

Curriculum Vitae



Associate Professor Marcus Lee Teck Huat

Vice Dean

School of Business

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Education Qualifications

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| 2003 | Ph.D. in Marketing, Joseph L. Rotman School of Management, University of Toronto, Toronto, Ontario, Canada
Dissertation: A Bayesian neural network model of consumer choice |
| 1995 | B.A.Sc. in Computer Engineering, Faculty of Applied Science and Engineering, University of Toronto, Toronto, Ontario, Canada |

Academic and Professional Experience

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| 2022 - Present | Vice Dean, School of Business, Singapore University of Social Sciences |
| 2022 - Present | Associate Professor, Marketing, Singapore University of Social Sciences |
| 2020 - 2022 | Head, Marketing Programme, Singapore University of Social Sciences |
| 2019 - 2020 | Senior Lecturer, Business Analytics, Singapore University of Social Sciences |
| 2016 - 2019 | Director, Customer Engagement and Strategy, Land Transport Authority of Singapore |
| 2016 | Director, Community and Customer Strategies, Land Transport Authority of Singapore |
| 2007 - 2016 | Academic Director, Institute of Service Excellence, Singapore Management University |
| 2007 - 2016 | Assistant Professor of Marketing Practice, Singapore Management University |
| 2000 - 2007 | Assistant Professor of Marketing, Singapore Management University |

Leadership & Management Training

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| 2018 | Leadership and Organisational Development Programme, Public Service Division
Prime Minister's Office, Government of Singapore |
| 2017 | Governance and Leadership Programme, Civil Service College, Prime Minister's Office, Government of Singapore |
| 2016 | Stanford Design Thinking Bootcamp in Hong Kong, Hasso Plattner Institute of Design
Stanford University |

- 2016 Advanced Leadership Programme, Land Transport Authority of Singapore, Ministry of Transport, Government of Singapore
- 2012 Services Leadership Institute, Center for Services Leadership, W. P. Carey School of Business, Arizona State University

Memberships and Professional Activities

- 2019 - Present Member, MOE Autonomous Universities Digital Readiness Workgroup, Ministry of Education, Government of Singapore
- 2015 - 2021 Co-opted Member, SingHealth Service Excellence Committee, Singapore Health Services
- 2017 - 2019 Member, MCCY SG Cares Workstream on Culture Building, Ministry of Culture, Community, and Youth, Government of Singapore
- 2013 - 2017 Member, CSC Service Management Advisory Panel, Civil Service College, Prime Minister's Office, Government of Singapore
- 2015 - 2016 Member, Management Systems Standards Committee (MSSC), Singapore Standards Council
- 2014 - 2016 Member, Innovation & Capability Voucher (ICV) Evaluation Panel, SPRING Singapore, Ministry of Trade and Industry, Government of Singapore
- 2013 - 2015 Member, Service Excellence Skills and Training Council, Singapore Workforce Development Agency, Ministry of Manpower, Government of Singapore
- 2011 - 2015 Member, Singapore Service Excellence Medallion Management Committee, GEMS Up, Government of Singapore
- 2014 Chief Resource Person, Service Excellence for SMEs, Asian Productivity Organisation
- 2013 Fellow, ServSIG Doctoral Consortium, American Marketing Association

Consultancy and Executive Experience

- 2008 - 2016 Public Service Division, Prime Minister's Office, Government of Singapore
- 2010 - 2015 United Overseas Bank, Singapore
- 2011 - 2012 Singapore Workforce Development Agency, Ministry of Manpower, Government of Singapore
- 2011 - 2012 United Overseas Bank, Malaysia
- 2009 - 2012 Singapore Post Limited
- 2010 Sentosa Development Corporation, Ministry of Trade and Industry, Government of Singapore
- 2009 - 2010 SPRING Singapore, Ministry of Trade and Industry, Government of Singapore
- 2008 Ministry of Manpower, Government of Singapore

Research Interests

- Predictive Analytics; Data-intensive Analytics; Data Visualisation; Customer Satisfaction Measurement; Service Experience Design.

Selected Publications

- Wong, A., & **Lee, M. T. H.** (2022). Building engagement in online brand communities: The effects of socially beneficial initiatives on collective social capital. *Journal of Retailing and Consumer Services*, Vol 65, March 2022, 102866.
- Wong, A., & **Lee, M. T. H.** (2021). Is sharing really caring? Examining the effects of voluntary social initiatives in peer-initiated online brand communities. 2021 *Frontiers in Service Conference*, Temple University, Philadelphia, Pennsylvania, USA.
- **Lee, M. T. H.**, & Chen, Y. (2021). The Impact of Pent-up Complaints on Customer Loyalty. The 14th *Academy of Innovation, Entrepreneurship, and Knowledge Conference*, Sorbonne-Virtual, Paris, France.
- **Lee, M. T. H.** (2019). Reinvention is a Team Effort. *Challenge Magazine*, 2019(5), 32-33.
- **Lee, M. T. H.**, & Seah, S. K. (2015). A New Service Vision for Singapore. Institute of Service Excellence at Singapore Management University.
- **Lee, M. T. H.**, Lim, C., Xu, B., & Zhang, Y. (2013). The Impact of Survey Mode on Customer Satisfaction Surveys. *Frontiers in Service Conference*, Taipei, Taiwan.
- Lim, C., **Lee, M. T. H.**, & Xu, B. (2013). Measuring the Liability Side of Service Businesses. *Frontiers in Service Conference*, Taipei, Taiwan.

Awards, Recognition and Honours

2020	Minister's Innovation Award - Distinguished Award, Ministry of Transport, Government of Singapore
2011	Commendation Medal, National Day Award
2009 - 2010	Dean's Teaching Honour List, Lee Kong Chian School of Business, Singapore Management University
2001	Lee Foundation Grant, Singapore Management University
1998	William Osborn Twaits Fellowship, University of Toronto
1995 - 1999	University of Toronto Open Fellowship, University of Toronto