

Curriculum Vitae



Associate Professor Allan Chia

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Dean, School of Business

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Education Qualifications

1989	MCom (Marketing), Master of Commerce in Marketing, University of Strathclyde
1986	BA (2nd Class Honours), National University of Singapore

Academic and Professional Experience

2017 - 2018	Vice Dean, School of Business, Singapore University of Social Sciences
2008 - 2018	Head of Programme, Singapore University of Social Sciences
2007 - 2008	Senior Lecturer, UniSIM
2004 - 2007	Part-time lecturer at various tertiary institutions, including UniSIM
2001 - 2003	Manager, Teaching Enterprise Project, Nanyang Polytechnic
2000 - 2001	Manager, Tour & Travel Centre, Nanyang Polytechnic
1992 - 2003	Senior Lecturer, School of Business Management, Nanyang Polytechnic
1990 - 1992	Assistant Manager (Product Development), Sentosa Development Corporation

Memberships and Professional Activities

- Danfoss Asia Pacific - Training Consultant
- Premium Automobiles Pte Ltd - Consultant

Research Interests

- Marketing for Non-Profit Organisations; Tourism Marketing, Services Marketing

Selected Publications

- Wong, Amy; Chia, Allan (2021), "Members' affective states and cognition in online brand communities", Proceedings of the American Marketing Association and the American Collegiate Retailing Association Triennial Conference, 25-26 March, USA, virtual.

- Wong, Amy; Chia, Allan (2019), "Understanding service convenience in brick-and-mortar retail formats in China", Proceedings of the 33rd Australian and New Zealand Academy of Management Conference, 3-6 December, Pullman Cairns International, Queensland.
- Chia, Allan (2018), "Understanding Baby Boomers' Intention to Use Online Travel Agencies", Proceedings of the 18th International Conference on Electronic Business AI and Smart Tourism, v 2018-December.
- Guan, Chong; Wei, Joicey; Chan, Calvin; Chia, Allan; (2018), "Senior Citizens' Self-Efficacy For ICT Use: The Influence Of Gender, Social Influence And Social Support", Proceedings of the 17th Conference of the International Consortium on Electronic Business".
- Chia, Allan; Gervais, Gabriel (2016), "FoodXervices Inc : Corporate Responsibility and Business as Usual", Conference Proceedings of World Academy of Science, Engineering and Technology(WASET), 22 Jul 2016, Zurich, Switzerland
- Chia, Allan (2014), "Service-Dominant Logic and Co-Creation in Adult Learning Higher Education in Singapore", The 3rd International Symposium on Business and Social Sciences Conference Proceedings, 23 to 24 Jul 2014, Sapporo, Japan
- Chia, Allan (2013), "Insights into How Student Consumption Values Affect Their Intention to Pursue Further Studies at a Private Education Institution in Singapore", Spring 2013 Marketing Management Association Conference Proceedings, 27 Feb to 1 Mar 2013, Chicago, USA
- Chia, Allan (2011), "A Study of the Factors Influencing Students' Selection of a Private Educational Institution in Singapore and the Marketing Implications for the Institution", (June 22, 2011). SIBR. Available at SSRN: <http://ssrn.com/abstract=1869422>
- Tan, Verily; Chia, Allan; Wong, Steven & Lee, Yew Haur (2011), "Pilot Wiki Implementation – Lessons Learned on Student Collaboration", paper presented at the Global Learn Asia Pacific 2011 Conference, 28 Mar to 1 Apr 2011, Melbourne, Australia
- Chia, Allan (2009), "Corporate philanthropy and government involvement: Preliminary insights into their significance in Singapore", in Mumba, Amos and Ketola, Tarja (Eds.), Responsible Leadership: Proceedings of the Corporate Responsibility Research (CRR) 2009 Conference. Proceedings of the University of Vaasa, Reports 157, Vaasa, Finland