

## Curriculum Vitae



### **Associate Professor Lau Kong Cheen**

Associate Professor, Marketing Programme  
School of Business

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## Education Qualifications

2014	Advanced Certificate in Training and Assessment (ACTA), Singapore Workforce Development Authority
2006	Ph.D. (Marketing), Curtin University
1999	MBA (Distinction), University of Surrey
1993	B.Eng (Hons) in Electrical and Electronics Engineering, Nanyang Technological University

## Academic and Professional Experience

2022 - Present	Associate Professor, School of Business, Singapore University of Social Sciences
2017 - 2021	Senior Lecturer, School of Business, Singapore University of Social Sciences
2013 - 2017	Senior Director/Deputy CEO, A.S. Louken Branding Pte Ltd
2013 - 2017	Senior Director for brand consulting, A.S. Louken Branding Pte Ltd
2010 - 2013	Regional Director for consulting and research, Market Probe Asia Pacific Pte Ltd
2007 - 2010	Brand Consultant, Temporal Brand Consulting Pte Ltd
2001 - 2007	Business Analyst, Metro (Singapore) Pte Ltd (Break in between to pursue PhD)
2000 - 2001	Industry Development Manager, Infocomm Devt Authority of Singapore
1993 - 2000	Senior Automation Engineer, Asia Pacific Breweries(S) Pte Ltd

## Memberships and Professional Activities

2022 - Present	Non-Executive Board Member, Catholic Family Life
2020	Guest Editor for Fashion Marketing 2020, Asia Pacific Journal of Marketing and Logistic Special Issue
2015 - Present	Luxury Branding Research Cluster at Curtin University: Advisory member
2017 - 2019	Singapore Certified Management Consultant (by TUV SUD PSB)

2015 - 2017	Singapore Certified Management Consultant (by Singapore Business Advisors & Consultants Council)
2002 - Present	Asia Pacific Journal of Marketing and Logistics: Reviewer
2013	Journal of Fashion Marketing & Management: Reviewer
2006, 2007, 2009	Association of Consumer Research: Adhoc reviewer
2005, 2006, 2009	Australian and New Zealand Marketing Academy: Adhoc reviewer

### Consultation and Executive Experience

- Brand Consulting on selected clients:
  - With A.S. Louken: ISCA, Bonia, Bio-essence, SAA Architects, Trends Home Electrical, 4 Fingers, Ramsay Health Care (Australia), Global Wellness, MOE Kindergarten, MINDS (Movement for the Mentally Disabled Singapore), Soilbuild, Allinton, MoolahSense, Avallis Financial, Sense Infosys, Heliconia Capital Management, Sketchers, Royal Insignia, Pet Lovers Centre and Song Fa BKT.
  - With Temporal Brand Consulting and Market Probe: Singapore Turf Club, ST Kinetics, IE Singapore, Cerebos (now known as Suntory), Tru-marine, Asian Civilisation Museum and NTUC Fairprice.
- Management Consulting & Research on selected clients:
  - With Market Probe: Resorts World Genting, Changi Airport Group, Marina Bay Sands, Marina Financial Centre, SPRING Singapore, CPF Board, Standard Chartered Bank, Starhub, Ministry of Trade and Industry, Ministry of Environment, Qatar National Bank. Toyota, and China Light & Power.
  - With A.S. Louken: Bata, Parkway Cancer Centre, Ramsey Pharmacy Australia, Scanteak, Way Fengshui Group and KKL Construction.

### Research Interests

- Brand strategy
- Brand management trends in luxury brands and digital brands
- Consumer behaviour in priming and subliminal processing
- Digital marketing

### Selected Publications

#### Peer Reviewed Journal Papers:

Kong Cheen, Lau and Luke Lim, (2018), "Transformational branding for B2B business: protective packaging company", Asia Pacific Journal of Marketing and Logistics, Vol.30(1), DOI:10.1108/APJML-09-2017-0216

Graham Ferguson, Kong Cheen Lau, Ian Phau, (2016) "Brand personality as a direct cause of brand extension success: does self-monitoring matter?", Journal of Consumer Marketing, Vol. 33 Iss: 5, pp.343 - 353

Kong Cheen, Lau and Ian Phau (2010) "Impact of gender on perceptual fit evaluation for prestige brands", Journal of Brand Management, vol.17 (5), pp.354-367

Kong Cheen, Lau and Ian Phau (2007), "Extending symbolic brands using their personality: Examining antecedents and implications towards brand image fit and brand dilution", Psychology and Marketing, Vol.24 (5), pp. 421-444.

Kong Cheen, Lau and Ian Phau "Perceptual fit in symbolic brands: Evaluation from a brand personality perspective", Margaret Craig-Lees, Gary Gregory and Teresa Davis (eds.) *Advances in Consumer Research Asia Pacific*, Vol. VII, 2007.

Ian Phau and Kong Cheen Lau (2001), "Brand Personality and consumer self-expression: Single or dual carriageway?", *Journal of Brand Management*, vol.8 (6), pp. 428-444.

Ian Phau and Kong Cheen Lau (2000), "Conceptualizing brand personality: A review and research propositions", *Journal of Targeting, Measurement and Analysis for Marketing*, vol.9 (1), pp. 52-69.

#### **Peer Reviewed Conference Papers:**

Lau, K.C. and Foo, C (2020), "Impact of native advertising on brands", in the proceedings of Global Marketing conference, Seoul, [http://gmcproceedings.net/html/sub3\\_01.html?code=400725](http://gmcproceedings.net/html/sub3_01.html?code=400725)

Lau, K.C. and Kong, J. (2019) "Endorsement of Athleisure Brand: What characteristics make a good endorser", in the proceedings of Global Fashion Management Conference 2019, Paris <http://db.koreascholar.com/article.aspx?code=372627>

Lau, K.C. and Phau, I. (2005), "An empirical study on elaboration effects, perceived prestige status and perceived brand personality fit in extension brands", in the proceedings of ANZMAC conference 2005, Western Australia.

Lau, K.C. and Phau, I (2004), "Brand personality and perceptual fit: Some research propositions", in the proceedings of International Management Development Association (IMDA) 13th Annual World Business Congress 2004, Maastricht.

Lau, K.C. and Phau, I. (2004), "Elaborations of brand personality dimensions and perceptual fit: An initial study on a novel perspective", in the proceedings of ANZMAC conference 2004, Wellington.

Lau, K.C. and Phau, I. (2004), "Antecedents to brand personality fit: Some research propositions for symbolic brands", in the proceedings of ANZMAC conference 2004, Wellington.

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