

# Dr. Sandy Chong Yee Ling

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Qualifications	1999 – 2003	Curtin University of Technology	Perth, WA
	<b>Doctor of Philosophy (PhD) – Information Systems</b>		
	1997 – 1998	Curtin University of Technology	Perth, WA
	<b>Bachelor of Commerce (Hons) – Marketing with First Class Honours</b>		
Tenurship	Since January, 2006	Curtin University of Technology	Perth, WA
Academic Experience	2009 - Current	University of Canada West	
	<b>Professor of MBA Program</b>		
	<ul style="list-style-type: none"><li>Course leader and lecturer for Canada West University's MBA Program: <i>Consulting Practice, Strategic Leadership, Business Research Project.</i></li></ul>		
	2007 - 2008	Asia-Pacific Procurement Research Group, Curtin University, WA	
	<b>Senior Research Fellow</b>		
	<ul style="list-style-type: none"><li>Responsible for leading and managing research grants, projects and cost centres of the research group.</li><li>Nominated by the Australian Research Council (ARC) College of Experts as the <b>Expert of International Standing</b> to serve on review board for Discovery Projects for 2007.</li><li>Chief Developer of <u>ARC Linkage Project</u> – “Communication Strategy for Business Process Management”</li><li>Chief Investigator of <u>ARC Linkage Project</u> – “Developing an Integrated Cost Estimation Model for IT Procurement Project”</li><li>Awarded <b>Dragon Foundation Scholarship</b> and represented Curtin University as one of top 100 delegates from 18 countries to attend the “2007 Dragon Foundation Study Tour” in HK and China.</li><li>Visiting Professor for MBA program at the Fisher Graduate School of International Business: <i>Internet Marketing 605.</i></li></ul>		
	2006	School of Marketing, Curtin University of Technology, WA	
	<b>Lecturer, Unit Controller, Chair of School R&amp;D Committee</b>		
	<ul style="list-style-type: none"><li>Unit Controller for undergraduate and postgraduate units: <i>Internet Marketing 350, Retail Marketing &amp; Distribution 311, Electronic Marketing 585, and Global Marketing Communications 564.</i></li><li>Chief Investigator of <u>ARC Network Project</u> – EII Taskforce Team “Emerging Issues in Business Process and Service Management”.</li><li>Awarded <b>CBS Teaching &amp; Learning Staff Award</b>: “Teaching that Promotes Internationalisation of the Curriculum &amp; Cross-cultural Understanding Among Students”.</li><li>Nominated by students the <b>Curtin Brainiest Lecturer</b> in a university-wide campaign, organised by Curtin Marketing Association (CMA).</li><li>Course coordination and lecture at offshore campuses in <u>Perth, Singapore, Malaysia, and Hong Kong.</u></li></ul>		
	2005	School of Marketing, Curtin University	
	<b>Lecturer, Unit Controller, Chair of School R&amp;D Committee</b>		
	<ul style="list-style-type: none"><li>Unit Controller for undergraduate and postgraduate units: <i>Internet Marketing 350, Retail Marketing &amp; Distribution 311, Internet Marketing 567, and Global Marketing Communications 564.</i></li><li>Course coordination and lecture at offshore campuses in <u>Perth, Singapore, Malaysia, and Hong Kong.</u></li></ul>		

2004 School of Marketing, Curtin University  
**Lecturer, Unit Controller, Member of CBS Executive Committee**

- Unit Controller for undergraduate and postgraduate units: *International Marketing 250*, *Retail Marketing & Distribution 311*, *Internet Marketing 350*, *Internet Marketing 567*, and *Global Marketing Communications 564*.
- Course coordination and lecture at offshore campuses in Perth, Singapore, Malaysia, and Hong Kong.
- Acquired Industry Partner sponsorship of reward for the best student marketing report. *Strategic Marketing 310*.

2003 School of Marketing, Curtin University  
**Lecturer, Unit Controller**

- Development, facilitation & lecturing of Marketing course, *Global Marketing Communication 564*, for postgraduate students in Curtin Business School.
- Development, facilitation & tutoring of *Strategic Marketing 310* for undergraduate students. Acquired sponsorship of cash reward for the best student marketing report.

2000 – 2001 School of Information Systems, Curtin University  
**Lecturer and Associate Researcher**

- Development, facilitation & tutoring of Electronic Commerce course, *EC204: Business Applications*, for undergraduate students in Curtin Business School.
- Facilitation & teaching of postgraduate online course, *EC 561: Contemporary Issues*, for overseas and external postgraduate students.
- Provide face-to-face facilitation to students in the understanding of course contexts - database management and systems modelling. Conduct lecture, organise & answer queries from other tutors, facilitate examinations, and collate exams results.

1999 – 2000 School of Information Systems, Curtin University  
**Associate Researcher and Course Coordinator**

- Undertake consulting projects with local companies and governmental agencies, Western Australian Chinese Chamber of Commerce, & IRIC, Curtin University.
- Development, facilitation & tutoring of Electronic Commerce introductory course, *EC201/501: Internet Functions & Facilities* for undergraduate and postgraduate students in Curtin Business School.

1998 – 1999 Electronic Commerce Network, Curtin University  
**Associate Researcher**

- Undertake research projects with local small & medium-sized enterprises and governmental agencies, for Small Business Unit, Curtin University.
- Development of an online course *EC561: Contemporary Issues* for postgraduate students in Curtin Business School.

Industry  
Experience

2009 Verity Consulting  
**Director**

- Delivery, management and operations of training and consultancy service.
- Responsible for managing cost centre.
- Project management and collaboration with external agencies & governmental bodies
- Sales, marketing and execution of projects in Asia-Pacific Region

2008 Kaplan Inc., Singapore  
**Corporate Training Consultant**

- Development of keystone Marketing and Communication executive training programs to corporate executives of large and medium organisations, private and governmental departments.
- Development and delivery of Export Sales & Marketing, Negotiation and Intellectual Property course to members of the IE Singapore (International Enterprise – formerly known as the Singapore Trade & Development Board).

- Assistance of program development in relation of acquiring government funding for skills and capability training.

2008 Family Neuro Health Centre, Western Australia

**Project Consultant**

- Conducted online marketing research, comparative and target market analysis, develop website re-structure plan, content enhancement, online corporate branding, and online advertising and promotional strategies.

2003 Perth International Airport Authority, Western Australia

**Project Consultant**

- Conducted marketing research, collated survey results, analysed data collected, compared and contrasted past years' findings, written and completed the Annual Customer Satisfaction Report 2003 for Perth International Airport .

2003 Entrepreneurship Business & Development Unit, Curtin University

**Project Consultant**

- Undertake research projects for the Small Business and Development Centre to increase financial awareness in Small and Medium-sized Enterprises.
- Undertake marketing projects for the recruitment of Growth and Business Improvement Program targeting at local Small- and Medium-sized Enterprises.
- Establish close contacts with prospective clients, set up and conduct follow-up mechanism for prospects and monitor sales process.
- Development and systemisation of the sales and marketing process.

1993 American Express International Inc., Singapore

**Marketing and Customer Retention Executive**

- Direct Sales and Customer Retention Unit, in charge of acquisition and retention program for new and existing card members
- Organise and execute marketing and promotional campaigns
- Achieve Top Sales Performance of the Marketing Department between Jan. to June 1994.

Academic &  
Research  
Visits

2007 Academic Study Leave/ Sabbatical

**Visiting Scholar**

- Research Visits to Universities and Faculties:
  - National University of Singapore (Singapore) to collaborate with Prof. Bernard Tan at the Department of Information Systems.
  - Queensland University of Technology (Brisbane, Australia) to collaborate with Prof. Michael Rosemann of the Business Process Research Group.
  - University of Muenster (Muenster, Germany) Prof. Jörg Becker of the European Research Center for Information Systems, ERCIS.
  - Fisher Graduate School of International Business (Monterey, USA) to collaborate with Prof. Fredric Kropp of the Monterey Institute of International Studies.
  - MODUL University Vienna (Vienna, Austria) to collaborate with Prof. Arno Scharl of the Department of New Media Technology.
  - University of Vienna (Vienna, Austria) with Prof. Dimitris Karagiannis.
- Research Visits to Organisation:
  - G.E. Aviation, BHP Billiton, Rio Tinto, and Wolfgang Consulting (Brisbane) for the "Communication Strategy for Business Process Management" project.
  - Co-Presenter of "Online Trust and Privacy Issues" at Yahoo! (Sunnyvale, CA, USA). Invitation by Mr. Alex Broquet, Director of Quality Strategic Data Solutions. Presentation was made to employees of the Quality Assurance Team. (October, 2007).
  - Organisational Effectiveness Department and Quality Assurance Department of Yahoo! for the "Communication Strategy for Business Process Management" project.

2006 Research Exchange & Collaboration Visits

**Research Fellow**

- Research Visits to Universities and Faculties:
  - Knowledge Management Institute, Graz University of Technology (Austria) to collaborate with Prof. Arno Scharl and other research team members of the centre..
  - Department of Information Systems & Operations, Vienna University of Economics and Business Administration (Austria) to collaborate with Horst Treiblmaier and Dr. Irene Pollach. Development of co-authorship proposals.
  - Department of Information Systems, National University of Singapore (Singapore) to collaborate with Prof. Bernard Tan, Head of Department. Development of Co-authorship and supervision of Honours students.
- Research Visits to Organisations:
  - Department of Planning and Infrastructure (DPI), Department of Immigration and Multicultural Affairs (DIMA), Defence Material Office (DMO) and Australian Defence Institute (ADI) Limited for the ARC Linkage Project.

2005 Business Process Research Centre, QUT, Brisbane, QUEENSLAND

**Research Fellow**

- Queensland University of Technology to lead the EII Taskforce research team and to collaborate with ECRs & meet with HDR students in the Research Centre. Facilitate focus group study in “Major Issues in Business Process Management and Service Oriented Architecture”. Responsible for establishing research network with large organisations and government departments in Brisbane, Sydney, Perth, and Melbourne.
- The University of Queensland, Brisbane, Invitation by the ARC-funded network, Enterprise Information Infrastructure (EII) Taskforce, to collaborate and coordinate research projects with ECR team.

1999 PhD Study Exchange in USA

**PhD Candidate, Research Associate,**

- Research Visits to Universities and Faculties:
  - Professor Richard T. Watson, Department of MIS, University of Georgia, Atlanta
  - Professor Nelson Fraiman, School of Decision, Risks & Operations, Columbia Business School, Columbia University, New York.
  - Department of Computer Science, Stanford University, Palo Alto, California
- Industry Visits to Organisation:
  - Systems Engineering & Design, Sun Microsystems, Inc., Santa Clara, California.

Research  
Interests

Adoption of Innovation and Innovative Business Practice, Change Management for Best Practices, Business Process Management, Corporate Communication Strategies, Web-based Corporate Social Reporting, Procurement & Supply Market Intelligence, Cost Estimation for IT Projects, Public-Private Procurement Policy & Governance Issues, Industrial & Innovation Marketing, Inter-Organisational Relationship Management, Cross-Cultural Studies.

Current  
Research  
Awards &  
Projects

**Proposed ARC Linkage Project– “Communication Strategies for Business Process Management”**

- *Project commencement – September 2007.*
- Collaboration with Professor Michael Rosemann at the Business Process Management Research Cluster of Queensland University of Technology (QUT).
- Proposed industry partners including: G.E. Aviation, BHP Billiton, Rio Tinto, Schumacher Partners, and Yahoo!.
- The research aims to develop a communication platform for process strategy. The communication process framework will guide companies in applying winning communication tactics and promoting long term support and buy-in from all stakeholders.

**ARC Linkage Project– “Developing an Integrated Cost Estimation Model for IT Procurement Project”**

- *Project commencement – February 2007.*
- Appointment of Senior Research Fellow at the Asia-Pacific Procurement Research Group (Curtin Business School).
- Industry partners including: Department of Planning and Infrastructure (DPI), Department of Immigration and Multicultural Affairs (DIMA), Defence Material Office (DMO) and Australian Defence Institute (ADI) Limited.
- The research focus on develop procurement planning strategies, project cost estimation methods, supply chain partners relationship management in a major governmental legislation-related IT project.

**ARC Research Network in Enterprise Information Infrastructure (EII Taskforce) – “Taskforce on Mobility and Accessing Information Infrastructures”**

- *Awarded external grant collaboratively \$24,000 – October, 2006*
- Chief Investigators: Dr. Christopher Lueg, **Dr. Sandy Chong**, Dr. Jennie Carroll, Dr. Marta Indulska, Dr. Stephen Chau, and Ms. Wasana Bandara
- This taskforce focus on identifying and scoping promising research areas as well as building networks of researchers and practitioners in the Telecommunication industry to address current issues of information infrastructures.

**ARC Research Network in Enterprise Information Infrastructure (EII Taskforce) – “Emerging Issues in Business Process and Service Management”**

- *Awarded external grant collaboratively \$25,000 – August, 2005*
- Chief Investigators: **Dr. Sandy Chong**, Dr. Marta Indulska, Dr. Shazia Sadiq, Ms. Wasana Bandara.
- Team leader of EII Taskforce project on BPM for Australian industry and governmental agencies in Perth, Brisbane, Sydney and Melbourne. Participating companies include: gas, water, energy, resource, mining, banking, consultancy, healthcare, IT and educational institutions.
- Invited to BPM Conference at Sydney to meet and interview BPM Experts from United States. Present Progress Report at the Annual General Meeting in Melbourne to executive committee of the ARC Network.
- This project looks at the implementation of BPM from three perspectives: large corporations, vendors and experts in the area of BPM. It is the first major issues study of its kind conducted in the domain area.

**Curtin Strategic Research (CSR) Grant Scheme – “Developing a Strategic Framework for Improving Executive Perception and Understanding of Business Process Management”**

- *Awarded University-level competitive grant \$10,000 – February, 2006*
- This project explores the issues and challenges of executive perception of Business Process Management (BPM). The aim is to gain deeper understanding for the major issues in order to develop a strategic framework for improving executive perception and understanding of BPM.

**CBS Tier 1 Grant – “Business Process Management in Small- and Medium-sized Enterprises (SMEs)”**

- *Awarded Faculty-level competitive grant \$8,000 – June, 2005*
- This project sets out to consolidate, rank, and explore the major issues and challenges of BPM within the wine industry and Small- and Medium-sized Enterprises context. The wine industry was selected for this study due to its local significance, its growth driven by globalisation, contribution to the economy and its relative immaturity in terms of establishing concepts of a process-oriented organisation.

**ARC Discovery – “Fostering the Innovative Performance of Australian Business Through Promoting Corporate and Supply Chain Continuity”**

- *Project proposal submitted – March 2007*
- Collaboration research with Professor Guy Callender at Curtin University.
- This project aims to study the impact of market aggregation on local and regional supply chains. The aim is to provide senior executives and government policy

makers with a greater understanding of supply chain behaviour and the causes of its failure due to corporate M&A or market domination by one supplier. This can be achieved by the development of a strategic framework for assessing corporate M&A decisions and its impact on sustainability.

#### **Curtin China Coal and Energy Research Tie (CERT)**

- *Project proposal submitted – February 2007*
- Collaborative research exchange program initiative with Professor Zhang Dong-Ke and Dr. Yan Hong-Ming of the Centre for Fuels and Energy.
- This project aims to establish strong research-based links with top Chinese institutions in China. Main objective of this initiative is to market Curtin as a research provider for Chinese engineers and students in the oil and gas industry. The expertise offered by Curtin will be pitched in the area of fuels and energy engineering, resource and environmental science, energy and marketplace economics.

#### **CBS Visiting Fellowship Grants**

- *Awarded internal grant \$12,000 in total for 3 Visiting Fellows – 2006 to 2007*
- Professor Arno Scharl of Graz University of Technology
- Associate Professor Horst Treiblmaier – Vienna University of Economics & BA.
- Dr. Irene Pollach - Vienna University of Economics & BA.

#### **CBS Journal Article Conversion Grant (JACG)**

- *Awarded internal grant \$4,000 in total for two papers – December, 2005*
- Paper 1: "Determinants of Satisfaction of Electronic Commerce Implementation: Some Evidence from the Small- and Medium-sized Enterprise" – International Journal of Electronic Commerce.
- Paper 2: "Communication Factors that Influence the Adoption of Electronic Commerce for Small- and Medium-sized Enterprises in Australia" – Journal of Small Business Management.

Publications  
(Double-Blind  
Refereed Papers)

Chong, S. (2008) "Success in Electronic Commerce Implementation: A Cross-Country Study of Small- and Medium-Sized Enterprises", *Journal of Enterprise Information Management*, 21(5), pp. 468 – 492.

Chong, S. (2007) "Business Process Management for Small- and Medium-sized Enterprise: An Exploratory Study of Implementation Factors for the Australian Wine Industry", *Journal of Information Systems for Small Business*, 1(1-2), pp. 41–58.

Chong, S. and Pervan, G. (2007) "Factors Influencing the Extent of Deployment of Electronic Commerce for Small- and Medium-sized Enterprises – An Exploratory Study", *Journal of Electronic Commerce in Organizations*, 5(1), January – March, pp. 1–29.

Chong, S. and Callender, G. (2006) "One more Time....How to Measure Alliance Success in Conditions of Public-Private Partnering", *Advancing Public Procurement: Practices, Innovation and Knowledge-Sharing*, pp. 97-115, PrAcademics Press, USA.

Chong, S. and Ramaseshan, B. (2005) "Factors Influencing the Adoption of Internet-Based Electronic Commerce Among Small and Medium Sized Enterprises", *Journal of Marketing & Communication*, 1(2), pp. 87-103.

Chong, S. (2005) "Electronic Commerce adoption by Small- and Medium-sized Enterprises in Australia: An Empirical Study of Influencing Factors", *Journal of Contemporary Issues in Business & Government*, 11(1), pp 49 – 70.

(Double-Blind  
Refereed  
Conference  
Proceedings)

Treiblmaier, H., Neale, L., Chong, S., Haghirian, P. and Oelsiechutag, E. (2008) "Antecedents of Web Site Loyalty: Results from Four Countries", *Annual Conference of the Academy of Marketing Science (AMA)*, May 28-31, Vancouver, Canada, p. 243.

Treiblmaier, H. and Chong, S. (2008) "Antecedents of the Intention to Disclose Personal Information on the Internet: A Review and Model Extension", *The Sixth Annual Workshop on HCI Research in MIS*, International Conference of Information Systems

(ICIS), December 8, Montréal, Canada.

Pollach, I., Chong, S. (2008) "Environmental Reports as Auto-Communication : A Study of Disclosure Practices by Low-Impact Companies", *Academy of Management 2008 Annual Meeting*, August 8 -13, Anaheim, California.

Pollach, I., and Chong, S. (2008) "Corporate environmental discourse as auto-communication: A study of sustainability disclosures in low-impact industries", *Proceedings of the 13th International Conference on Corporate and Marketing Communications*, April 24 – 26, Ljubljana, Slovenia, Eds. K. Podnar & Z. Jancic, p. 83-91.

Huang, X.Z., Callender, G. and Chong, S. (2007) "A Study of Contracting Risk Associated with Sourcing by Organizations of Different Cultural Origin: Perspectives from the People's Republic of China and Australia", *16<sup>th</sup> International Purchasing & Supply Education & Research Association (IPSERA)*, 1<sup>st</sup> – 4<sup>th</sup> April, Bath, United Kingdom.

Bandara, W., Indulska, M., Chong, S., and Sadiq, S. (2007) "Major issues in Business Process Management: A Vendor Perspective", *Pacific-Asia Conference of Information Systems (PACIS)*, to be in Auckland, New Zealand, 3<sup>rd</sup> – 6<sup>th</sup> of July, 2007. Paper accepted in April, 2007.

Indulska, M., Chong, S., Bandara, W., and Sadiq, S. (2007) "Major issues in Business Process Management: an Expert Perspective", *European Conference of Information Systems (ECIS)* to be presented in St Gallen, Switzerland, 7<sup>th</sup> – 9<sup>th</sup> of June, 2007. Paper accepted in January, 2007.

Indulska, M., Chong, S., Bandara, W., Sadiq, S. and Rosemann, M. (2006) "Major Issues in Business Process Management: An Australian Perspective", *Australasia Conference of Information Systems (ACIS)*, December, 6 – 10, Adelaide, Australia.

Chong, S. (2006) "Business Process Management for SMEs: An Exploratory Study of Implementation Issues in the Western Australian Wine Industry", *Australasia Conference of Information Systems (ACIS)*, December, 6 – 10, Adelaide, Australia.

Chung, K.P. and Chong, S., Fung, C. and Li, J. (2006) "The Application of User Log for Online Business Environment using Content-Based Image Retrieval System", *IEEE International Conference on E-Business Engineering*, October, 24 – 26, Shanghai, China.

Callender, G., Chong, S. and Wood, M. (2006) "The Success of Mergers and Acquisition as a Corporate Tool: A Question of Governance" *Global Business and Technology Association (GBATA) Conference*, to be held in June 27 – July 1, Moscow, Russia.

Chong, S, and Callender, G. (2006) "Supply Chains as Communities of Organisations: A Social, Legal or Regulatory Challenge?", *Global Business and Technology Association (GBATA) Conference*, to be held in June 27 – July 1, Moscow, Russia.

Chong, S. and Callender, G. (2006) "Corporate Mergers and Acquisitions and Public Sector Reform: Their Implications for Supply Chain Continuity", *International 22<sup>nd</sup> Industry Marketing and Purchasing Group Conference (IMP)*, to be held in September 7 – 9, Milan, Italy.

Callender, G. and Chong, S. (2006) "The Romance of the Measurable Supply Chain: An Academic Research Puzzle in Purchasing", *International 22<sup>nd</sup> Industry Marketing and Purchasing Group Conference (IMP)*, to be held in September 7 – 9, Milan, Italy.

Chong, S. and Callender, G. (2006) "One more Time....How to Measure Alliance Success in Conditions of Public-Private Partnering", *International Public Procurement Conference (IPPC)*, to be held in September 21 – 23, Rome, Italy.

Callender, G. and Chong, S. (2006) "Corporate Continuity and Supply Chains: A Retrospective and Prospective Analysis", *15<sup>th</sup> International Purchasing & Supply Education & Research Association (IPSERA)*, April 6 – 8, San Diego, USA.

Chong, S. & Ramaseshan, B. (2005) "The Adoption of Electronic Commerce: A Cross-Country Study of Influencing Factors in Small- and Medium-sized Enterprises". 3<sup>rd</sup>

*International IEEE Conference on Industrial Informatics (INDIN)*, August 10 – 12, Perth, Australia (**\*Awarded Best Presentation Award in the e-Business and e-Marketing Track**).

Chong, S. (2005) "Communication Factors that Influence the Adoption of Electronic Commerce for Small- and Medium-sized Enterprises in Australia". *12<sup>th</sup> World Congress of Marketing Conference (WMC)*, Muenster, Germany.

Chong, S. (2005) "Determinants of Satisfaction of Electronic Commerce Implementation: Some Evidence from the Small- and Medium-sized Enterprises", *13<sup>th</sup> European Conference of Information Systems (ECIS)*, May 26 – 28, Regensburg, Germany

Chong, S. (2004) "Electronic Commerce adoption by Small- and Medium-sized Enterprises in Australia: An Empirical Study of Influencing Factors", *Proceedings for the European Conference of Information Systems (ECIS)*, June 14 – 16, Turku, Finland.

Chong, S. (2003) "A Model of Influencing Factors on Electronic Commerce Adoption and Implementation Success for Small and Medium-sized Enterprises", *Completed PhD Thesis*, Robertson Library, Curtin University of Technology, Perth, Australia.

Publications  
(2000 & prior)

Chong, S. and Ramaseshan, B. (2000), "Determinants of Satisfaction of International Joint Venture Performance: Some Evidence from the Australian Information Technology Industry", *2000 Summer Educator's Conference Proceedings, Enhancing Knowledge Development in Marketing*, American Marketing Association.

Chong, S. and Bauer, C. (1999), "Electronic Markets Development: Using Marketing Research to Determine User Requirements". *Proceedings of the Twelfth International Bled Electronic Commerce Conference*, Bled, Slovenia.

Chong, S. (1998), "Determinants of Joint Venture Satisfaction in the Australian Information Technology Industry", *Completed Honours Thesis*, Robertson Library, Curtin University of Technology, Perth, Western Australia.

Work-in-  
Progress Papers

Pollach, I. and Chong, S. (2009) "Corporate Environmental Reporting in High Impact Industries: A Study of Consumer Attitudes and Expectations", *Public Relations Review*, Submitted in August, 2008.

Pollach, I. and Chong, S. (2009) "Corporate Sustainability Discourse as Auto-Communication: A Study of Disclosure Practices in Low-Impact Industries", *Journal of World Business*, 2<sup>nd</sup> review submission in January, 2009.

Chong, S., Indulska, M., Bandara, W., and Sadiq, S. (2008) "Major Issues in Business Process Management: An Australian Perspective", *Australian Journal of Information Systems*. - 2<sup>nd</sup> review submission in August 2008.

Chong, S. and Tan, B. (2008) "The Importance of Communication Factors in the Adoption of Electronic Commerce for Small- and Medium-sized Enterprises" *Information and Management*, Revision under 1<sup>st</sup> review, June 2008.

Chong, S. (2008) "Business Process Management in Wine Business: A Study of Implementation for SMEs", *International Journal of Wine Business Research* ~ Revision under 1<sup>st</sup> review, September 2008.

Treiblmaier, H. and Chong, S. (2008) "Trust and Perceived Risk of Personal Information as Antecedents of Online Information Disclosure", *Journal of Interactive Marketing*, Submitted in June, 2008.

Treiblmaier, H., Neale, L., Chong, S., Haghirian, P. and Oelsiechutag, E. (2008) "Intercultural Differences in Website Perception", *Journal of Business Research*, Submitted in May, 2008.

Chong, S. and Rosemann, M. (2008) "Unravelling an Understudied Area of Research in BPM: Communicating Effectively in Organizations", *Business Process Design Workshop at the 6th International Conference on Business Process Management (BPM Conference)*, 1<sup>st</sup> – 4<sup>th</sup> of September, Milan, Italy – Submitted in December, 2008.

Chong, S., Mueller-Wienbergen, F. and Seidel, S. (2008) "A Conceptual Framework for

Information Retrieval and Communication to Facilitate Creativity in Innovative Organizations”, Global Business Development Institute (GBDI Conference), October 12 – 15, Las Vegas, USA. - Submitted in November, 2008.

- Industry Papers
- Chong, S. (2007) “Business Process Management for Small- and Medium-sized Enterprises in the Australian Wine Industry”, The Australian & New Zealand Grapegrower & Winemaker, November issue.
- Chong, S., Indulska, M. Bandara, W., and Sadiq, S. (2007) “Major issues in Business Process Management: an Expert Perspective”, Business Process (BP) Trends, October issue. Available at: <http://www.bptrends.com/publicationfiles/09-07-ART-MajorIssuesinBPM-Chong%20et%20al.pdf>
- Academic Achievements
- Awarded scholarship and represented Curtin University as one of top 100 delegates from 18 countries to attend the “2007 Dragon Foundation Study Tour” in HK and China.
  - Nominated by students in a campaign organised by Curtin Marketing Association as the “Curtin Brainiest Lecture” 2006 in Curtin Business School.
  - Awarded the 2005 CBS Teaching & Learning Staff Prize: “Teaching that Promotes Internationalisation of the Curriculum & Cross-cultural Understanding Among Students”, Curtin University of Technology.
  - Awarded the 1999 International Postgraduate Research Scholarship (IPRS) to undertake PhD (Doctor of Philosophy) studies in Australia.
  - Awarded the 1997 Curtin Overseas Student Scholarship (COSS) to undertake Honours degree at School of Marketing.
  - Awarded Membership of Vice-Chancellor’s List consecutively for 4 semesters from 1995 ~ 1997.
  - Commendation by Board of Examiners in School of Information Systems for achieving excellent academic results in Semester 2, 1998.
  - Commendation by Board of Examiners in School of Marketing for achieving excellent academic results consecutively for 4 semesters, 1995 and 1996.
- Academic & Professional Memberships
- **Industry Chair of Business Process Management Roundtable in WA – Large Corporations in WA (2005 – 2008)**
  - **Chair of R&D Committee for School of Marketing (2005 - 2006) – Curtin University of Technology.**
  - Member of Association for Information Systems (AIS).
  - Member of Australian Marketing Institute (AMI)
  - Member of Academy of Marketing Science (AMS).
  - Member of Australian Computing Society (ACS).
  - Member of the ARC Network – EII Taskforce, (2005 – 2006) – Australia.
  - Member of Divisional R&D Committee (2005 - 2006) – Curtin University of Technology
  - Key Researcher of Centre for Extended Enterprises & Business Intelligence. CEEBI (2005 – Current), Curtin University of Technology.
  - Associate Researcher of Innovation in Social Marketing Advertising and Policy. SMRU (2005 – 2006). Curtin University of Technology.
  - Member of CBS Futures Group – New Technology & Market Subgroup (2005) – Curtin University of Technology.
  - Member of CBS Executive Committee Board (2004) – Curtin University of Technology
  - Member of the Vice Chancellor’s List – Curtin University of Technology (Top 1%)
  - Executive Committee Member of Golden Key National Honours Society – Curtin University Chapter (Top 15% performer)
  - Membership Manager of Electronic Commerce Virtual Community (ECVC) – Electronic Commerce postgraduate student association at Curtin University.
  - Member of the Japanese Hyogo Prefectural Govt. Centre – Perth, Western Australia.

Academic  
Service

#### **Reviewer for Research Council**

- Nominated as an 'Expert of International Standing' by the Australian Research Council (ARC) to review Discovery Projects (2007, 2008).

#### **Co-Editor for Journal**

- Journal of Contemporary Issues in Business & Government (JCIBG)

#### **Reviewer for Journals**

- Journal of Information Technology (JIT)
- Information and Management (INM)
- Journal of Global Information Management (JGIM)
- Journal of Contemporary Issues in Business & Government (JCIBG)
- Journal of Strategic Information Systems (JSIS)
- The Information Resources Management (IRMJ)
- Journal of Theoretical & Applied Electronic Commerce Research (JTAECR)
- Journal of IS and Small Business (JISSB)
- Asia-Pacific Journal of Marketing & Logistics (APJML)

#### **Reviewer for International Conferences**

- ICIS 2005, 2007 (International Conference of Information Systems)
- HICSS 2007 (Hawaiian International Conference of Information Systems)
- ACIS 2004, 2007 (Australasian Conference of Information Systems)
- Bled 2007 (Bled Electronic Commerce Conference)
- GBATA 2006 (Global Business and Technology Association)
- PACIS 2005 (Pacific-Asia Conference of Information Systems)
- IADIS e-Society 2005 International Conference (International Association for Development of the Information Society)
- COLLECToR 2005 (COLLECToR of Electronic Commerce)
- ANZAM 2003 (Australian & New Zealand Academy of Management)
- AMCIS 2000 (American Conference of Information Systems)
- WMC 2005 (World Marketing Congress)

#### **Track Chair &/or Discussant for Conference**

- ACIS 2007 – “Environmental Sustainability of ICT” (Australasian Conference of Information Systems)
- ITS 2007 – “Telecommunications Policy” (International Telecommunications Regional Conference)
- GBATA 2006 – “Corporate Culture I: Challenges and Opportunities”, “Global Social Responsibility” (Global Business and Technology Association Conference).

Industry  
Service

#### **Chair and facilitator of Business Process Management Roundtable for WA organisations.**

A quarterly event consisting of industry members: Western Power, Water Corporation, HBOS (BankWest), BHP Billiton, Co-operative Bulk Handling Ltd, Curtin University, BHP Billiton, and WA ICT Industry Collaboration Centre.

- 7<sup>th</sup> BPM Roundtable – Promotion and Communication of BPM Initiatives (August 2007)
- 6<sup>th</sup> BPM Roundtable – Art & Science of Process Improvement (April 2007)
- 5<sup>th</sup> BPM Roundtable – Inaugural Meeting with BPMG (February, 2007)
- 4<sup>th</sup> BPM Roundtable – Strategic Alignment (October, 2006)
- 3<sup>rd</sup> BPM Roundtable – Process Integration & Cultural Change (May, 2006)
- 2<sup>nd</sup> BPM Roundtable – Strategy Awareness (November, 2005)
- 1<sup>st</sup> BPM Roundtable for WA Large Organisations: Business Process Management for Large Corporations (September, 2005)
- For further information, see: [http://www.bpm.fit.qut.edu.au/roundtable/local\\_bpm.jsp](http://www.bpm.fit.qut.edu.au/roundtable/local_bpm.jsp)

#### **Chair and facilitator of BPM Workshop for SMEs in WA Wine Industry.**

- Project leader and presenter at Margaret River for SMEs in WA wine industry to help improve awareness of BPM method and to showcase successful benchmarks.

#### **Guest Presenter for SMEs in WA – Western Australian Chinese Chamber of Commerce.**

- Key presenter of introductory & basic EC components, cases & governmental schemes for SMEs in Western Australia, in two languages – Mandarin & English.
- “General Introduction to Electronic Commerce” – May, 2003.
- “E-Commerce in Western Australia s” – August, 2003.
- “Business Strategy for the Web” – November, 2003.

University Service	<p><b>Divisional Level</b></p> <ul style="list-style-type: none"> <li>▪ Member of <u>Divisional R&amp;D Committee</u> (2005 - 2006) – Curtin University of Technology</li> <li>▪ Served as judging panel for <u>JACG</u> (2005) and <u>CBS Best Article Award</u> (2006).</li> <li>▪ Member of <u>CBS Futures Group</u> – New Technology &amp; Market Subgroup (2005) – Curtin University of Technology.</li> <li>▪ Member of CBS <u>Executive Committee Board</u> (2004) – Curtin University of Technology</li> <li>▪ Present <u>Curtin-China Coal and Energy Research Tie (CERT)</u> initiatives on behalf of Centre of Fuels &amp; Energy Director, Professor Dong-Ke Zhang to Pro-Vice Chancellor (2005).</li> </ul> <p><b>Faculty Level</b></p> <ul style="list-style-type: none"> <li>▪ Chairperson of <u>R&amp;D Committee</u> for School of Marketing (2005 - 2006) – Curtin University of Technology.</li> <li>▪ Participant at <u>CBS Prize Ceremony</u> (2004 &amp; 2006) and <u>Curtin Open Day</u> (2005 &amp; 2006)</li> <li>▪ Obtain <u>sponsorship from industry participants</u> for final year student project in Strategic Marketing 310 (2003) and Internet Marketing 567 (2004 &amp; 2005).</li> </ul>
Community Service	<ul style="list-style-type: none"> <li>▪ Founder and Chair of <u>Young Independent Network for Girls (YING)</u> in Perth with Asia Times Newspaper as long term sponsor.</li> <li>▪ Participant at the annual "<u>Curtin Multicultural Week</u>" (2003 – 2006) – Music Performance.</li> <li>▪ Participant at the fund-raising event, "<u>Band Aid</u>", for Yogyakarta earthquake victims (Sept.2006 and March 2007) – Music Performance.</li> <li>▪ Volunteer for "<u>Plant a Tree Day</u>" and "<u>Daffodil Day</u>" (1998 – 1999) – Fundraising event organised by Golden Key National Honours Society.</li> <li>▪ Volunteer for Curtin Volunteer, "<u>Pet as Therapy Program</u>" at Senior citizen homes (1997)</li> <li>▪ Volunteer for the <u>National Kidney Foundations</u> Singapore – Sell Flags and old folk homes visit (1986 – 1989)</li> </ul>
Course Attended	<p><b>Professional Development</b></p> <ul style="list-style-type: none"> <li>▪ Business Process Improvement training conducted by Leonardo Consulting at BHP Billiton (2007)</li> <li>▪ Creating a Research Culture within a School/Dept Workshop by Leadership Development Unit (2007)</li> <li>▪ Career Planning for Early Career Research (ECRs) Workshop by Leadership Development Unit (2006)</li> <li>▪ HDR Supervisor Induction &amp; Workshop by Graduate Studies (2006)</li> <li>▪ Building &amp; Managing Research Team by Leadership Development Unit (2006)</li> <li>▪ Enhancing Postgraduate Teaching &amp; Learning Seminar Series by Graduate Studies (2005)</li> </ul> <p><b>Research Development</b></p> <ul style="list-style-type: none"> <li>▪ Women in Research Workshop Series by Leadership Development Unit (2007)</li> <li>▪ Qualitative Analysis Workshop: NVivo and Leximancer by Queensland University of Technology and University of Queensland (2007)</li> <li>▪ Structural Equation Modelling using AMOS by Australian Business Institute of Development and Australian National University (2006)</li> <li>▪ ARC Discovery Grant Seminar by Office of R&amp;D (2006)</li> <li>▪ Research Assessment &amp; Strategy Workshop by Office of R&amp;D and Leadership Development Unit (2005)</li> <li>▪ Research Grant Applications: Getting Started by Office of R&amp;D (2005)</li> </ul>
Language Proficiency	<ul style="list-style-type: none"> <li style="width: 50%;">▪ English</li> <li style="width: 50%;">▪ German</li> <li style="width: 50%;">▪ Chinese</li> <li style="width: 50%;">▪ Japanese</li> <li style="width: 50%;">▪ Cantonese</li> <li style="width: 50%;">▪ French</li> </ul>

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