

CURRICULUM VITAE

Dr. EWE SOO YEONG

Nationality : Malaysian
Current status : Lecturer
Institution : Monash University
School : School of Business
Email : Ewe.sooyeong@monash.edu



ACADEMIC QUALIFICATION

Doctor of Philosophy (Ph.D.)

Monash University Malaysia (2014-2016)

Postgraduate Diploma in Business and Commerce (Marketing)

Monash University Malaysia (2011)

Master Degree in Economics

University of Malaya, Malaysia (1999 – 2002)

Bachelor of Management (1st Class Hons)

(major : Finance & Accounting, minor in Economics).

University of Science Malaysia, Malaysia (1993 – 1997)

RESEARCH ACHIEVEMENTS

Journal Publication

Ewe, S. Y., Lee, C. K. C., Gul, A. F. (in press), “Regulatory focus and investment advisers’ recommending behaviour”, International Journal of Bank Marketing. [ABDC list A ranked journal]

Ewe, S. Y., Lee, C. K. C., Watabe, M. (2020), “Prevention focus and prior investment failure in financial decision making”, Journal of Behavioral and Experimental Finance, Vol. 26, p. 100321. [ABDC list A ranked journal]

Ewe, S. Y., Gul, F.A., Lee, C. K. C., Yang, C. Y. (2018), “The Role of Regulatory Focus and Information in Investment Choice: Some Evidence

Using Visual Cues to Frame Regulatory Focus”, *Journal of Behavioral Finance*, Vol. 19, No.1, pp. 89-100. [ISI cited, Scopus cited, ABDC list A ranked journal]

Ewe, S. Y., Yap, S. F., Lee, Christina K. C., (2015), "Network externalities and the perception of innovation characteristics: mobile banking", *Marketing Intelligence & Planning*, Vol. 33, No. 4, pp. 592 – 611. [Scopus cited, ABDC list A ranked journal; this journal paper was awarded as a Highly Commended Paper in the 2016 Emerald Literati Network Awards for Excellence]

Ewe, S.Y., Yap, S.F. (2012), Exploring Motivations and Barriers for Mobile Banking Adoption: A Qualitative Approach, *World Journal of Social Sciences*, Vol. 2. No. 4, pp. 184 – 194.

Conference Proceedings / Presentations

Ewe, S. Y., Lee, Christina K.C. (2019), Regulatory Focus and Investment Adviser’s Recommending Behavior, conference proceeding in EMAC, Hamburg, Germany, 28 – 31 May 2019.

Ewe, S. Y., Lee, Christina K.C., Watabe, Motoki, Gul, A. F. (2016), The Effect of Recent Investment Experience on Subsequent Unrelated Consumer Decisions, poster presentation in the 2016 Society for Judgment and Decision Making (SJDM) conference in Boston, MA, USA, 18-21 November 2016.

Ewe, S. Y., Lee, Christina K. C., Watabe, M., Gul, A. F., Yang, L. (2016), Recent Experience and Financial Decision Making: Does Intensity in Chronic Regulatory Focus make a Difference?, conference proceeding in ANZMAZ Conference, Christchurch, New Zealand, 5 – 7 Dec 2016.

Ewe, S.Y., Lee, Christina K.C. (2013), Recent Experience and Financial Decision Making, conference proceeding in ANZMAZ Conference, Auckland, New Zealand, 1 – 4 Dec 2013.

Ewe, S.Y., Yap, S.F., Lee, Christina K.C. (2012), The Effect of Network Externalities on the Perception of a New Service Offering: Mobile Banking, conference proceeding in Global Marketing Conference, Seoul, Korea, 19-22 July 2012.

Ewe, S.Y., Yap, S.F. (2011), Understanding the Fundamental Building Blocks of Mobile Banking Adoption: A Qualitative Approach, conference proceeding in World Business and Economics Research Conference, Auckland, New Zealand, 12 - 13 Dec 2011.

Book Chapter Publication

Tjiptono, F., Khan, G., **Ewe, S. Y.**, Kunchambo, V. (2020) "Generation Z in Malaysia: The five "E" generation (Electronically-engaged, Educated, Entrepreneurial, Empowered, and Environmentally-conscious)", Chapter 10 in The New Generation Z in Asia: Dynamics, Differences, Digitalization, published by Emerald Publishing Limited.

Ewe, S. Y. (2009) "The Introduction of Macroeconomics", Chapter 1 in Economics text book (Book 2 of 2) for UEC, published by the United Chinese School Committees' Association of Malaysia (UCSCAM).

Ewe, S. Y. (2009) "The National Income and Economic Growth", Chapter 2 & 3 in Economics text book (Book 2 of 2) for UEC, published by the United Chinese School Committees' Association of Malaysia (UCSCAM).

Ewe, S. Y. (2008) "The Malaysian Financial System", Chapter 7 in Business Studies text book (Book 2 of 2) for UEC, published by the United Chinese School Committees' Association of Malaysia (UCSCAM).

Ewe, S. Y. (2008) "Stocks and Futures", Chapter 8 in Business Studies text book (Book 2 of 2) for UEC, published by the United Chinese School Committees' Association of Malaysia (UCSCAM).

Ewe, S. Y. (2008) "The Balance of Payments and Foreign Exchange", Chapter 9 in Business Studies text book (Book 2 of 2) for UEC, published by the United Chinese School Committees' Association of Malaysia (UCSCAM).

Ewe, S. Y. (2008) "The Perfect Competition and Monopoly Market", Chapter 7 & 8 in Economics text book (Book 1 of 2) for UEC, published by the United Chinese School Committees' Association of Malaysia (UCSCAM).

Ewe, S. Y. (2007) "The National Payment System", Chapter 6 in Business Studies text book (Book 1 of 2) for UEC, published by the United Chinese School Committees' Association of Malaysia (UCSCAM).

Ewe, S. Y. (2006) Chief editor, "Food For Thought – College Life and Learning Guide", published by New Era College.

RESEARCH GRANTS

- Title :** **Enhancing Trustworthiness to Gain Sustainable Development: The Signaling Effect of Voluntary “Hostage Posting” on Consumer Behavior**
- Investigators:** Dr. Ewe Soo Yeong (Principal investigator);
A/Prof. Dr. Motoki Watabe
- Funding Period :** March 2020 – Feb 2021
- Funding Body :** Monash University School of Business Research Seed Grant
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- Title :** **The Impact of Covid-19 and the Change In Personal Selling Strategies**
- Investigators:** Dr. Ewe Soo Yeong
- Funding Period :** July – Nov 2020
- Funding Body :** Covid Kickstarter Fund Scheme, 2020

ACADEMIC AND PROFESSIONAL EXPERIENCE

- Lecturer, School of Business (Marketing Dept.)
Monash University Malaysia Feb 2018 - present
- Senior Lecturer, Sunway University Business School
Sunway University, Malaysia. Jan 2017 – Jan 2018
- Lecturer, Sunway University Business School
Sunway University, Malaysia. J uly 2009 – Apr 2014
- General Manager
Institut Karisma, Kuala Lumpur. Nov 2008 – April 2009
- Lecturer, Business Studies Dept.
New Era College, Kajang, Selangor. Mac 2001 – Oct 2008
- Assistant Manager, System and Methods Dept.
The Pacific Bank Bhd. (Head Office), Kuala Lumpur. 1999 – Feb 2001
- Management Associate, System and Methods Dept.
The Pacific Bank Bhd. (Head Office), Kuala Lumpur. Jun 1997 – 1998

ACADEMIC AWARDS AND OTHER ACHIEVEMENTS

- Teaching Award - Blue Letter (Outstanding Unit Evaluation) 2020 Semester 1 (4.56 out of 5), Chief Examiner of MKW2500 (Retail Marketing), Monash University.
- Research Award - "Network externalities and the perception of innovation characteristics: mobile banking" has been awarded as a Highly Commended Paper in the 2016 Emerald Literati Network Awards for Excellence.
- Monash University Merit Scholarship Award 2014 Monash University.
- Jeffrey Cheah Foundation Scholarship Award for Postgraduate Diploma in Business and Commerce, 2011.
- 1ST Class Honours Degree of Bachelor of Management, University of Science Malaysia, 1997.
- First runner-up of the Management Game at University level, organized by the Management Society, USM, 1995/96.
- Dean Award (Sijil Penghormatan Dekan), Management School of USM, 1993/94 and 1996/97.
- Awarded Scholarship by Penang state government, July 1993 – May 1997.
- The Best Health Award, New Era College, 2002.

EXTERNAL PROFESSIONAL APPOINTMENTS

- Panel member for *Commerce* of the Curriculum Department of the Educational Affairs Division, Malaysian Independent Chinese Secondary School Working Committee. (August 2002 - present)
- Panel member for *Economics* of the Curriculum Department of the Educational Affairs Division, Malaysian Independent Chinese Secondary School Working Committee. (August 2002 - present)
- External Examiner to Certificate in Business and IT (CBT), the School of Business, New Era University College (2011 - 2017)
- Academic Advisor to Certificate in Business and IT (CBT), the School of Business, New Era University College (2015 – 2017)