

STEPHANIE CHEAH KAY ANN

Position: Lecturer in Marketing, Monash University Malaysia

Email: stephanie.cheah@monash.edu

Direct Line: (+603) 5514 4942

EDUCATION

- Ph.D (Marketing), Monash University Malaysia 2018
- *Thesis Dissertation:* Sustainability from a Network Legitimacy Perspective: The Case of Malaysia's Solar Photovoltaic Industry
 - *Comments:* Received excellent commendations from two international reviewers who are experts in industrial business networks
- Bachelor of Business and Commerce (Hons) Marketing (First Class), Monash University Malaysia 2014
- *Thesis Dissertation:* Exploring Malaysians' Responsible Consumption Behaviour on Household Electricity
- Bachelor of Business and Commerce Monash University Malaysia 2013
- Majored in E-Business and Marketing

TEACHING AND RESEARCH EXPERIENCE

- Lecturer, Department of Marketing, Monash University Malaysia (March 2019 – Present)
- Teaching associate for Marketing Theory and Practice, Monash University Malaysia (2014 – 2018)
- Casual Research Assistant, Monash University Malaysia (Summer breaks of 2010 and 2011)

KEY RESEARCH AREAS

- Business marketing management
- Industrial networks
- Marketing strategy
- Sustainability, specifically on renewable energy
- Qualitative and case study research

PUBLICATIONS

- Cheah, S.K.A., Yeow, P.H.P., Nair, S.R. & Tan, F.B. (2018) Behavioural modification framework to address wastage in household electricity consumption. *Ergonomics*, 61(5), 627-643.
- Cheah, S.K.A., Low, B. & Yeow, P.H.P. (2017, 5th- 8th September). Legitimacy in Technology Sustainability: A Case of Semiconductor. Paper presented at IMP in Asia Kuala Lumpur, Malaysia.
- Cheah, S.K.A. (2016) Sustainability Agenda from a Network Legitimacy Perspective. Paper presented at the Doctoral Colloquium of 32nd Annual IMP Conference (30th August – 3rd September), Poznan, Poland.
- Cheah, S.K.A., Yeow, P.H.P., Nair, S.R. & Tan, F.B. (2013 October). Preliminary Findings of Responsible Consumption of Household Electricity in Developing Country. Paper presented in International Conference on Frontiers of Environment, Energy and Bioscience (ICFEEB 2013) Beijing, China
- Lim, W.M., Ting, D.H. Shandy, A.M., Cheah S.K.A., Ooi, N.O. & Azlan, N.H. (2012). The State of Mind of Contemporary Male Gym-Goers: Goal, inspirations and motivations, *International Journal of Sport Management and Marketing*, 11(3/4), 239-256.

ACADEMIC AWARDS AND CERTIFICATIONS (at Monash University Malaysia)

2015

- Finalist in 3MT Monash University Malaysia Campus Final Round

2014

- Participated and completed Green Steps @ Uni Sustainability Training Program Monash University. The program involved a week of training on issues relating to sustainability and followed by an industrial project on campus. My team had successfully installed and tested a light sensor prototype in the classroom to automatically turn-off lights when not in use.
- Awarded Monash University Scholarship in Doctor of Philosophy

2013

- Awarded Dean's Honours List

- Awarded Best Research Degrees Pathway Presentation
- Awarded Overall Best Research Poster
- Awarded Monash University Scholarship in Honours degree of Bachelor of Business and Commerce

2012

- Awarded four certificates of commendations on strategic idea for Tanamera Snd Bhd in *Marketing Planning & Implementation* and MyKasih Foundation in *Marketing Strategy*, best project in *E-Business Performance Management* and *Integrated Marketing Communication* respectively