

## CURRICULUM VITAE

Name : Mr. Wong Lai Soon  
Designation : Lecturer  
Department : Department of Marketing  
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### CAPSULE BIOGRAPHY

**Mr. Wong Lai Soon** is the Lecturer for the Faculty of Business & Finance, University Tunku Abdul Rahman (UTAR), Malaysia. He received his Master of Business Administration Degree from University of Science Malaysia (USM). He is currently pursuing his PhD (Marketing) at the Business Faculty, University Utara Malaysia.

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### ACADEMIC QUALIFICATIONS

- PhD Candidate (Marketing), University Utara Malaysia
  - Master of Business Administration, University of Science Malaysia, 1995.  
Thesis: Understanding Relationships Between Five Consumption Values and Consumer Brand Choice Behaviour.
  - Bachelor of Business Management (Hons.) 2<sup>nd</sup> Class Upper, University of Science, Malaysia, 1992
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### AREAS OF CURRENT RESEARCH AND INTEREST

- **Research:** Brand Choice Behaviour and International Business
  - **Teaching:** Retail Management, Marketing
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### AWARDS, RECOGNITIONS AND GRANTS

- Member of best performing group of the Corporate Strategy Game (MBA), 1995.
  - Best Student of Science (STPM), 1986
  - Best Student Mathematics (STPM), 1986
  - Best Student Physics and (STPM), 1986
  - Best Student Chemistry (STPM), 1986
  - Best Student of Agricultural Science (SRP), 1982
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### CURRENT APPOINTMENT IN UTAR

- Lecturer 2008 – Present

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## PREVIOUS PROFESSIONAL EXPERIENCE

- Consultant in International and local businesses. Mainly as agent or broker on export and import business, 2002 - 2008
- Marketing of educational programmes in China and managing distance learning programme (MBA, PhD), 2001 – 2003
- Director of Studies and Director of Chinese Division, Marketing of education programme for Kolej Unistate and Kolej Putra in China, Managing Management programmes – DBA, MBA, diploma programmes in management and lecturing in Kolej Putra, 2001 – 2003
- **Head of Department** CPED, KDU Penang, managing MBA and MSc. ITB, 1998 - 2001
- **Remisier** in Hwang DBS Securities Bhd., 1996 – 1998
- **Lecturer** in Perkim-Goon Institute, 1995 – 1996
- **Assistant Manager** in Libscon Sdn. Bhd., 1992 – 1994

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## GRADUATE SUPERVISION

I have supervised 1 final year Bachelor of International Business Administration candidate during my tenure at CPED, KDU (University of Lincolnshire and Humberside, UK programme), the details are stated as below:

1. Name : **Elain Chong**  
Degree : Bachelor of International Business Administration  
Title : Fast Food Consumer Brand Choice Behaviour in Penang Island  
Status : Completed, July, 2000

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## CONSULTANCY PROJECTS

Education consultancy project to link London College of Business and Computer Studies and Paris Graduate School of Management with Xin Jian College, Shanghai, 2001.

Education consultancy project to link London College of Business and Computer Studies and Paris Graduate School of Management with Ningbo College of Technology, Ningbo, 2001.

Education consultancy project to link London College of Business and Computer Studies and Paris Graduate School of Management with Zhejiang University of Technology, 2001.

Education consultancy project to link London College of Business and Computer Studies and Northern College, Shenyang, 2002.

Various Business Consultancy on importing of material from China, 2003 – 2008.

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