

# Chong Yit Sean

Monash University Malaysia, School of Business, Jalan Lagoon Selatan, 46150 Bandar Sunway, Selangor, Malaysia  
chong.yit.sean@monash.edu

---

## QUALIFICATIONS

2007-2010 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*.

2002-2003 Master of Business Administration, University of Southern Queensland, Australia

1996-1999 Bachelor of Business Administration, University of Malaya, Malaysia (First Class Honours)

## ACADEMIC TEACHING EXPERIENCE

2011 – Current      Monash University Malaysia  
Current Position: Senior Lecturer  
Department: Management  
*Introduction to Management (Year 1): Roles: Chief Examiner and Unit Coordinator*

2003 – 2007 First City University College, Malaysia  
Position: Senior Lecturer/Coordinator  
School: Business

Nottingham Trent University, UK Programme:  
*Exploring Research in Information Management (Year 2), Work and Organisation (Year 1)*  
(Selected for a staff attachment initiative at Nottingham Trent University for knowledge exchange and collaborative teaching at undergraduate and postgraduate level – Jan 2005 to July 2005)

Anglia Ruskin, UK Programme:  
*Research Skills (Year 2), International Business (Year 2), Marketing Research (Year 3)*  
*International Marketing (Year 3)*

## INDUSTRY EXPERIENCE

2007 – 2008      National Healthcare Group, Singapore  
Role: Training Specialist  
Certification: *7 Habits of Highly Effective People (Signature & Associate Programme)*  
*and 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 non-executive level).*  
*DDI Management skills training: Adapting to Change, Delegating and Monitoring, Influencing Others, Developing Others.*

2000 – 2003      Accenture Solutions  
Role: Functional Analyst & Trainer  
  
Projects Delivered:  
*eBanking Roadmap Implementation, RHB Bank*  
*CCASS/3 Project, Hong Kong Exchange*  
*SAP Shell EP Blueprint, Shell Sarawak and Sakhalin, Russia*

# Chong Yit Sean

Monash University Malaysia, School of Business, Jalan Lagoon Selatan, 46150 Bandar Sunway, Selangor, Malaysia  
chong.yit.sean@monash.edu

---

## JOURNAL PUBLICATIONS

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). Note: ABDC refers to Australian Business Deans Council.

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 ERA 2010 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).

## CONFERENCE PROCEEDINGS

Sajtos, L. & Chong, Y.S. (2017). The role of exclusiveness and status visibility in luxury loyalty programs. *Mystique of Luxury Brands Conference*, 11-12 May, Royal Hotel Seoul, South Korea.

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 Yit Sean

Monash University Malaysia, School of Business, Jalan Lagoon Selatan, 46150 Bandar Sunway, Selangor, Malaysia  
chong.yit.sean@monash.edu

---

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

1. Chong Y.S. (Project Leader), Ahmed P.K. (co-investigator) and Quek, A.H. (co-investigator), Duration: 1 January 2014 – 31 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.
2. 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.
3. 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.
4. 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.
5. Chong Y.S. (Project Leader), and Ahmed P.K. (co-investigator /mentor), 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.

## PROFESSIONAL MEMBERSHIP

1. Academy of Marketing
2. British Academy of Management

# Chong Yit Sean

Monash University Malaysia, School of Business, Jalan Lagoon Selatan, 46150 Bandar Sunway, Selangor, Malaysia  
chong.yit.sean@monash.edu

---

## AWARDS/RECOGNITIONS RECEIVED

1. 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.*”
2. Best Paper Award for ‘Service Experience’ Stream, in 6<sup>th</sup> International Research Symposium in Service Management (2015) and 2015 Highly Commended Award from Journal of Service Management – rated ‘A’ in Australian Business Deans Council (ABDC) Listing. Paper titled “*The ‘Great Good Place’ on campus?: Examining the transference effect of outcome valence in academic and retail service perceptions*”.
3. Best Paper Award for Marketing and Communication Stream, 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*”.
4. Nominated for the Mollie Holman Medal which recognises doctoral thesis excellence in Monash University (2011).
5. Best Presentation Award for the Doctoral Colloquium organised by the School of Business, Monash University Malaysia (2009).
6. Best Poster Award, in conjunction with the Monash Research Week at Monash University Malaysia (2008).
7. Scholarship recipient for PhD candidature in Monash University Malaysia (2007).
8. Dean’s List (1999), Faculty of Business and Accountancy, University of Malaya
9. A member of the Golden Key National Honour (1998), a non-profit academic honours organisation which recognises scholastic achievement and excellence in all undergraduate fields of study.
10. Special Award for Excellent STPM (A-Level equivalent) Results (1995)
11. Best Student in Malay Language in STPM (A-Level equivalent) (1995)

## SUPERVISION OF DOCTORAL CANDIDATES

1. Simran Nvinderjit (enrolled 2014) - Project title: Religion and Consumption: An Investigation of Consumer Choice Behaviour in a Multi-faith Society
2. Tham Yee Quan (enrolled 2014) – Project title: A Phenomenology of Career Change in Malaysian Workforce.
3. Adnan Waseem (enrolled 2015) – Project title: The Spill-over Effects of Brand Transgression : A Study of Micro and Macro Level Effects

## SERVICE ROLES IN RESEARCH

1. Reviewer for Studies in Higher Education (A\* in ERA listing) and European Academy of Management Conference.
2. Independent reviewer for doctoral thesis confirmation and progress milestones (including pre-submissions):
  - The Role of Risk Reducing Strategies on Perceived Travel Risks, Destination Image and Travel Intention (2015-2017).
  - Service Failure: The Effect of Corporate Social Responsibility on Consumer Forgiveness (2017).
  - Innovation, Growth and the Dynamic Capabilities of Start-ups: The Case of a Developing Country (2017).

## Chong Yit Sean

Monash University Malaysia, School of Business, Jalan Lagoon Selatan, 46150 Bandar Sunway, Selangor, Malaysia  
chong.yit.sean@monash.edu

---

- Does Brand Community Impact Brand Reputation?: The Case of Public and Private University in Malaysia.
  - Individuals Expectations of Corporate Social Responsibility: A Phenomenological Study of Malaysian Consumers' Non-Participation in Consumer Boycott Action (2015).
  - Beauty, Identity and Consumption: An Interactionist Perspective (2014-2016).
  - Learning as an Antecedent of Dynamic Capabilities: A Study of Antecedents and Consequences (2015).
3. Internal examiner for the following postgraduate diploma/honours/Master in International Business thesis submission:
- Protean Career Orientation (PCO) of Generation Y: A Social Cognitive Career Theory (SCCT) Investigation.
  - The Impact of Transformational Leadership, Employee Self-efficacy and Initiative Climate on Proactive Customer Service Behaviour (2015).
  - The Effects of Ethical Work Climate, Perceptions of Organisational Politics, and Affective Commitment on Proactive Customer Service Performance: A Study of Retailing Industry in Malaysia (2014).
4. Session Chair for the 'Quality Management' track in 6<sup>th</sup> International Research Symposium in Service Management (2015), UiTM, Kuching, Sarawak.