member
- Persatuan Wanita UPM (PERMATA) – Member
- Persatuan Pegawai Akademik UPM (PPA) – Member
- Asian Journal of Case Research (AJCR) – Editorial board member
- McGraw-Hill Book Editor “Contemporary Issues in Management and Marketing”
- McGraw-Hill Book Editor “Emerging Issues in Management”
- McGraw-Hill Book Editor “Business Practice in Malaysia”
- McGraw-Hill Book Editor “Research Issues in Management and Marketing”
- McGraw-Hill Book Editor “Managing Business Dynamic and Change: A Collection of Readings”

4. Tanggungjawab Pengajaran dan Pentadbiran Semasa

Pengalaman Pengajaran

- Prinsip Pemasaran (Prasiswazah)
- Pengurusan Strategi (Prasiswazah dan Prasiswazah program eksekutif)
- Pengurusan Perniagaan Antarabangsa (Prasiswazah)
- Komunikasi Perniagaan (Prasiswazah)
- Dasar Sosial Korporat (Prasiswazah)
- Pengurusan Organisasi dan Perniagaan (Prasiswazah)
- Gelagat Organisasi (Prasiswazah)
- Pengurusan Strategi (Pasca siswazah)

Tanggungjawab dalam Pentadbiran

- Panel Penilai Universiti bagi program pengajian UPM
- Penasihat Program Akademik Fakulti Ekonomi dan Perniagaan
- Ahli Jawatankuasa Akademik dan Pelajar Jabatan Pengurusan dan Pemasaran
- Penyelaras Kursus Prinsip Pemasaran program BBA
- Penyelaras Kursus Pengurusan Strategi program BBA
- Ketua Bidang (Pemasaran) Program BBA
- Articles reviewer for International Journal of Economics and Management (IJEM), Journal of Social Sciences and Humanities (PERTANIK), Asian Journal of Case Research (AJCR), and chapters-in-book published by McGraw-Hill dan UPM Press
- Internal examiners for MBA students in UPM
- Main supervisor for MBA students
- Main supervisor for BBA students
- Co-supervisor pelajar MSc.
- Case writing facilitator for Universiti Tun Abdul Razak (UNITAR)

- Academic advisor for BBA students
- Facilitator for L'O'real Brandstorm Competition
- Research Fellow for Institut Kajian Dasar Pertanian Malaysia (IKDPM), UPM for 2 years
- Moderator soalan peperiksaan akhir untuk kursus Kaedah Penyelidikan untuk Perniagaan
- Penyelia Latihan Industri untuk pelajar BBA

5. Pengalaman Kerja

Pelantikan Akademik

- Tutor (UPM) – 1997
- Pensysrah - 1998
- Pensyarah Kanan - 2008

Pelantikan Bukan Akademik

- Project consultant for Federal Agricultural Marketing Authority, Malaysia (FAMA) on “Consumers’ Purchasing Behavior towards Fresh Produce”
- Asian Journal of Case Research (AJCR) – Editorial board member
- Articles reviewer for International Journal of Economics and Management (IJEM), Journal of Social Sciences and Humanities (PERTANIKA), Asian Journal of Case Research (AJCR), and chapters-in-book published by McGraw-Hill dan UPM Press
- Case writing facilitator for Universiti Tun Abdul Razak (UNITAR)
- McGraw-Hill Book Editor “Contemporary Issues in Management and Marketing”
- McGraw-Hill Book Editor “Emerging Issues in Management”
- McGraw-Hill Book Editor “Business Practice in Malaysia”
- McGraw-Hill Book Editor “Research Issues in Management and Marketing”
- McGraw-Hill Book Editor “Managing Business Dynamic and Change: A Collection of Readings”

6. Persidangan dan Latihan

- Bengkel Memperkasakan Pelan Strategik FEP 2015 & Bengkel Penyelidikan dan Penerbitan Jurnal. 23-26 Januari 2015. Hotel Ramada Plaza, Melaka.
- Bengkel Pemurnian Rubrik Assurance of Learning (AoL) FEP. 06 Februari 2014. Fakulti Ekonomi dan Pengurusan.
- Latihan Kebakaran FEP. 09 Oktober 2014. Fakulti Ekonomi dan Pengurusan.
- Global Conference on Business Economics Research 2013. 18-20 October 2013. Palace of the Golden Horses, Mines Resort City, Malaysia.
- Bengkel Pemurniaan Cadangan Penyelidikan. 05-07 Julai 2013. The Royale Bintang, Seremban, Negeri Sembilan.
- 16th International Business Conference. 12-13 April 2012. Novotel World Trade Centre Hotel, Dubai, UAE.

7. Penyelidikan dan Penerbitan

Research Grants

- Factors Influencing Customer Loyalty of Telecommunication Industry in Klang Valley (2013 - 2015)
 - Funded by RUGS (Research University Grant), UPM
 - RM 50,000
 - Project leader
- Examination of corporate social responsibility activities among firms in the Manufacturing and Service Industry in Malaysia (2013 - 2015)
 - Funded by GUPM (University Grant), UPM
 - RM 75,000
 - Co-researcher
- Examination of Sustainable Supply Chain Opportunities from Stakeholder's Perspectives (2013 - 2015)
 - Funded by GUPM (University Grant), UPM
 - RM 75,000
 - Co-researcher
- Price Sensitivity-Consumer Satisfaction Relationship towards Durable Goods (2010 - 2012)
 - Funded by Ministry of Science, Technology and Innovation, Malaysia (MOSTI)
 - RM 106,150
 - Project leader

- Assessing Consumers' Purchasing Behaviour toward Local Agricultural Products (2006 - 2008)
 - Funded by Ministry of Science, Technology and Innovation, Malaysia (MOSTI)
 - RM 94,996
 - Project leader
- Consumers' Purchasing Behaviour toward Imported Dairy Products (2002 - 2003)
 - Funded by Ministry of Education, Malaysia (MOE)
 - RM 20,770
 - Project leader

Publication: Books

- Zainal Abidin, M., Ho, J.A. and **Wong, F.Y.** (2014). *Strategic Management (2nd Edition)*. Oxford University Press.
- Zainal Abidin, M.; Ho, J.A. and **Wong, F.Y.** (2010). *Strategic Management*. Oxford University Press.
- **Wong, F.Y.** and Ruhana, B. (2009). *Introductory Organisational Behaviour*. Prentice Hall/Pearson (M) Sdn. Bhd.

Publication: Journals

- Masoumeh Hosseinpour, Hossein Nezakati, Samsinar Md. Sidin and **Wong, F.Y.** (2016). Consumer's Intention of Purchase Sustainable Products: The Moderating Role of Attitude and Trust. *Journal of Marketing and Management*. Vol. 7(1), pp.40-49.
- **Wong, F.Y.**, Chew, S.L. and Loh, K.L. (2015). Factors Affecting Customer Loyalty in the Telecommunications Industry in the Klang Valley, Malaysia. *PERTANIKA Journal of Social Sciences and Humanities*. Vol. 23(S), pp.117-130.
- Lee, C.S.M., Ho, J.A., Murali, S. and **Wong, F.Y.** (2014). The Influence of Demographic Variables on Lecturers' Protean Careers Orientation. *International Journal of Economics and Management*. Vol. 8(S), pp.25-42.
- **Wong, F.Y.**, Leong, S.P. and Lee, C.S.M (2014). The The Effect of a Psychological Climate for Creativity on Job Satisfaction and Work Performance. *International Journal of Economics and Management*. Vol. 8(S), pp.97-116.
- **Wong, F.Y.** and Low, K.E. (2013). Factors Influencing Customer Satisfaction and Loyalty to Internationally Branded Clothes. *PERTANIKA Journal of Social Sciences and Humanities*. Vol. 21(S), pp.257-268.

- **Wong, F.Y.** and Tan, H.X. (2012). Price Sensitivity-Consumer Satisfaction Relationship towards Electrical Appliances. *World Journal of Social Sciences*. Vol. 2(6), pp.49-66.
- Siti Rahayu, H., **Wong, F.Y.** and Jamil, B. (2010). Essential Quality Attributes in Fresh Produce Purchase by Malaysian Consumers. *Journal of Agribusiness Marketing*. Vol. 3, pp.1-19.
- **Wong, F.Y.**, Zainal Abidin, M. and Chee, S.K. (2009). Increasing Market Share at Geneland Sdn. Bhd. *Asian Journal of Case Research*. Vol. 2(2), pp.131-139.
- **Wong, F.Y.** and Yahyah, S. (2008). Influence of Brand Loyalty on Consumer Sportswear. *International Journal of Economics and Management*. Vol. 2(2), pp.221-236.
- **Wong, F.Y.**; Yaakob, I. and Muhammad Ali, H. (2008). The Case of Sinaran Construction Bhd (SCB). *Asian Journal of Case Research*. Vol. 1(1), pp.51-60.
- Samsinar, M.S.; Dahlia, Z.; **Wong, F.Y.**; Ruhana, B. and Zalfa Laili, H. (2004). The Effects of Sex Role Orientation on Family Purchase Decision Making in Malaysia. *Journal of Consumer Marketing*. Vol. 21(6), pp.381-390.
- Samsinar, M.S.; **Wong, F.Y.**; Dahlia, Z.; Ruhana, B. and Zalfa Laili, H. (2004). The Effects of Spousal Resources on Family Purchase Decision-making in Malaysia - A Replication. *Malaysian Journal of Consumer and Family Economics*. Vol. 7, pp.131-138.
- Yasunobu, K. and **Wong, F.Y.** (2000). Who are Cultivating Paddy Fields?: The Peasant Situation in Malaysia after the Green Revolution. *Japanese Journal of Farm Management*. Vol. 38(3), pp.13-24.
- Yasunobu, K. and **Wong, F.Y.** (2000). Peasant Situation after the Green Revolution: Discussion on the "New Farmers Class" among Rice Farmers in Malaysia. *Japanese Journal of Farm Management*. Vol. (38(1), pp.169-172.

Publication: Chapters-in-book

- **Wong, F.Y.** and Teo Pek Ying (2015). The Effects of Brand Equity on the Purchase of Fast-Moving Consumer Electronics among the Generation Y. In: *Marketing Issues and Practices Across Different Industries*. Universiti Putra Malaysia Press, pp. 5-17.
- **Wong, F.Y.**, Ng, S.I. and Zaiton, A. (2014). Socialization Agents that Influence Brand Sensitivity among Malaysian Teenagers in Apparel Consumption. In: *Marketing: A Compendium*. Universiti Putra Malaysia Press, pp. 131-151.
- Cheah, J.H., Ng, S.I. and **Wong, F.Y.** (2014). Cross-National Market Segmentation of the 98 Chicken Rice Shop (TCRS). In: *Marketing: A Compendium*. Universiti Putra Malaysia Press, pp. 98-130.

- **Wong, F.Y.** and Lim, S.J. (2013). Allied Calibration Engineering Services Sdn Bhd (ACES). In: *Business Management Cases in Malaysia*. Universiti Putra Malaysia Press, pp. 59-64.
- **Wong, F.Y.** and Lim, Y.S. (2013). Impact of Online Consumer Characteristics on Web-based Banner Advertisement Effectiveness among Generation Y. In: *Marketing towards Delivering Consumer Value*. McGraw-Hill Education, pp. 74-90.
- Mazlan, H., **Wong, F.Y.** and Zuraina, M. (2013). Introduction and Overview. In: *Managing Business Dynamic and Change: A Collection of Readings*. McGraw-Hill Education, pp. 1-5.
- **Wong, F.Y.** and Yang, L.C.J. (2012) Consumer-based Brand Equity of Apparel Brands as Perceived by Young Consumers. In: *Research Issues in Management and Marketing*. McGraw-Hill (Malaysia), pp. 97-110.
- **Wong, F.Y.** and Yong, L.Y. (2012). Factors Influencing Chinese Consumers' Green Purchase Behaviour in Puchong. In: *Contemporary Issues in Management and Marketing*. McGraw-Hill Education, pp. 103-112.
- **Wong, F.Y.** and Zahira, M.I. (2012). Introduction and Overview. In: *Emerging Issues in Management*. McGraw-Hill Education, pp. 1-5.
- Zahira, M.I. and **Wong, F.Y.** (2012). Introduction and Overview. In: *Business Practices in Malaysia*. McGraw-Hill Education, pp. 1-4.
- **Wong, F.Y.**, Yong, G.F. and Yeap, P.F. (2010). The Relationship between Consumer Decision Making Process and Consumer Decision Making Styles. In: *In Search of Good Practices Weaving through Current Perspectives in Business*. Universiti Putra Malaysia Press, pp. (pp.195-201).
- Siti Rahayu, H., **Wong, F.Y.** and Jamil, B. (2010). Retail Patronage of Fresh Produce Shoppers in Malaysia. In: *In Search of Good Practices Weaving through Current Perspectives in Business*. Universiti Putra Malaysia Press, pp. 187-195.
- **Wong, F.Y.** (2009). Consumer Purchasing Behaviour toward Imported Dairy Product. In: *Business Management & Legal Issues and Practices*. Universiti Putra Malaysia Press, pp. 7-18.
- **Wong, F.Y.** and Zamira, N. (2009). Relationship between Attitudes towards Advertising and Purchasing Interest within Generation Y. In: *Interdisciplinary Perspectives in Management and Marketing*. Universiti Putra Malaysia Press, pp.93-103.
- **Wong, F.Y.**, Siti Rahayu, H. and Jamil, B. (2008). Consumer Purchasing Behaviour of Fresh Produce in Malaysia. In: *Management Research Issues*. Universiti Putra Malaysia Press, pp.139-147.

- Samsinar, M.S., **Wong, F.Y.**, Ruhana, B., Dahlia, Z. and Zalfa Laili, H. (2003). The Effects of Spousal Resources on Family Purchase Decision Making in Malaysia. In: *Contemporary Issues in Business*. Prentice Hall, Pearson (M) Sdn. Bhd., pp. 109-128.
- **Wong, F.Y.**, Samsinar, M.S., Yong, O.S. and Ching, K.L. (2001). Relationship Quality between Policyholders and Agents in the Life Insurance Industry. In: *Service Quality Assessment and Improvement*. Imagepac Print (M) Sdn. Bhd., pp.129-156.
- **Wong, F.Y.**, Yasunobu, K. and Husna, S. (1996). Comparison of Farm Economy of Chinese and Malay Rice Farmers in the Muda Area, Malaysia. In: *Farm Management Development and Transformation under Agricultural Commercialization in Malaysia*. Universiti Pertanian Malaysia Press, pp.39-52.
- Yasunobu, K. and **Wong, F.Y.** (1996). Paddy Mini Estates and Rice Farmers in the Muda Area: A New Effort under the Agricultural Policy in Malaysia. In: *Farm Management Development and Transformation under Agricultural Commercialization in Malaysia*. Universiti Pertanian Malaysia Press, pp.54-77.
- Yasunobu, K.; Husna, S.; Laily, P. and **Wong, F.Y.** (1996). Entrepreneur farmers in Peninsular Malaysia: Farm management approach of Peladang Jaya. In: *Farm Management Development and Transformation under Agricultural Commercialization in Malaysia*. Universiti Pertanian Malaysia Press, pp.1-21.
- Monma, T.; Yasunobu, K. and **Wong, F.Y.** (1996). Forecasting of rice farming in the Muda area, Malaysia: A survey on farmers' views. In: *Farm Management Development and Transformation under Agricultural Commercialization in Malaysia*. Universiti Pertanian Malaysia Press, pp.79-109

Publication: Other Publications

- **Wong, F.Y.** dan Ruhana, B. (2007). *Gelagat Organisasi* (cetakan ke-3). Modul Open University Malaysia (OUM).
- **Wong, F.Y.** dan Ruhana, B. (2005). *Gelagat Organisasi* (cetakan ke-2). Modul Open University Malaysia (OUM).
- **Wong, F.Y.** dan Ruhana, B. (2003). *Gelagat Organisasi*. Modul Open University Malaysia (OUM).
- **Wong, F.Y.** (2003). *Pengenalan Pengurusan Strategi*. Modul Open University Malaysia (OUM)
- Ruhana, B dan **Wong, F.Y.** (2001). *Pengurusan Organisasi dan Perniagaan*. Modul Universiti Putra Malaysia (UPM).

- Yasunobu, K.; Husna, S. and **Wong, F.Y.** (1996). *Farm Management Development and Transformation under Agricultural Commercialization in Malaysia*. Universiti Pertanian Malaysia (UPM) – Japan International Research Center for Agricultural Sciences (JIRCAS) Collaborative Study Report (1993-1996) Research Report.
- Yasunobu, K.; **Wong, F.Y.** and Laily, P. (1997). Entrepreneur Farmers in Peninsular Malaysia: Profile of Peladang Jaya. *JIRCAS Newsletter for International Collaboration*. No.13, pp.4-5.
- Yasunobu, K.; Husna, S. and **Wong, F.Y.** (1997). Function of Group Farming Project in the Muda Area, Malaysia. *JIRCAS Research Highlights*. No.4, pp.40

8. Perundingan

- Consumers' Purchasing Behavior towards Fresh Produce. Funded by Federal Agricultural Marketing Authority, Malaysia (FAMA) from 2007-2008.

9. Khidmat Masyarakat

- Donor to Majlis Kanser Nasional (MAKNA).
- Industry internship supervisor for BBA students at FEP.
- Facilitator for L'O'real Brandstorm Competition to UPM students.

10. Maklumat lain yang berkaitan

Anugerah/Sijil

- Penerima Anugerah Perkhidmatan Cemerlang (APC) 2011 (Excellent Service Award 2011), Universiti Putra Malaysia.
- Penerima Anugerah Perkhidmatan Cemerlang (APC) 2004 (Excellent Service Award 2004), Universiti Putra Malaysia.
- Penerima Anugerah Perkhidmatan Cemerlang (APC) 2001 (Excellent Service Award 2001), Universiti Putra Malaysia.
- Penerima Sijil Penghargaan Anugerah Perkhidmatan Cemerlang 2015, Universiti Putra Malaysia.
- Penerima Sijil Penghargaan Anugerah Perkhidmatan Cemerlang 2014, Universiti Putra Malaysia.
- Penerima Sijil Penghargaan Anugerah Perkhidmatan Cemerlang 2013, Universiti Putra Malaysia.

- Penerima Sijil Kepujian (Nominee) Anugerah Pengajaran Putra (APP '07), Universiti Putra Malaysia.
- Excellent Teaching Evaluation for MGM3211 (Principles of Marketing), 2000-2016.
- Excellent Teaching Evaluation for MGM4139 (Strategic Management), 2000-2016.
- Excellent Teaching Evaluation for MGM4154 (International Business Management), 1998-2000.
- Silver Medals Award for poster competition (PRPI) organized by RMC, UPM.
- Bronze Medals Award for poster competition (PRPI) organized by RMC, UPM.
- Second Prize (2nd Prize) Award in the Malaysia Case Writing Competition 2006 organized by Case Writers' Association of Malaysia (CWAM).
- Best Paper Award (Marketing Discipline) at Seminar FEP 2005 organized by Faculty of Economics and Management.

Note: Details CV is available upon request.