

**ALLEN LIM CHONG GUAN**

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**SUMMARY**

Extensive experience in teaching, education administration, marketing, purchasing, information technology, transportation operation, and auditing functions in education services, transportation services, semi-conductor equipment manufacturing, and cleaning services industries. Highly adept and knowledgeable about working in multicultural environments.

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**EDUCATION**

**Doctor of Philosophy (PhD)**, Internet Commerce and Social Media, Curtin University, Australia (AACSB, EQUIS accredited)

**Doctor of Business Administration (DBA)**, Internet Commerce, Southern Cross University, Australia

**Master** - Advanced Business Practice, University of South Australia, Australia (AACSB, EQUIS accredited)

**Master** - Computer Based Information Systems, University of Sunderland, United Kingdom

**Bachelor** - Business Administration, Marketing, Indiana University of Pennsylvania, Pennsylvania, USA (AACSB accredited)

**Certificate** - Purchasing & Supply Management, Strategic Business School, Malaysia

**Other Courses** - Documenting & Implementing ISO 9002, Internal Auditor Training, Sun Solaris Operating System, Windows NT Server 4.0, Windows NT Workstation 4.0, typing speed 60-65 wpm, Introduction to Crystal Report 8.0, Crystal Report 8.5 Level 2 and 3, SPSS 23, AMOS 23, certificate of attendance in public speaking from International Islamic University, member of Wascana Toastmasters Club, Regina, Saskatchewan, Canada, QuickBooks Premier with Payroll 2013, and Sage 50 Simply Accounting 2013 Level 1 and Level 2, Certificate of Completion – Improve your Digital Marketing Skills, Diversity: Inclusion in the Modern Workplace (EVERFI, Pennsylvania State System of Higher Education), Accommodating People with Disabilities (EVERFI, Pennsylvania State System of Higher Education), Managing Bias Certificate of Completion (EVERFI, Pennsylvania State System of Higher Education), Preventing Harassment and Discrimination: Non-Supervisors with Title IX/Clery Module (EVERFI, Pennsylvania State System of Higher Education), Protecting Youth Certificate (EVERFI, Pennsylvania State System of Higher Education), Python for Data Science, University of Chicago.

**Language Abilities** - English (IELTS-7.5 out of 9), Canadian Language Benchmarks Test (CLBT) Test-speaking, listening, reading and writing – 10s, Malay/Indonesian and Fujian/Taiwanese

**Membership** – American Marketing Association

## RESEARCH

Doctorate research entitled "The Factors Affecting the Usage of Private Retail Sales Portals by Malaysian Urban Consumers", ePublications, Southern Cross University, Lismore, Australia, Copyright. <http://epubs.scu.edu.au/theses/207/>

Approved publication of book titled "THE USAGE OF PRIVATE RETAIL SALES PORTALS BY MALAYSIAN URBAN CONSUMERS" (ISBN 978-3-659-26833-5) LAP LAMBERT Academic Publishing. Available at [www.morebooks.de](http://www.morebooks.de), [www.amazon.com](http://www.amazon.com), [www.barnesandnoble.com](http://www.barnesandnoble.com) and [www.lappublishing.com](http://www.lappublishing.com)

PhD research entitled "Generation Y's Behavioural Usage of Small Businesses' Retail Websites in Canada", espace, Curtin University, Bentley, Australia, <https://espace.curtin.edu.au/handle/20.500.11937/75667>

**Allen Lim Chong Guan**, Goi Chai Lee, and Peter Dell "A Scenario of the Canadian Generation Y Consumers' Behavioral Usage on the Internet," *Asian Business Review*, Volume 1, No. 2, 2021.

**Allen Lim Chong Guan**, Goi Chai Lee, and Peter Dell "Canadian Generation Y's Behavioural Usage of Small Businesses' Retail Websites: Gender Difference," *Academy of Accounting and Financial Studies Journal*, Volume 25, Issue 5, 2021.

**Allen Lim Chong Guan**, Goi Chai Lee, and Peter Dell "Increasing the Adoption of Canadian Retail Businesses' Websites: Canadian Young Generation Consumers," *Enticement Global Disclosure of Economics and Business*, Volume 10, No 1, 2021.

**Allen Lim Chong Guan**, Goi Chai Lee, and Peter Dell "How Do Canadian Generation Y Consumers Use Social Media Websites?," *Academy of Marketing Studies Journal*, Volume 26, Special Issue 1, 2022.

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## CONFERENCE

The Fifth Borneo Research Education Conference, Curtin University, Malaysia, BREC 2017, 6-7 November, 2017.

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## ACHIEVEMENTS

- Increased the Binary University's postgraduate student population by 700% in 3 years.
  - Promoted to the rank of Associate Professor for teaching excellence and administration.
  - Reduced purchasing costs by 25-30% between 2001-2005 for Diperdana Kontena Pte. Ltd.
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## WORK EXPERIENCE

### **East Stroudsburg University of Pennsylvania, East Stroudsburg, Pennsylvania, USA**

Tenure-Track Assistant Professor

*2021, Jan. – Present*

- Principles of Marketing, Consumer Behavior, Marketing Management and Strategy, Sales Management, and Advertising Management

Member of Association of Pennsylvania State College & University Faculties (APSCUF)  
Executive Council

### **Thompson Rivers University, Kamloops, British Columbia, Canada**

Tenure-Track Assistant Teaching Professor

*2020, Sept. – 2021, Jan.*

- Introduction to Marketing, E-Commerce (includes experiential learning), Marketing Research, and International Marketing

*2020, Jan. – 2020, Apr.*

- Introduction to Marketing, Retail Management, and Business-to-Business Marketing

*2019, Dec.*

Thompson Rivers University/Tianjin University of Technology, Tianjin, China

- Strategic Management

*2019, Sept – 2019, Dec.*

- Introduction to Marketing, Professional Selling, and International Marketing

### Service

Senate International Affairs Committee

MBA Committee

International Programs Committee, School of Business Economics (SOBE) Faculty Council

Full-Time Equity Investor

*2017, Mar. – 2019, Aug.*

Saskatchewan Polytechnic/Northlands College Creighton, Saskatchewan, Canada

Instructor - Certificate in Office Education

*2016, Sep. – 2017, Feb.*

- Taught Business Communications 1, Interpersonal Communications, Keyboarding 1, and Office Procedures.

Co-op Refinery Complex, Regina, Saskatchewan, Canada

Purchasing Agent (Temporary)

*2015, Aug. - 2016, Mar.*

- Responsible for purchases of uniforms and kitchen replenishments.
- Managed data cleansing and updates.

Saskatchewan Indian Institute of Technologies, Regina, Saskatchewan, Canada

Instructor - Diploma in Business Administration

*2012, Jan. - 2015, Jul.*

- Taught Calculus, eBusiness, International Business, Business Communication 1 and 2, Corporate Finance, Entrepreneurship and Small Business, Financial Mathematics, Management, Marketing, Organizational Behavior, Personal Finance, Sales and Retail, Quantitative Methods, and Statistics.

University of Regina, Regina, Saskatchewan, Canada

Instructor – Bachelor Degree in Business Administration

*2013, Sep. - 2014, Dec.*

- Taught Internet Marketing.

Engaged in room rental business

2013, March - Present

Saskatchewan Polytechnic/Northlands College, Buffalo Narrows, Saskatchewan, Canada

Instructor

2011, Sep. - 2011, Dec.

- Taught Entrepreneurship and Small Business Program.

Saskatchewan Indian Institute of Technologies/Northlands College, Pelican Narrows, Saskatchewan, Canada

Instructor – Diploma in Business Administration

2010, Sep. - 2011, Jun.

- Taught Business Law, Computer Applications 1, Computer Applications 2, Financial Mathematics, Macroeconomics, Management, Marketing, and Microeconomics.

Safeway Pte Ltd, Regina, Saskatchewan, Canada

2010, Feb. - 2010, Aug.

Part-Time Filing Clerk

Binary University, Puchong, Malaysia

Associate Professor/Program Manager-Postgraduate Programs

2009 - 2009

Lecturer/Program Manager-Postgraduate Programs

2006 - 2009

**Instruction**

- Taught management, marketing and information technology related subjects to undergraduate and graduate students from diverse cultures in accordance with curriculum objectives.
- Conducted research on contemporary issues related to management, marketing and IT subjects to prepare for lectures.
- Facilitated group discussions for undergraduate and postgraduate students.
- Advised students on how to improve their grades and prepare for their future career goals by sharing academic and work experiences.
- Provided feedback to undergraduate students about their research.
- Discussed and reviewed with colleagues on curriculum development and update, relevant exam and assignment questions, student progression, and timetable and management reports.

**Administration**

- Managed and administered Binary University's Postgraduate School which had about 150 students from different countries according to the school requirements.
- Coordinated the offering of Bachelor Degree in Management program of University of Teesside, United Kingdom for 90 students from different cultures.
- Managed 14 cohorts of Binary University's Master of Business Administration program.
- Managed 3 cohorts of Binary University's Doctor of Business Administration program.
- Resolved scheduling, disciplinary issues, student progression and other related academic matters as a member of the academic management committee.
- Administered and monitored the fulfillment of research requirements of the Master of Business Administration in accordance with the curriculum requirement.
- Screened and assessed ability of new lecturers through mock lectures for employment consideration.
- Coordinated the recognition of Binary University's Doctor of Business Administration degree, Master degree, Bachelor degree, and Diploma programs with the Omani Ministry of Higher Education and United Arab Emirates Ministry of Higher Education.

## **Subjects Taught**

Binary University MBA Courses - Marketing Management, Strategic Management and Managing of Information Technology

Binary University MSc Information Technology Management Courses - Computer Ethics

Binary University Bachelor Degree in Business Administration - Management Information Systems, Marketing

University of Teesside, UK Degree - Principles of International Management

Binary University Diploma Courses - International Marketing, Marketing Research, Practical Marketing, System Analysis and Design, Marketing Operation, and Management Information Systems

Thesis Supervisor - Binary University MBA, Degree, Diploma programs, University of Teesside, UK BABM program, University of Northumbria, UK BABA program and University of Sunderland, UK Computer Based Information Systems Degree program

Konsortium Logistik Ltd, Port Klang, Malaysia

Asset Management Executive

2006

- Managed the management of pool trucks.
- Coordinated with the operations department for truck allocation.
- Liaised with contractor to the completion of truck repair and maintenance.
- Monitored the use of tire and diesel for trucks.

Diperdana Kontena Pte Ltd, Port Klang, Malaysia

Purchasing Executive

2001 - 2005

- Negotiated contractual terms and conditions on IT hardware and software, truck spares, stationery and other purchases.
- Processed internal customer requests by getting signatures from authorized management executives, and finalized contract agreements with vendors.
- Attended monthly management meetings to address and resolve important matters.
- Evaluated new prospective vendors for consideration as approved vendors.
- Reviewed with General Manager-Finance to consolidate vendors approved list to ensure quality and competitive pricing for products and services delivered.
- Discussed with vendors regularly to communicate on issues pertaining to the company's needs and vendors' requirements for further development of relationships.
- Worked closely with the General Manager-Finance to plan for vendors long-term plans.
- Liaised closely with the IT Manager to better manage the relationships with IT vendors.
- Verified vendors' invoices against delivery orders for purchase of products or services delivered or carried out, obtained signatures from various departmental heads, and then submitted them to accounts payable.
- Identified invoices that were in dispute for products or services not provided accordingly to terms and conditions, and rectified the problems with vendors.
- Reviewed monthly transaction financial report to ensure invoices are correctly paid and recorded with various departmental codes to confirm costs are allocated correctly.
- Liaised with the legal department on amendments and appendages on the terms and conditions of contracts with vendors.
- Monitored vendors' contracts to identify expiring dates and negotiated for renewal or termination of contracts.
- Carried out tenders and bids for inventories and expensive items using the internet.
- Manipulated, analyzed and compared the lifespan of different product items purchased, delivery time and various classifications of operational costs by extracting information from databases using Crystal Report and Statistical Package for Social Science (SPSS).
- Carried out ISO auditing on other departments.

Information Technology Executive

1998 - 2001

- Introduced, controlled, streamlined and administered the data for MP2, a computerized truck maintenance system that includes purchasing, inventory and maintenance modules that managed to reduce the company's workshop operational cost by 25%.
- Attended to issues from internal customers relating to the maintenance and administering of a transportation operation computerized system in accordance to the company's IT service guideline.
- Participated as a member of the project team that implemented MK Warehouse Management System (WMS) for a 200,000 square feet transshipment warehouse.
- Liaised with vendors on hardware and software support.

Operations Executive

1997 - 1998

- Planned, directed and controlled all aspects of operation.
- Supervised a group of supervisors, operation clerks and drivers.
- Responsible for the timely and cost effectiveness of delivery and collection of containers.
- Developed standard operating procedures to promote quality service for the continuous improvement of transportation operations.
- Coordinated with forwarders, customers and factory personnel to ensure timely delivery and collection of containers.
- Maintained reports and documents on delivery and collection of containers.
- Confirmed all documents are available before the delivery and collection of containers.

Commercial Executive (transportation services)

1996 - 1997

- Canvassed new customers to optimise the use of company's trucks to deliver and collect containers from/to seaports, inland depots and customers' premises.
- Prepared quotations for new business proposals.
- Reviewed and enforced credit control on transportation services for customers that had not paid on time.
- Planned with operations, customers' delivery movement according to their requirements.
- Collected outstanding dues from credit customers.
- Carried out ISO auditing on other departments.

Kontena Nasional Pte Ltd, Petaling Jaya, Malaysia

Commercial Executive (packing and removal)

1996-1996

- Updated and improved packing and removal services regularly through feedback of market trend, customer needs, and customer services.
- Prepared plan and anticipate new projects by ensuring that rates and services are provided competitively and are readily available.
- Sorted quotation from vendors and ensure that services provided commensurate with the need of the clients/principals.
- Maintained rapport and identify new business opportunities with clients/principals.
- Coordinated freighting and distribution operation between agents and principals.
- Regularly communicated with clients by updating them on progress of projects or movements.
- Ensured that invoices for all services provided were properly raised and timely collection of debt.
- Assisted in warehouse operations as and when required.

Kontena Nasional Pte Ltd, Prai, Malaysia

Marketing Executive (transportation services)

1995 - 1996

- Prepared quotations for prospective customers.
- Delivered superior customer service to customers by ensuring that the container delivery and collection were according to the time requested.
- Maintained and monitored customers' credit performance.

Towam Pte Ltd, Bayan Lepas, Malaysia

Sales Engineer (semi-conductor equipments)

1993 - 1995

- Marketed semi-conductor back-end equipments to multinational semi-conductor manufacturing companies.
- Discussed with customers regularly to communicate on issues pertaining to the customers' needs for further development of relationships.
- Prepared quotations on new business proposals.
- Liaised with engineering department on equipment issues and features.
- Maintained and monitored clients' outstanding payment.

Campaign Cleaning Services Pte Ltd, Singapore

Operations Manager (cleaning maintenance)

1992

- Managed the cleaning contract of Marina Square with 150 supervisors and cleaners; and the cleaning contract of Liang Court with 80 supervisors and cleaners.
- Directed, guided, evaluated and motivated staffs.
- Monitored daily work performance.
- Operated cleaning contracts within the given budgets by the management.
- Administered the scheduling of supervisors and cleaners, payrolls and other matters.
- Controlled the purchased cleaning materials of the contracts.
- Developed and implemented procedures for maintaining service quality in line with cleaning contract agreement.
- Carried out site inspection to ensure that the cleanliness of the premises is line with customers' requirements.
- Attended customers' weekly meeting to address customers' grievances.

Development Manager (cleaning services)

1991 - 1992

- Secured and maintained new and existing cleaning contracts by ensuring problems brought up by customers were resolved satisfactorily.
- Prepared quotations for ad hoc cleaning services.
- Organized, budgeted and tendered cleaning services maintenance contracts based on the number of personnel, supplies and equipments required by visiting the premises.
- Carried out research on the potential of offering of cleaning services for factories in Malaysia.

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**REFERENCES**

**Dr. Andy Woo**

Doctorate Research Supervisor

Southern Cross Business School, Southern Cross University, Australia

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**Cell Phone:** 601-3208-2698

**Karel Yong**

Business Instructor

Saskatchewan Indian Institute of Technologies, Regina, Saskatchewan, Canada

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**Ernest Richards**

General Manager (former)

Konsortium Logistik, Port Klang, Malaysia

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**Associate Professor Peter Dell**

PhD Research Supervisor

Deputy Head, School of Management

Faculty of Business and Law, Bentley Campus, Curtin University, Australia

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**Associate Professor Goi Chai Lee**

PhD Research Supervisor

Associate Dean, Research and Development

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