

Curriculum Vitae

Wee Chow Hou

Adjunct Professor

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Dr Wee is an Adjunct Professor of Strategy and Marketing at the Nanyang Business School, Nanyang Technological University (NTU) and the Singapore University of Social Sciences (SUSS). He is also an Honorary Professor of the Faculty of Management at Xiamen University (China), the Universiti Tunku Abdul Rahman (UTAR) of Malaysia, and the Beijing Normal University-Hong Kong Baptist University United International College, China.

Prior to his current positions, he was a Professor at NTU from 1 March 2002 to 31 January 2020; Head of the Division of Marketing and International Business (February 2009 to 31 January 2019); and Head of the Division of Strategy, Management & Organization (June 2005 to January 2009) at NTU. Before joining NTU, he was Professor of Business Policy (since 1995), Dean of the Faculty of Business Administration and Director of the Graduate School of Business (February 1990 to January 1999) at the National University of Singapore (NUS). He was also the Co-Director of the Stanford-NUS Program from 1998 to 2001.

Prof. Wee was a former Merit, Colombo Plan and Commonwealth scholar. He was the winner of the Academy of Marketing Science (USA) 1984 PhD Paper Award and the 1985 Doctoral Dissertation Award. In addition, one of his co-authored cases won the 1999 Best Case Award in the Administrative Sciences Association of Canada Case Competition. He was awarded the Public Administration Medal (Silver) in 1995, the Public Service Medal in 1999 and the Public Service Star in 2006 by the President of Singapore. In 2000, he also received the Champion Blood Donor Award from the Ministry of Health. In 2005, he was conferred the Friend of Labour Award by the National Trade Union Congress (NTUC) of Singapore. In June 2009, he received the Ruby Award from the Singapore Red Cross Society for giving over 75 voluntary blood donations.

He has over 350 publications in various international, regional and local journals and proceedings, and is the author/co-author of over 20 books, a number of them were best sellers, and some had been translated in other languages. He was on the editorial boards of numerous local, regional and international journals, and is currently on the editorial board of Global Business and Organizational Excellence (USA).

Over the years, he has sat in numerous local and international organizations and companies as advisor and board member. He has consulted/conducted executive training for over 320 major organizations in 30 countries/economies, including Fortune 500 companies, and some of the largest companies in Asia and Europe. Professor Wee is a much sought after speaker on topics relating to doing business in China and Asia, applying Chinese classics into modern business practices and strategic thinking, leadership and teamwork, strategic management and thinking, marketing overseas and brand development. In particular, his lectures/seminars on applying Sun Zi Bingfa (Sun Zi Art of War) to business and marketing have received global from many top organizations around the world.

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