

Curriculum Vitae



Dr Victor Kwan

Head of Program

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Education Qualifications

2019: Ph.D. in Business, Singapore Management University

2006: MBA, Southern Illinois University Carbondale

1998: BBA (Marketing), National University of Singapore

Academic and Professional Experience

2023 – Present: Senior Lecturer, Singapore University of Social Sciences

2020 – 2023: Associate Faculty, Singapore University of Social Sciences

2008 – 2023: Managing Director (Southeast Asia), Wearnes

2013 – 2022: Project Advisor, UOB-SMU Asian Enterprise Institute

2000 – 2007: General Manager, Jardine Cycle & Carriage

Memberships and Professional Activities

2020 – 2023: Committee Member, Motor Traders Association

2021 – Present: Reviewer, Australian and New Zealand Marketing Academy

Consulting Experience

2023: Consultant, Wearnes

2022 – Present: Advisor, Meet Ventures

2021 – Present: Consultant / Director, Alvisual

Research Interests

- Word of mouth on social media
- Luxury brand management
- Consumer behaviour & the impact of technology

Selected Publications & Conference Proceedings

- Kwan, V. & Wong, J. (2022), “The Fundamentals of Luxury Branding”, The Branding Journal.
- Kwan, V., Crabie, J., Morales, X., Pathare, A., Steyaert, L., Zorn, P. & Wong, J. (2021), “The Three Themes of Luxury – Testing a Practical Model for Luxury Brand Managers. Australian and New Zealand Marketing Academy Conference, Melbourne, Australia.
- Kwan, V. (2020), “The Neglected Folks Shaping Word of Mouth for Your Brand on Social”, Marketing Magazine.

Honours & Awards

2022: Bugatti Regional Service Partner of the Year award

2019: Aston Martin Asia Pacific Dealer of the Year award

2004 & 2005: Kia Corporation Asia Pacific Distributor of the Year award

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