

Curriculum Vitae



Associate Professor Brian Lee

Head, Communication Programme

School of Humanities and Behavioural Sciences

Tel : +65 6248 9235

Education Qualifications

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| 2006 | PhD. (Communication and Information), Nanyang Technological University (NTU), Singapore. |
| 1996 | Master of Arts. (Advertising), College of Communication, University of Texas at Austin, U.S.A. |
| 1994 | Bachelor of Arts (Journalism with Minor in Advertising), The National Chengchi University (NCCU), Taipei. |

Academic and Professional Experience

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| 2008 - Present | Head of Communication Programme, Singapore University of Social Sciences, Singapore. |
| 2013 - 2014 | Adjunct Faculty, Lee Kong Chian School of Business (Corporate Communication), Singapore Management University (SMU), Singapore. |
| 2006 - 2007 | Associate Faculty, SIM University, Singapore. |
| 2002 - 2007 | Lecturer, Manager (Student Development), Ngee Ann Polytechnic. |
| 2004 - 2004 | Adjunct Lecturer, School of Business Administration (Communication), Charles Sturt University, Australia (Singapore campus). |
| 2001 - 2002 | Centre Manager, Chinese Heritage Centre, Singapore. |
| 1998 - 2001 | Research Scholar, School of Communication Studies, Nanyang Technological University, Singapore. |
| 1997 - 1998 | Senior Marketing Communications Executive, National Kidney Foundation (Singapore). |

Consultancy and Executive Experience

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| 2022 - Present | Committee Member, South & Southeast Asian University Un (S&SE Asian UN) Sub-Committee of Journalism and Communication. |
| 2020 - Present | Expert-Mentor, Humanities and Social Sciences Research Programme (HSSRP) Scheme, Ministry of Education. |

2023	Executive Board Member, World Conference on Learning and Educational Research (WCLER), Singapore. June 19-20, 2023.
2023	Keynote Speaker, The 5th International Conference on New Trends in Social Sciences, Brussels, Belgium. May 26-28, 2023.
2023	Keynote Speaker, The 2nd International Conference on Humanities, Wisdom Education and Service Management, Shanghai, China. March 10-12, 2023.
2022	Speaker, The 1st International Symposium on Communication and National Development. Yunnan, China. December 18, 2022.
2022	Keynote Speaker, 6th International Conference on Social Sciences, Humanities and Education (ICSHE), Nice, France. June 17-19, 2022.
2022	Speaker, The first South & Southeast Asia International Communication Forum. May 27, 2022.
2019, 21 - 22	Book Reviewer, Routledge/Taylor & Francis.
2020	Programme Committee Member, the eLearning Forum Asia 2020 (eLFA2020).
2017	Speaker, <i>The Impact of Social Media on Society and Youths</i> . Singapore Federation of Chinese Clans Association Public Seminar. May 7, 2017
2017	Session Chair and Evaluation Panel Member, the 3rd World Conference on Media and Mass Communication – MEDCOM 2017.
2015 - 2016	Chair (Event Management), Organising Committee, the Singapore Media Forum, Singapore.
2015	Reviewer, <i>UniSIM Scholarship of Teaching and Learning (SoTL) Journal</i> .
2015	Academic Committee and Panel Reviewer, the eLearning Forum Asia 2015 (eLFA2015).
2013	Speaker, Opening Session, the 2nd Singapore Media Conference, Singapore.
2013	Organising Committee Member, the 2nd Singapore Media Conference, Singapore.

Research Interests

- Social media
- E-learning
- Impacts of Artificial Intelligence (AI)
- Strategic Communication

Awards, Recognition and Honours

2014	Dean's Teaching Honour List (Adjunct Faculty), Singapore Management University (SMU).
2005	Academic Award (Development), Ngee Ann Polytechnic, Singapore.
2004	Academic Award (Teaching), Ngee Ann Polytechnic, Singapore.
2000	Top Prize (Research Paper), Pacific Telecommunications Council's Essay Prize (International). (Title of research paper: <i>Internet Commerce Models in Asia: Singapore and South Korea</i> (co-written with Kang, S.).
1999	3 rd Prize, The Golden Point Award (NAC-SPH, Chinese), Singapore.

Selected Publications

Articles:

- Lee, B.** (2016). Does Mobile Technology Help Achieve Learning Outcomes? *Journal of Education and Social Sciences*, Vol. 5, Issue 2. 146-150.
- Lee, B.** (2015). Proposed Framework for Cyber Wellness Index in Singapore. *Global Journal of Business & Social Science Review (GJBSSR)* Vol. 4 (1). Malaysia: GATR. 409-412.
- Lee, B.** (2013). Social Media as a Non-formal Learning Platform. *Procedia Social and Behavioral Journal*, Volume 103, 837-843. doi: 10.1016/j.sbspro.2013.10.405.
- Lee, B. & Ang, S.** (2013). Social Media as an Informal Learning Platform: Case Study on Adult Learning at SIM University, Singapore. *Procedia Social and Behavioral Journal*, Volume 93, 1158–1161. doi: 10.1016/j.sbspro.2013.10.007.
- Lee, B.** (2013). Does SMS use affect English literacy among youths in Singapore? *Journal of Communication and Computer*, Volume 9 (No. 9). 1077-1082.
- Lee, B.** (2011). Effect of Incentivized Online Activities on E-learning. *Procedia Social and Behavioral Sciences Journal*, Volume 28, 211-216. doi:10.1016/j.sbspro.2011.11.040.
- Lee, B.** (2010). Exploring a New Research Method in Diversity Research. *Procedia Social and Behavioral Sciences Journal*. Volume 7, 494-503. doi:10.1016/j.sbspro.2010.10.067.
- Lee, B.** (2008). Improving Effectiveness of E-learning: ELM Way. *Managing Diversity in Educational and Community Settings*. 233-239. Kuala Lumpur: Universiti Kebangsaan.
- Kang, W. & **Lee, B.** (2000). Internet Commerce Models in Asia: Cases Studies of Singapore and South Korea. *Pacific Telecommunications Review (PTR)*, Volume 22 (No. 2), 29-41.

Book:

- Wong, P., **Lee, B.**, et al. (Eds.). (2006). *Medialogues: Issues & Perspectives Singapore*. Singapore: Ngee Ann Polytechnic.

Book Chapters:

- Ang, P. & **Lee, B.** (2002). Wiring an Intelligent Island: The Internet in Singapore. In Rao, S. & Klopfenstein, B. (Eds.), *Cyberpath to Development in Asia: Issues and Challenges*. 159-182. New Delhi: Sage.
- Hasan, H. & **Lee, B.** (2002). Internet Advertising: The New Paradigm for Marketing Communications. In Khattab, U. & Ibrahim, F. (Eds.), *Communication and Media Studies in ASEAN: Bridge to New Frontiers*. 135-149. Kuala Lumpur: Universiti Kebangsaan.

Conference Papers (Selected):

- Lee, B.** (2023). *Impacts of ChatGPT on Academic Integrity*. The International Conference on Business, Economics, Social Science & Humanities, Taipei, Taiwan. May 10-11, 2023.
- Lee, B.** (2022). *Impacts of TikTok on Youths' Social Behaviour*. The 5th International Conference on Social Sciences in the 21st Century (ICS21), Brussels, Belgium, September 9-11, 2022.

- Lee, B.** (2022). *A Preliminary Study on the Effectiveness of Using Study Stream*. The 4th International Conference on New Trends in Social Sciences (NTSSCONF), Barcelona, Spain. September 16-18, 2022,
- Lee, B.** (2021). *Why is Study Stream Gaining Popularity Among Students Worldwide?* Paper presented at the 5th International Conference on Social Science, Humanities and Education, August 27-29, 2021
- Lee, B.** (2021). *A Preliminary Study on the Effectiveness of Using Study Stream*. Paper present at the International Educational Technology Conference (IETC 2021), September 2-3, 2021.
- Lee, B.** (2020). *Family TikTok in the time of Pandemic*. Paper presented at the 19th International RAIS Conference on Social Sciences and Humanities, October 18-19, 2020,
- Lee, B.** (2020). *Is Virtual Classroom More Effective Than Blended e-learning as a Learning Platform?* Paper presented at the eLearning Forum Asia 2020 (eLFA 2020), December 7-8, 2020.
- Lee, B.** (2019). *YouTube Advertising: Pre-roll or Influencers?* Paper presented at the International Conference on Social Sciences and Management (ICSSM), June 18-21, 2019, Beijing, China.
- Lee, B.** (2018). *Mobile Apps for Learning: Boon or Bane?* Paper presented at the eLFA, Taipei May 23-25, 2018.
- Lee, B.** (2017). *The Impact of Fake News on Public Relations Practice in Singapore*. Paper presented at the 17th Biennial International Conference on Media and Communication, November 20-22, Kuala Lumpur, Malaysia.
- Lee, B.** (2017). *Evolving Media Education: The UniSIM Way*. Paper presented at the 3rd World Conference on Media and Mass Communication – MEDCOM 2017, April 20-22, 2017, Kuala Lumpur, Malaysia.
- Lee, B.** (2014). *Using Social Media for Learning: Instructor’s Perspective*. Paper presented at the Annual Conference on Social Studies, Communication and Education (ACSSC 2014), Malaysia.
- Lee, B.** (2010). *Media Literacy Education in Asia: New Developments*. Paper presented at the International Communication Association (ICA) Conference (2010), Singapore.
- Lee, B.** (2010). *How does Motivation Affect Effectiveness of E-Learning?* Paper presented at the ICT 2010, Singapore.
- Lin, T. & **Lee, B.** (2010). *Interactivity and Relational Maintenance: Examining political blogging in Singapore*. Paper presented at the International Association of Media and Communication Research (IAMCR) Conference (2010), Portugal.

Others (Op-Ed):

- Tan, L & **Lee, B.** (June 19, 2023). There is Something to Learn From The Way Gen Z Uses TikTok As a Search Engine. *Channel News Asia*.
- Lee, B.** & Tan, L. (February 20, 2023). A Test for Educators -- How to Embrace ChatGPT’s Capabilities and Exploit Its Limitations”. *Today Online*.
- Lee, B.** (October 4, 2011). Why Businesses Need In-house Social Media Teams? *Today*, 14.
- Lee, B.** (October 1, 2011). Making a friend of Social Media. *The Business Times*, 28.
- Aggarwal, N., **Lee, B.** & Lim, S (Sept 1, 2009). Include Arts and Social Science. *The Straits Times*, Review and Forum, A16.
- Aggarwal, N., **Lee, B.** & Lim, S. (Oct-Nov, 2009). Arts & Social Sciences Degree Programmes Becoming More Popular (Part 1&Part 2), *Today’s Manager*, 38-40. (Feature article).