

Dr. CHONG Yit Sean, Esther

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Professional Profile

Dr. Chong is currently a Senior Lecturer and Research Pathway Director in Monash University Malaysia, where she obtained a PhD degree in service management. Prior to pursuing an academic career, Esther worked with Accenture in delivering business solutions to major clients such as Shell Malaysia, Hong Kong Exchange and Sakhalin Energy, Russia. She was also a certified facilitator with the National Healthcare Group, Singapore in the delivery of The 7 Habits of Highly Effective People (Stephen Covey) programme and the workforce development programme of Development Dimensions International (DDI). Her broad research interests are in the fields of higher education, service management and career change behaviour. Her work has been published in leading journals such as *Studies in Higher Education*, *Quality in Higher Education*, *Psychology & Marketing* and *Journal of Service Theory and Practice*. Dr. Chong has also been acknowledged with the Highly Commended Award by Journal of Service Management (Emerald Publishing Group), and Best Paper Awards in service research streams by Australia and New Zealand Academy of Management (ANZAM) and Academy of Marketing. A faithful advocate for continuous improvement in teaching and learning, Esther was the recipient for the Outstanding Educator Award for School of Business in Monash University in 2020 and Pro-Vice Chancellor Award (Innovation in Learning and Teaching) in 2021.

Academic Qualifications

Doctor of Philosophy, Monash University Malaysia. Title of thesis: *Measuring Service Quality in Higher Education: An Empirical Investigation of the Hierarchical Structure Model in a High Involvement Setting*.

Master of Business Administration, University of Southern Queensland, Australia

Bachelor of Business Administration, University of Malaya, Malaysia (First Class Honours)

Academic Teaching

2011 – Current Monash University Malaysia
Current Position: Senior Lecturer
Department: Management
Leadership Role: Research Pathway Director (Honours and Postgraduate Diploma)

Subjects Taught:

Introduction to Management (Year 1): Cohort size - Approximately 300-550 students. This is a core unit of the Bachelor of Business Commerce degree.

Strategic Management (Year 3): Cohort size: Approximately 120 students. This is a core unit of the Management major.

International Business Strategy (Year 3): Cohort size: Approximately 120 students.

This is an elective unit of the International Business major.

Chief Examiner for Honours Research Project (thesis) and Literature Review units

(Prior Academic Teaching in specialising in units such as Research Methodology, Management, Work and Organisations in collaboration with Nottingham Trent University, UK and Anglia Ruskin University, UK).

Industry Experience

National Healthcare Group, Singapore: Role - Training Specialist

Certification Obtained:

- *7 Habits of Highly Effective People (Signature & Associate Programme)*
- *Development Dimensions International (DDI) (Workforce Development Suite)*

Training programmes delivered include:

- *7 Habits of Highly Effective People (Signature programme: for executive and managerial level; and Associate programme for non-executive level).*
- *DDI Management skills training: Adapting to Change, Delegating and Monitoring, Influencing Others, Developing Others.*

Accenture Solutions : Role - Consulting Analyst

Projects Delivered:

- *eBanking Roadmap Implementation, RHB Bank*
- *CCASS/3 Project, Hong Kong Exchange*
- *SAP Shell EP Blueprint, Shell Sarawak and Sakhalin, Russia*

Journal Publications

Chong Y.S. & Ahmed P.K. (2018). When service leads to sin: Exploring service transgression and customer forgiveness in a multi-faith context, *Journal of Service Theory and Practice*, 28(4), 410-433. (Ranked 'A' in ABDC Listing). Note: ABDC refers to Australian Business Deans Council.

Laszlo S. & Chong Y.S. (2018). Activating multiple roles of customer-firm relationships in service failures, *Journal of Service Theory and Practice*, 28(2), 250-270. (Ranked 'A' in ABDC Listing).

Laszlo S. & Chong Y.S. (2018). Boasting and aspiring as status-reinforcing mechanisms in status-based loyalty programs, *Psychology and Marketing*, 35(9), 640-651. (Ranked 'A' in ABDC Listing).

Chong Y.S. & Ahmed P. K. (2017). On happiness, sadness or indifference: Investigating the carryover effect of outcome valence in service perceptions, *Journal of Service Theory and Practice*, 27(1), 69-86. (Ranked 'A' in ABDC Listing, Ranked 'A' in ABDC Listing).

Chong Y.S. & Ahmed P. K. (2015). Student motivation and the 'feel good' factor: An empirical examination of motivational predictors of university service quality evaluation. *Studies in Higher Education*, 40(1), 158-177 (Ranked 'A*' in ERA 2010 Listing). Note: ERA refers to Excellence in Research for Australia.

Chong Y.S. & Ahmed P. K. (2014). A phenomenology of university service quality experience: Uncovering the essence of meaning among business undergraduates in Malaysia. *International Journal of Educational Management*, 28 (1), 36-52. (Ranked 'B' in ABDC Listing).

Chong Y.S. & Ahmed P. K. (2012). The effect of motivation upon service quality evaluation: A self-determination theory perspective, *Quality in Higher Education*, 18 (1), 35-57. (Ranked 'A' in ERA 2010 Listing, 'Q1' in Scimago).

Conference Proceedings/Extended Abstracts

Nvinderjit, S., Ahmed, P.K, Chong, Y.S. & Ali, Y. (2020). *Brand transgression and brand recovery in the context of sacred consumption: An institutional theory perspective*, Global Marketing Conference, 5-8 November, Seoul, South Korea.

Chong, Y.S. & Ahmed, P.K. (2020), *Food, faith and forgiveness: An exploration of service transgression in a multi-faith context*. Proceedings of the 49th European Marketing Academy, 27-29 May, Budapest, Hungary.

- Nvinderjit, S., Ahmed, P.K, Chong, Y.S. & Ali, Y. (2019). *Brand recovery in the context of sacred consumption: An institutional perspective*, American Association of Marketing (AMA) Summer Conference, 9-11 August, Chicago, Illinois, United States.
- Chong, Y.S., Ahmed, P.K., Quek, A.H. & Malik, A. (2017). *From R&D specialist to management associate? The role of self-determination in career choice intentions*, Academy of Human Resource Development, 5-7 November, Indian Institute of Management, Ahmedabad, Gujarat, India.
- Nvinderjit, S., Ahmed, P.K, Chong, Y.S. & Ali, Y. (2017). *Consumers response to brand transgressions: An emerging perspective on religious consumption*, American Association of Marketing (AMA) Winter Conference, 17-19 February, JW Marriott Orlando Grande Lakes, Orlando, Florida, United States.
- Chong Y.S. & Ahmed P.K. (2016). *When service failure leads to sin: Exploring service transgression and customer forgiveness in a multi-faith context*, Australia and New Zealand Marketing Academy Conference, 5-7 December, University of Canterbury, Christchurch, New Zealand.
- Chong Y.S. & Ahmed P.K. (2015). *Transgressions of halal-certified service providers: An exploration of consumer forgiveness and responses among Muslims in Malaysia*, Academy of Marketing Conference, 7-9 July, University of Limerick, Ireland.
- Chong Y.S. & Ahmed P.K. (2015). *The 'Great Good Place' on campus?: Examining the transference effect of outcome valence in academic and retail service perceptions*, 6th International Research Symposium in Service Management, 11-15 August, UiTM, Sarawak, Kuching, Malaysia.
- Chong, Y.S., Ahmed, P.K., Quek, A.H. & Tham Y.Q. (2015). *An interpretive phenomenological analysis of career choice in science: Evidence from Malaysian undergraduates*. The Asian Conference on Psychology & the Behavioral Sciences Conference Proceedings, 26-28 April, Osaka, Japan.
- Chong Y.S. & Ahmed P.K. (2014). *On happiness, sadness or indifference: Investigating the transference effect of outcome valence in service perceptions* (extended abstract). Frontiers in Service Conference, 26-29 June 2014, University of Miami, United States.
- Chong Y.S. & Ahmed P.K. (2012). *Student motivation and the 'feel good' factor: An examination of motivational predictors of university service quality evaluation and the moderating role of outcome valence*. Australia and New Zealand Academy of Management Conference, 3-5 December, Perth, Australia.
- Chong Y.S. & Ahmed P.K. (2012). *Understanding student motivation in higher education participation: A psychometric validation of the academic motivation scale in the Malaysian context*. International Conference on Behavioural, Cognitive and Psychological Sciences, 24-25 November, Bangkok, Thailand.
- Chong Y.S. & Ahmed P.K. (2011). *Measuring service quality in higher education: An empirical examination of the hierarchical structure model in a high involvement setting*. AMA Summer Marketing Educators' Conference, 5-7 August, San Francisco, United States.
- Chong Y.S. & Ahmed P.K. (2011). *An examination of the antecedents and consequences of university service quality evaluation*. British Academy of Management Conference, Aston University, 13-15 September, Birmingham, United Kingdom.

Research Grants

Chong Y.S. (Project Leader), Ahmed P.K. (co-investigator) and Quek, A.H. (co-investigator)
 Duration: January 2014 – May 2016 (2.5 years), Title: "Developing a Predictive Model for Science and Technology Career Decision: A Neuroscience Approach", Source: FRGS, Amount: RM51,000, Project Number: FRGS/2/2013/SS05/MUSM/03/1.

Chong Y.S. (Project Leader), and Ahmed P.K. (co-investigator)

Duration: January 2015 – December 2015 (1 year), Title: New Entrants and Job Choice: Examining the Predictors of Career Choice Behaviour, Source: School of Business, Monash University Malaysia, Amount: RM10,000, Project Number: B-3-15.

Chong Y.S. (Project Leader), and Ahmed P.K. (co-investigator)

Duration: January 2014 – December 2014 (1 year), Title: Religious Identity and Consumption: Exploring Service Transgressions and Customer Forgiveness in a Multi-faith context, Source: School of Business, Monash University Malaysia, Amount: RM10,000, Project Number: B-3-14.

Chong Y.S. (Project Leader), and Ahmed P.K. (co-investigator)

Duration: September 2013 – August 2014 (1 year), Title: "Transgressions of Halal-Certified Service Providers: An Exploration of Consumer Dissonance and Responses among Muslim Consumers in Malaysia", Source: Halal Ecosystem Multidisciplinary Platform, Monash University Malaysia. Amount: RM10,000, Project Number: HE-13-SG-2.

Chong Y.S. (Project Leader), and Ahmed P.K. (co-investigator)

Duration: 1 January 2012 – June 2013, Title: "Reconceptualising the Role of Outcome Valence in Service Encounters: An Experimental Approach", Source: Monash University Malaysia, Amount: RM30,000, Project Number: B-3-12 & B-3-13.

Awards/Recognitions

Pro-Vice Chancellor Award (Innovation in Learning & Teaching) (2021), Monash University Malaysia.

Outstanding Educator Award (2020), School of Business, Monash University Malaysia.

Best Paper Award for 'Services and Customer Relationship Marketing' Track, in Academy of Marketing (2015). Paper titled "Transgressions of Halal-Certified Service Providers: An Exploration of Consumer Forgiveness and Responses among Muslims in Malaysia."

Best Paper Award for 'Service Experience' Stream, in 6th International Research Symposium in Service Management (2015). Paper titled "The 'Great Good Place' on campus?: Examining the transference effect of outcome valence in academic and retail service perceptions".

2015 Highly Commended Award from Journal of Service Management – rated 'A' in Australian Business Deans Council (ABDC) Listing; in 6th International Research Symposium in Service Management (2015). Paper titled "The 'Great Good Place' on campus?: Examining the transference effect of outcome valence in academic and retail service perceptions".

Best Paper Award for Marketing and Communication Stream (2012), in Australia and New Zealand Academy of Management Conference (2012). Paper titled "Student Motivation and the 'Feel Good' Factor: An Examination of Motivational Predictors of University Service Quality Evaluation and the Moderating Role of Outcome Valence".

Nominated for the Mollie Holman Medal which recognises doctoral thesis excellence in Monash University (2011).

Best Presentation Award for the Doctoral Colloquium organised by the School of Business, Monash University Malaysia (2009).

Best Poster Award, in conjunction with the Monash Research Week at Monash University Malaysia (2008).

Merit Full Scholarship recipient for PhD candidature in Monash University Malaysia (2007).

Academic Visits/Engagement

February 2017 – April 2017: Pursued the Outside Studies Programme (OSP) at University of Auckland, New Zealand for seminar presentation and research collaborative work in service management.

January 2005- July 2005: Selected for a staff attachment initiative at Nottingham Trent University for knowledge exchange and collaborative teaching at undergraduate and postgraduate level.

Supervision of Doctoral Research

Janie Chin Hsien Yeen (in progress) – Project title: Understanding the Role of Social License to Operate in Mainstream Food Systems: A Study of Contested Technologies.

Tham Yee Quan (completed in 2019) – Project title: A Phenomenology of Career Change in Malaysian Workforce.

Adnan Waseem (completed in 2019) – Project title: The Spill-over Effects of Brand Transgression: A Study of Micro and Macro Level Effects.

Simran Nvinderjit (completed in 2018) - Project title: Religion and Brand Transgression: An Emerging Perspective.

Service Roles

Leadership role as the Director for Honours and Postgraduate Diploma programs

Responsible for providing strategic and operational oversight for the Bachelor of Business and Commerce (Honours) and the Postgraduate Diploma in Business and Commerce, which are the research pathway programs leading towards a higher degree research (PhD) in Monash University.

Contributed to the School's achievement in securing the AACSB accreditation status, which demonstrates strong commitment towards continuous improvement in the aspects of innovation, learner success, and thought leadership/engagement.

Training Facilitation/Seminar Presentation

Co-Facilitator for the Master Class for Supervisor Accreditation Workshop, on Cross Cultural Management', organised by Monash Graduate Research Office, Australia.

Presented on 'Publishing a Qualitative Piece: The Hard-knocks, Push-ups and Triumph' at the High Impact Publication Workshop organised by Monash University Malaysia for internal and external doctoral candidates from diverse academic disciplines.

Conducted the 'Moodle Take Home Exam Creation' workshop via Zoom. This workshop covered key aspects of Moodle submission configuration, exam marking modes, and features to handle special consideration cases such as extended exam duration and catering for students from different time zone.

Conducted a 'Moodle Simulation Exercise' workshop for the School of Business academic staff members. In this session, a scenario-based training was delivered specifically for assignment submission and online marking processes on the Moodle platform.

Panel member in a Round Table Discussion on the topic of 'Managing Supervisor Relationship', at the Monash University Doctoral Colloquium, Melbourne, Australia.

Contribution as a Chair/Reviewer/Examiner

Session Chair for Narratives of Temporality: Continuities, Discontinuities, Ruptures Conference organised by London Centre for Multidisciplinary Research, United Kingdom.

Session Chair for Frontiers of Service Conference, National University Singapore.

Session Chair for the 'Quality Management' track in 6th International Research Symposium in Service Management, UiTM, Kuching, Sarawak.

Chair for School of Business Outstanding Educator Award Selection Committee, Monash University Malaysia.

External Examiner for a Master of Commerce thesis entitled 'Behavioural Consequences of Consumer Ethnic Identification and Acculturation: An Investigation in the Context of Targeted Online Advertisements, Victoria University of Wellington.

External Examiner for a Master of Business thesis entitled 'Self-Service Phone Kiosk Attributes and Pilgrims Experience: Toward an Integrated Conceptual Framework', Auckland Technology University, New Zealand.

Reviewer for journal outlets which include European Journal of Marketing (A* in ABDC listing), International Journal of Qualitative Studies in Education (A in ABDC listing), Studies in Higher Education (A in ABDC listing).

Reviewer for Academy of Management Conference and European Academy of Management Conference.

Independent panel reviewer for milestones assessments at doctoral/honours/Master of International Business/Postgraduate Diploma level.