

## Curriculum Vitae



### **Dr Caroline Lim SL**

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## Education Qualifications

2017	PhD (General Management), Singapore Management University
2013	Executive MBA, Tsinghua-INSEAD, Singapore/China/France/Abu Dhabi
1995	Bachelor of Arts, National University of Singapore

## Highlights from Academic and Professional Experience

2020 - Present	Reviewer, The Singapore Economic Review
2019 - Present	Reviewer, The Journal of FinTech
2018 - Present	Member, SUSS Institutional Review Board (HBR)
2018 - 2018	Reviewer, SERVSIG 2018
2015 - 2017	Director, Corporate Communications Director, Alexandra Health Institute
2012 - 2014	Adjunct Faculty, Lee Kong Chian School of Business Singapore Management University
2007 - 2015	Director, Institute of Service Excellence Singapore Management University
1996 - 2007	Division Head & Vice President (High), Delivery Channels & Operations United Overseas Bank Group
1995 - 1996	Associate, Operations American Express Travel Related Services, Singapore

## Memberships and Professional Activities

2022 - Present	Vice Chair, Board Chair, Human Capital Committee HCA Hospice Limited
2020 - Present	Mentor, Mentoring Marketplace Programme MOH Office of Healthcare Transformation
2019 - Present	Member, SingHealth Community Partnership Council
2018 - 2022	President, Council (2019-22) Chair, Executive Committee (2019-22) Chair, Corporate & Community Relations Committee (2018-19) HCA Hospice Care Association
2016 - 2022	Member, Advisory Committee Regent Secondary School
2009 - 2015	Member, Steering Committee National GEMS UP Movement
2009 - 2011	Judge, Singapore Experience Awards Singapore Tourism Board
2008 - 2012	Member, Quality Service Advisory Council Public Service Division
2008 - 2011	Advisor, Singapore Service Star Accreditation Scheme Singapore Tourism Board
2004 - 2006	Member, Executive Council Call Centre Council of Singapore

## Consultation and Executive Experience

2023 - Ongoing	United Overseas Bank Group, Group Customer Advocacy
2021 - 2021	Caregiver Alliance Limited

## Research Interests

- Transformative service research
- Marketing for social impact
- Care service ecosystem
- Caregiving assemblage
- Skills-based volunteerism
- Online fundraising & crowdfunding

## Selected Publications

### Books:

Lim, C. S. L., Su, M. Y., & Sng, H. L. (2022). "Management and Leadership of Non-Profit Organisations in Singapore: A Common Language and Shared Meaning for Transformation". World Scientific.  
<https://doi.org/10.1142/12702>

Lim, C. S. L. (2018). "Building Enabled Communities in Singapore", Agency for Integrated Care.

### **Book Chapters:**

Lim, C.S.L., Wang, Z. (2023). "A Systematic Approach to Segmentation Analysis Using Machine Learning for Donation-Based Crowdfunding." In: Reis, J.L., Peter, M.K., Varela González, J.A., Bogdanović, Z. (eds) *Marketing and Smart Technologies. Smart Innovation, Systems and Technologies*, vol 337. Springer, Singapore. [https://doi.org/10.1007/978-981-19-9099-1\\_10](https://doi.org/10.1007/978-981-19-9099-1_10)

Lim, C. (2015). Alexandra Health System. In Satkunanantham, K., & Lee, C. E. (Eds.). *Singapore's health care system: What 50 years have achieved*. World Scientific. [https://doi.org/10.1142/9789814696067\\_0019](https://doi.org/10.1142/9789814696067_0019)

### **Conference/Invited Speaker:**

"Leading with faith: effective board governance". Invited Moderator. *Charity Governance Conference: Governance in action– From Purpose To Practice And Impact*. Singapore. 21 Nov 2023.

"Democratize, decentralize and disintermediate: transformative service for integrative communities". *2023 KSMS International Conference*, Korea University, Korean Scholar of Marketing Science, Seoul, South Korea. 17-19 Nov 2023.

"Enabling value cocreation in caregivers through Transformative Service Initiatives". *The 18th International Research Symposium on Service Excellence in Management (QUIS18)*, Hanoi, Vietnam. 20-23 Jun 2023.

"Generating more good together: A data-driven approach to deliver win-win-win". Invited Speaker. *NCSS Capability Circle*. 13 Apr 2023.

"Revised code and practical implications for churches". Invited Speaker & Moderator. *MCCY Charities Unit Engagement Series in 2023: Sharing Session with Churches*. 17 May 2023.

"Navigating the pathway to Social Performance". Invited Speaker. *Temasek Foundation. Brown Bag Series*. Singapore. 23 May 2023.

"Care economy and you". Invited Speaker. *Singapore: Imagining the Next 50 Years (SG50)*, Singapore Management University. 1 Feb 2023, 6 Sep 2023.

"Civil society and social service landscape in Singapore". Invited Speaker. *Environment and Civil Society in Singapore – College of Alice & Peter Tan*, National University of Singapore. 1 Sep 2023.

"Building Enabled Communities in Singapore" at the *19th International Conference on Integrated Care*. San Sebastian, Basque Country, Spain. 1-3 Apr 2019.

"P2P Interactions for Better Customer Experience". *International Conference on Well-Being: Health, Work and Well-being*. Singapore. 1-2 Nov 2018.

"Research & Education on Service Excellence in Singapore", *7th International Symposium on Service Innovation*, Graduate School of Management, Kyoto University, Japan. 2015.

"A Measure for the Liability Side of Service Business", *22nd Annual Frontiers in Service Conference*, College of Management, National Taiwan University. Taipei, Taiwan. 4-7 Jul 2013.

**Journal:**

Lee, D. K. C., & Lim, C. S. L. (2021). "Blockchain Use Cases for Inclusive FinTech: Scalability, Privacy, and Trust Distribution." *The Journal of FinTech*, 1(01), 2050003.

Lim, C., Wang, Y., Ren, J., & Lo, S. W. (2019). "A Review of fast-growing Blockchain Hubs in Asia". *The Journal of the British Blockchain Association*.

Lim, C., Lim, I., & Chern, S., (2019). "Building enabled communities in Singapore". *International Journal of Integrated Care (IJIC)*, 19(4).

Lim, C. (2019). "Peer-to-peer interactions for better customer experience". *International Journal of Integrated Care (IJIC)*, 19(4).

**Commentary:**

Lim, C., Yeo, L. (2021). "Thoughtful tech applications can help charities reach those in need even with COVID-19 restrictions". CNA Online. 13 Sep 2021.

Ang, J., Lim, C., & Su, M. Y. (2021). "Creating a caring kampung: Rethink how to care and support caregivers". The Straits Times. 17 Jun 2021.

Lim, C. (2020). "Why Singapore charities should collaborate and not compete for beneficiaries". Today Online. 19 Oct 2020.

**Cases & Teaching Notes:**

Lim, C., Su, M. Y., & Lim, D. "SATA CommHealth: Resilient Community Care Post-pandemic". Ivey Publishing (forthcoming).

Su, M. Y., Lim, C., & Wong, H. "Food from the Heart's Digital Transformation Journey: Change strategy and leadership". SMU Case Writing Initiative (forthcoming).

Lee, M., Lim, C., Zerrillo, P., & Mathur, S. (2016). "Breadtalk: Continuous Innovation to keep the brand fresh". SMU-16-0004

**Research Grants & Projects:**

"Exploring the Role of Caregiver Services in Preparing and Supporting Informal Caregivers: Using Service-Dominant Logic Perspective". Co-Investigator. 2024. Awarded by MOE Start-up Funding. Total value S\$19,538.

**Scholarships and Awards**

2014	Top 10 Adjunct Faculty, Dean's Teaching Honour List, Singapore Management University
1992 - 1995	UOB Scholarship for NUS Undergraduate Programme

*Updated on 9 January 2024*