

Curriculum Vitae



Associate Professor Allan Chia

Dean

School of Business

Tel : +65 6248 9124

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	Vice Dean, School of Business, Singapore University of Social Sciences
2008 - Present	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

- 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

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