

Curriculum Vitae



Dr Patricia Chew

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Education Qualifications

2006	Doctor of Philosophy in Marketing, NUS Business School, National University of Singapore
1999	Master of Business Administration, NUS Business School, National University of Singapore
1995	Dip. in Business Administration, NUS Business School, National University of Singapore
1990	Diploma in Education, National University of Singapore
1989	Bachelor of Arts in English Language and Literature, National University of Singapore

Academic and Professional Experience

2016 - 2021	Deputy Director, Public Transport Council
2015 - 2016	Adjunct Senior Lecturer, NUS Business School
2014 - 2015	Senior Academic Advisor and Professor, Universitas Pelita Harapan (Medan)
2013 - 2014	Assistant Director, International Development Division, SIM Global Education
2010 - 2012	Senior Lecturer, Deputy Head of Programme (Business), SIM University
2006 - 2010	Lecturer, Head of Programme and Head of Area (Marketing), SIM University
1994 - 1997	Customer Service Manager, Forward Timber Pte. Ltd
1990 - 1994	Teacher, Bukit Batok Secondary School, Ministry of Education

Memberships and Professional Activities

2015 - 2016	International Advisory Board member, Universitas Pelita Harapan (Medan)
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Research Interests

- Services marketing, consumer/citizen behaviour, leadership

Selected Publications

- Patricia Chew (2013), "How Middle Managers Become Leaders of the Future," *Today's Manager*, pp 12-15.
- Jochen Wirtz, Chiara Orsingher, Patricia Chew, Siok Kuan Tambyah (2013), "The Role of Metaperception on the Effectiveness of Referral Reward Programs," *Journal of Service Research*, Vol. 16, no.1, 82-98.
- Jochen Wirtz, Patricia Chew and Christopher Lovelock (2013), *Essentials in Services Marketing*, 2nd edition, Pearson Education South Asia.
- Yamen Koubaa, Gaelle Ulvoas and Patricia Chew (2011), "The Dual Impact of Traditional and National Cultural Values on Expatriate Ethnic Groups' Attitudes and Willingness to Buy," *Asia Pacific Journal of Marketing and Logistics*, Vol. 23, Issue 5, 626-640.
- Jochen Wirtz and Patricia Chew (2009), "Asean's Servicescape: A Tourist Attraction," *ASEAN Affairs Magazine*, Mar-Apr, 82-83.
- Jochen Wirtz and Patricia Chew (2008), "Differentiation through Managing Relationships and Building Loyalty: A Blue Ocean Perspective," in *Effective Executive*, The Icfai University Press, December, 40-48.
- Jochen Wirtz and Patricia Chew (2002), "The Effects of Incentives, Deal Proneness, Satisfaction and Tie Strength on Word-of-Mouth Behaviour," *International Journal of Service Industry Management*, Vol. 13, No. 2, 141-162. (Winner of the most Outstanding Paper Award in the 2002 volume)

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