

**TEO POH CHUIN**

36 years old; Female; Malaysian

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**PROFILE**

Dr. Teo Poh Chuin is a Senior Lecturer at the Azman Hashim International Business School (AHIBS), Universiti Teknologi Malaysia (UTM). Following the completion of a PhD in Management, Dr. Teo worked as a Business Development Manager in Singapore and she was a Senior Lecturer at Tunku Abdul Rahman University College. Dr. Teo plays role as the Executive Secretary for AHIBS Advisory Council (AAC). Besides, she is also actively involved in consultation projects for ministries, statutory and renowned companies in various industries. She is experienced in holding research grants, publishing and presenting her research works in international journals, book and conferences, reviewing international journal articles, as well as act as an external assessor for other universities. Dr. Teo teaches Research Methods for Business in the DBA programme, Strategic Innovative Marketing for the Online Distance Learning (ODL) MBA.

**ACADEMIC BACKGROUND**

- **Doctor of Philosophy** 2011 - 2014
  - Universiti Sains Malaysia
- **Master of Arts (Management)** 2008 - 2011
  - Universiti Sains Malaysia
- **Bachelor of Management** = 2005 - 2008
  - Universiti Sains Malaysia

**HONOUR & AWARD**

- Had been selected as one of the six visiting scholars in ASEAN region to carry out a research in the Republic of Korea (ROK) under the ASEAN-ROK Academic Exchange Programme. Fully sponsored by the ROK government.
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## **WORKING EXPERIENCE**

### **October 2019- Present**

Senior Lecturer, Azman Hashim International Business School, Universiti Teknologi Malaysia

### **May 2016-September 2019**

Senior Lecturer, Faculty Accounting, Finance and Business, Tunku Abdul Rahman University College

### **March 2014-April 2016**

Business Development Manager, Sensonic Global Pte Ltd, Singapore

### **August 2011-December 2013**

Research Fellow, Institute of Postgraduate Studies, Universiti Sains Malaysia

### **January 2011-August 2011**

Assistant Registrar, Institute of Postgraduate Studies, Universiti Sains Malaysia

## **CONSULTANCY PROJECT**

1. 2020-Present: Way Forward for Malaysia Education Blueprint 2021-2025 (Higher Education), funded by Ministry of Higher Education (RM413,700.79) (Member)
2. 2020-Present: Upskilling Education Programme, funded by Retire Fund Incorporated (RM209,482.50) (Member)

## **RESEARCH EXPERIENCE**

### **Selected Projects**

1. Adult Learner's Online Distance Learning Experience in Postgraduate Business Programme: A Qualitative Study in a Public University in Malaysia (2021-Present) - Principal Investigator (Grant Amount: RM15,000)

2. Way Forward for Malaysia Higher Education 2021- 2025 (2021-Present) - Member (Grant Amount: RM20,000)
3. Program Peningkatan Ekonomi B40 Melalui Ternakan Kelulut Modular Inovasi UTM (2020-Present) - Member (Grant Amount: RM216,020)
4. Data Analysis and Dashboard Development Support for Answer App Dashboards – Member (Grant Amount: RM10,730.50)
5. Development of Educators Resource Management Solution (ERMS) APP (2021-Present) – Member (Grant Amount: RM6,200)
6. The Impact of Marketing Mix on Firm Performance: A Case of Information Technology (IT) Services industry in Malaysia – Member (Grant Amount: RM10,000)
7. One Belt One Road: Opportunities & Challenges from Malaysia SME’s Perspective (2019-2020) - Principal Researcher (Grant Amount: RM34,700)
8. A Study on the Purchase Intention of Smart Home (IoT) among Taiwanese: The Moderating Effects of Environmental Concern and Environmental Innovativeness (2019) (Principal Researcher)
9. A Comparison Study on Consumer Behaviour between Taiwan and Malaysia: A Study in Telecommunication Industry (2018-2019)(Researcher)
10. Factors that triggering brand’s country of origin information (2013) (Principal Researcher) (USM Internal Grant)
11. Supervision capacity and actual performance of academics in Universiti Sains Malaysia (Universiti Sains Malaysia , 2013) (Principal Researcher)
12. The effect of Indonesian government’s policy in affecting Indonesians’ choice of postgraduate education destination: A mixed-method research design (Universiti Sains Malaysia , 2013) (Principal Researcher)
13. Postgraduate experience and satisfaction among postgraduates: A case in a Malaysian research university (Universiti Sains Malaysia , 2013) (Principal Researcher)
14. Service quality of frontline staff: A study in a university service department (Universiti Sains Malaysia , 2013) (Principal Researcher)
15. The influence of pull and push factors on postgraduates’ decision in choosing Universiti Sains Malaysia (Universiti Sains Malaysia , 2013) (Principal Researcher)
16. Strategic development of Sarawak *Bumiputera* entrepreneurs: Realising the vision (Sarawak Chief Minister’s Department) – (2012 - 2013) (Research Officer)
17. Faktor dan jurang kepuasan kerjaya: Satu kajian di kalangan pegawai tadbir Universiti Sains Malaysia (Universiti Sains Malaysia , 2011) (Research Officer)
18. Prestasi kerja di kalangan pegawai tadbir Universiti Sains Malaysia: Satu kajian tentang anteseden (Universiti Sains Malaysia , 2011) (Research Officer)

19. Service quality of frontline staff: A study in a university service department (Universiti Sains Malaysia , 2011) (Principal Researcher)
20. The antecedents of brand origin recognition accuracy (BORA) and its consequences (Universiti Sains Malaysia , 2009 - 2011) (Principal Researcher)
21. The reasons behind Malaysian firms going international, their market choice and performance: An instrument development and validation (Universiti Sains Malaysia , 2008 - 2009) (Research Assistant) (FRGS Grant)
22. Young Malaysians' chocolate brand familiarity: The effect of brand's country of origin and consumer consumption level (Universiti Sains Malaysia , 2008) (Researcher)

#### **Review of Journal Article**

- Acts as manuscript reviewer for such international journals as Marketing Intelligence & Planning, International Business & Research, Cogent Food & Agriculture, International Review of Retail, Distribution & Consumer Research, British Journal of Economics, Management & Trade, Journal of Scientific Research & Reports, Journal of Global Marketing, Journal of Hospitality Management & Tourism, African Journal of Business Management as well as African Journal of Marketing Management.

#### **Journal Publication**

1. Mui Yin-Chan, Poh-Chuin Teo, Theresa C.F. Ho., Chu Le-Chong and Chew Keong-Wai (2020), "The Belt and Road Initiative: A Study On Malaysian Small and Medium Enterprises' Motives for Internationalization", *The International Journal of Interdisciplinary Organizational Studies*, Vol. 18 No. 2, p. 1-13. (Indexed in SCOPUS)
2. Huang Jiawei, Poh-Chuin Teo, Zhao Kexin and Yunpeng Chen (2021), "Business Models in Live Video Streaming Platforms: A Comparative Case Study", *Turkish Online Journal of Qualitative Inquiry*, Vol. 12 No. 6, p.10058-10067. (Indexed in SCOPUS)
3. Bazlini Muntiari, Theresa C.F. Ho, Poh-Chuin Teo, Adriana Mohd Rizal and Ong Choon Hee (2021), "The Link Between Green Human Resource Management and Green Management Practices in Achieving Green Competitive Advantage: The Moderating Role of Stakeholder Pressure", *International Journal of Academic Research In Business And Social Sciences*, Vol. 11 No. 8, p. 1392-1401. (Indexed in ERA)
4. Suraya Rosli, Beni Widarman Yus Kelana, and Teo Poh Chuin (2021), "Measuring customer satisfaction level at counter service, Sunlife Malaysia Johor Bahru",

- International Journal of Academic Research in Business and Social Sciences*, Vol. 11 No. 2, p. 596-603 (Indexed in ERA)
5. Nazifa Abd Ghani, Poh-Chuin Teo and Nomahaza Mahadi (2021), "Sustainability in Business Education Through Internationalisation: Challenges and The Roles", *Journal of Contemporary Issues in Business and Government*, Vol. 27 No. 3, p. 397-404.
  6. Poh-Chuin Teo, Theresa C.F. Ho, Daniel Tie and Zaiful Hasmi Hashim (2021), "Purchase Intention Towards IoT Smart Homes in Malaysia: A Value-Based Adoption Model", *Journal of Contemporary Issues in Business and Government*, Vol. 27 No. 3, p. 388-396.
  7. Poh-Chuin Teo, Johan Lim Kii Geat, Theresa C.F. Ho, Yu-Teng Jacky Jang and Angeline Lee Chin Li (2020), "Analysis on competitiveness of the handicrafts industry: A case of Sri Lanka", *International Journal of Academic Research in Business and Social Sciences*, Vol. 10 No. 6, p. 146-163 Science (Indexed in ERA)
  8. Chew Keong-Wai, Poh-Chuin Teo, Tehresa C.F. Ho., Mui Yin-Chan, and Chu Le-Chong (2020), "Malaysian small and medium enterprises awareness on the Belt and Road Initiative", *International Journal of Advance Science and Technology*, Vol. 29 No. 10S, p. 324-331. (Indexed in SCOPUS)
  9. Zairul Hasmi Hashim, Beni Widarman Yus Kelana, Ilham Sentosa, Mohd Khir Harun, Rafidah Othman, Theresa C.F. Ho, Poh-Chuin Teo (2020), "Human factors determinants of licensed aircraft engineers that influenced organizational safety performance", *International Journal of Academic Research in Business and Social Sciences*, Vol. 10 No. 5, p. 337-348. (Indexed in ERA)
  10. Suhairah Abdul Mutalib, Zaiful Hasmi Hashim, Beni Widarman Yus Kelana, Ilham Sentosa, Rafidah Othman, Theresa C.F. Ho and Poh-Chuin Teo (2020), "Factors influencing competitive pricing for airlines in Malaysia", *International Journal of Academic Research in Business and Social Science*, Vol. 4 No. 10, p. 97-109. (Indexed in ERA)
  11. Suhairah Abdul Mutalib, Zaiful Hasmi Hashim, Beni Widarman Yus Kelana, Ilham Sentosa, Rafidah Othman, Theresa C.F. Ho and Poh-Chuin Teo (2020), "A study on determining factors influence pricing competitive for Airlines in Malaysia", *International Journal of Academic Research in Business and Social Sciences*, Vol. 10 No. 3, p. 429-433. (Indexed in ERA)
  12. Poh-Chuin Teo, Kii Geat Johan Lim, Theresa C.F. Ho. And Tan Sim Yin (2020), "Cosmetic surgery industry in Brazil: An assessment using Cause and Effect Model and Risk Assessment Matrix", *International Journal of Academic Research in Accounting, Finance and Management Sciences*, Vol. 10 No. 1, p. 157-164. (Indexed in ERA)
  13. Kii Geat Johan Lim, Poh-Chuin Teo, Yu-Teng Jacky Jang, and Choo Wei Ting (2020), "Industry competition and competitiveness: An analysis on handicraft industry in

- Vietnam”, *International Journal of Academic Research in Business and Social Sciences*, Vol. 10 No. 3, p. 242-263. (Indexed in ERA)
14. Poh-Chuin Teo, Saravanan Poighai A/L Ganaeson, Theresa C.F. Ho, and Rafidah Othman (2019), “Belt & Road Initiative: A qualitative study on Malaysians awareness and attitude on education opportunities”, *International Journal of Academic Research in Business and Social Sciences*, Vol. 9 No. 12, p. 118-128. (Indexed in ERA)
  15. Poh-Chuin, Teo, Theresa Char Fei, Ho, and Daniel Tie (2019), “A study on the differences of consumers on socio-demographic characteristics: The Internet of Things (IoT) Smart Homes in Malaysia”, *International Journal of Innovative Technology and Exploring Engineering*, Vol. 9 No. 12S2, p. 47-52. (Indexed in Scopus)
  16. Chu-Le Chong, Poh-Chuin Teo, Theresa C. F. Ho, Chew-Keong Wai, Mui-Yin Chin (2020), “Malaysian’ Small and Medium Enterprises’ (SMEs) Perceived Challenges Associated to Internationalisation Activity: A Reflection on the Belt and Road Initiative (BRI)”, *International Journal of Advanced Research in Economics and Finance*, Vol. 2 No. 2, p. 27-34.
  17. Yu-Teng Jacky Jang, Kevin Lai, Min-Chieh Chuang & Poh-Chuin Teo (2019), “A preliminary study on micro-entrepreneurship for using social network sites in marketing: Facebook case”, *INFORMATION*
  18. Poh-Chuin, Teo & Osman Mohamad (2017), “Ethnicity, consumer animosity and preferences: A case in Malaysia”, *Journal of Business and Economics*, Vol. 8 No.2, pp. 203-215.
  19. Poh-Chuin, Teo & Osman Mohamad (2012), “Young Malaysian’s chocolate brand familiarity: The effect of brand’s country of origin and consumer consumption level”, *Business Strategy Series*, Vol. 13 No.1, pp. 13-20. (Indexed in Scopus) (Emerald Publisher)
  20. Poh-Chuin, Teo, Osman Mohamad & T. Ramayah (2011), “Testing the dimensionality of Consumer Ethnocentrism Scale among a young Malaysian consumer market segment”, *African Journal of Business Management*, Vol.5 No.7, pp.2805-2816. (Indexed in SCOPUS)
  21. Chuin, Teo Poh & Osman Mohamad (2010), “Chocolate brand familiarity and product-country evaluation among young consumers in Malaysia”, *Business Review*, Vol.5 No.1, pp.117-130.
  22. Poh-Chuin, Teo, Theresa Char Fei, Ho, and Daniel Tie (2019), “Purchase intention towards IoT Smart Homes in Malaysia: A Value-based Adoption Model”, *International Journal of Innovation Science*

### **Book Chapter**

1. Liu Lei, Poh-Chuin Teo, Theresa, C.F. Ho, Beni Widarman Yus Kelana and Hishan Shanker Sanil (2021) "The Winning Strategies for A Book Store in Malaysia" in *Changing Landscape of Business Research: A Multidisciplinary Research Approach*.
2. Poh-Chuin Teo (2019), "One Road One Belt Initiative: The Case of in Malaysia" in *The Belt and Road Strategy in International Business and Administration*.
3. Nurhanan Syafiah Abdul Razak and Poh-Chuin Teo (2016), "Online Shopping via Facebook" in *Consumption in Malaysia: Meeting of New Changes*.
4. Gelareh Abooali, Badaruddin Mohamed, Poh-Chuin Teo and Siti Hasnah Haron (2016), "The Growth of Cultural Heritage Tourism: The Case of an UNESCO World Heritage Site in Penang – A UNESCO World Heritage Site in Malaysia" in *Consumption in Malaysia: Meeting of New Changes*.
5. Poh-Chuin, Teo (2013), "The impacts of worldmindedness and nationalism on students' attitude, purchase intention, and actual purchase behaviour towards portable consumer electronics: A study on Korean young consumers".

### **Conference**

1. Poh-Chuin Teo, Theresa Ho Char Fei and Daniel Tie (2019, 29-30 August). A Study on the Internet of Things (IoT) Smarthomes in Malaysia: Value-Based Adoption Model. Paper has been presented in the International Conference on "Interdisciplinary Research and Innovation at Pan Pacific Hotel, Singapore.
2. Kii Geat Johan Lim, Poh-Chuin Teo, Jang Yu Ting Jacky and Choo Wei Ting (2019, 13-14 June). Industry Competition and Competitiveness: An Analysis on Handicraft Industry in Vietnam. Paper has been presented in the 3rd International Conference on Economics and Development 2019 in Hotel Windsor Suites & Convention, Bangkok, Thailand.
3. Kii Geat Johan Lim, Poh-Chuin Teo and Tan Sim Yin (2019, 13-14 June). Cosmetic Surgery Industry in Brazil: An Assessment Using Cause and Effect Model and Risk Assessment Matrix. Paper has been presented in the 3rd International Conference on Economics and Development 2019 in Hotel Windsor Suites & Convention, Bangkok, Thailand.
4. Kii-Geat Johan Lim, Poh-Chuin Teo, and Lim Zheng Yang (2019, 7-8 November). The Impact of Innovation on Competitiveness of Smartphone Industry in China. Paper will be presented in the Eight International Conference on Entrepreneurship and Business Management at, Tunku Abdul Rahman University College, Kuala Lumpur, Malaysia.
5. Poh-Chuin Teo, Theresa Char Fei Ho, Chin Mui Yin, Chong Chu Le, and Wai Chew Keong (2019, 7-8 November). Belt & Road Initiative: A Study from Malaysian SMEs' Perspective. Paper will be presented in the Eight International Conference on

Entrepreneurship and Business Management at, Tunku Abdul Rahman University College, Kuala Lumpur, Malaysia.

6. Poh-Chuin Teo, Chin Mui Yin, Theresa Char Fei Ho, Chong Chu Le, and Wai Chew Keong (2019, 30 September – 3 October). The Perceived Opportunities Brought by Belt & Road Initiative: A Study on Malaysian SMEs. Paper will be presented in the 2019 Forum on Twin Parks Cooperation between Malaysia and China & Belt and Road Initiative, University Tunku Abdul Rahman, Kuala Lumpur, Malaysia.
7. Chin Mui Yin, Poh-Chuin Teo, Theresa Char Fei Ho, Chong Chu Le, and Wai Chew Keong (2019, 30 September – 3 October). Belt & Road Initiative: Challenges Faced by Malaysian SMEs and the Way Forward. Paper will be presented in the 2019 Forum on Twin Parks Cooperation between Malaysia and China & Belt and Road Initiative, University Tunku Abdul Rahman, Kuala Lumpur, Malaysia.
8. Jang, Yu-Ting Jacky, Lai K., Poh-Chuin Teo and Chuang M.-C. (2018, 7-9 December). A Preliminary Study on Micro-Entrepreneurship for Using Social Networking Sites in Marketing: A Case on Facebook. Paper has been presented in the 9<sup>th</sup> International Conference on INFORMATION at Hotel Arcadia, Tokyo, Japan.
9. Poh-Chuin Teo and Osman Mohamad (2017, 27 to 30 June). Brand Origin Recognition Accuracy (BORA) and its antecedents: The case of young Malaysians. Paper presented in 6<sup>th</sup> Business & Management Conference at Hotel Novotel Geneve Centre, Geneva, Switzerland.
10. Poh-Chuin Teo and Osman Mohamad (2017, 27 to 30 June). The impacts of worldmindedness and nationalism on students' attitude and purchase intention towards portable consumer electronics: A cross-national study. Paper presented in 6<sup>th</sup> Business & Management Conference at Hotel Novotel Geneve Centre, Geneva, Switzerland.
11. 20<sup>th</sup> User Conference, organized by Advanced Analytitscs & SPSS User's Association of Kuala Lumpur & Selangor at The Aloft Kuala Lumpur Sentral, Malaysia (2016, 6 December).
12. Poh-Chuin Teo and Osman Mohamad (2016, 26 to 28 November). *Ethnicity, consumer animosity and preferences: a study in Penang*. Paper presented in 13<sup>th</sup> World Congress of the Academy for Global Business Advancement at Best Western Premier Hotel, Solo Baru , Surakarta, Indonesia.
13. BETT Asia Summit 2017, organized by BETT and Ministry of Education at Mandarin Oriental Hotel, Kuala Lumpur, Malaysia (2016, 15-16 November).
14. Poh-Chuin, Teo (2016, 15-16<sup>th</sup> November). 3<sup>rd</sup> BETT Asia 2016, supported by the Malaysia Ministry of Education and the British Government's Education, at Mandarin Oriental hotel, Kuala Lumpur, Malaysia.
15. Poh-Chuin Teo and Osman Mohamad (2013, 15 to 17 June). *Foreign Brand Origin Recognition Accuracy (BORA): A study in Malaysia*. Paper presented in 2013 KMITL & AGBA Global Conference in Thailand 10<sup>th</sup> Annual World Congress at Swisshotel Le Concorde Bangkok, Thailand.



16. Poh-Chuin Teo (2012, 3 to 5 February). *Brand origin recognition accuracy among students in Republic of Korea (ROK) and Malaysia: A study on instant noodle brands*. Paper presented in 5<sup>th</sup> International Conference on Postgraduate Education at Universiti Teknologi Malaysia, Malaysia.
17. Poh-Chuin, Teo (2012, 6 to 7 July). GRADUAN Aspire: Aspire 500 Conference at Kula Lumpur Convention Centre, Kuala Lumpur, Malaysia. (Attended)
18. Poh-Chuin, Teo (2012, 27 to 29 June). International Conference on Decolonising Our Universities, Paradise Sandy Beach Resort, Pulau Pinang, Malaysia.
19. Mohd. Zulkarnain Mohamad Tajulariffin and Poh-Chuin Teo (2012, 3 to 5 February). *Networking practices in Universiti Sains Malaysia: enabling international student mobility*. Paper presented in 1<sup>st</sup> International Conference GIGAKU Conference, Nagaoka University of Technology (NUT), Nagaoka, Niigata, Japan.
20. Poh-Chuin Teo, Osman Mohamad and T. Ramayah (2011, 13 to 14 December). *The impact of consumer ethnocentrism on domestic brand origin recognition accuracy (BORA) score: A study on young Malay Muslims*. Paper presented in 5<sup>th</sup> International Islamic Development Management Conference, Universiti Sains Malaysia, Pulau Pinang, Malaysia.
21. Poh-Chuin Teo and Osman Mohamad (2010, 1 to 3 December). *Brand origin recognition accuracy (BORA): a case among young Malay Muslims in Penang*. Paper presented in 7<sup>th</sup> Annual AGBA World Congress, Palm Garden Hotel, Putrajaya, Malaysia.
22. Poh-Chuin Teo and Osman Mohamad (2010, 29 to 30 November). *Consumer animosity towards USA brands: The case of young Penang Malay Muslims*. Paper presented in 1<sup>st</sup> International Conference on Islamic Marketing and Branding, Seri Pacific Hotel, Kuala Lumpur, Malaysia.
23. Poh-Chuin Teo and Osman Mohamad (2010, 26 to 28 November). *Brand origin recognition accuracy (BORA) score and its consequences*. Paper presented in 4<sup>th</sup> International Conference on Postgraduate Education, Cititel Mid Valley, Kuala Lumpur, Malaysia.
24. Poh-Chuin Teo and Osman Mohamad (2010, 12 to 13 November). *Ethnicity, consumer animosity and preferences: The case of students in Penang*. Paper presented in International Conference on Management, Hospitality & Tourism, and Accounting (IMHA, 2010), BINUS University, Jakarta, Indonesia.
25. Poh-Chuin Teo and Osman Mohamad (2010, 21 to 23 July). *Consumer animosity towards US brand: the case of young Malay Muslim consumers*. Paper presented in AGBA South Asia Chapter's 2<sup>nd</sup> International conference, Bhurban, Pakistan.
26. Poh-Chuin Teo and Osman Mohamad (2010, 23 to 24 June). *Brand origin recognition accuracy (BORA): a preliminary study among Malaysia students*. Paper presented in International Conference on Marketing 2010 (ICMAR 2010), Renaissance Hotel, Kuala Lumpur, Malaysia.

27. Poh-Chuin Teo and Osman Mohamad (2010, 21 May). *Brand origin recognition accuracy (BORA): a study on young Malaysian Chinese*. Paper presented in National Conference on Administration and Management, Prince of Songkhla University, Hadyai, Thailand.
28. Poh-Chuin Teo and Osman Mohamad (2009, 15 to 17 December). *Young Malaysian' use of product cues in their chocolate purchase decision*. Paper presented in Asian Academy of Management Conference, Hyatt Regency Kuantan Resort, Kuantan, Malaysia.

### **SUBJECT TAUGHT**

#### **Postgraduate Level**

- Research methods for Business
- Strategic Innovative Marketing
- Organization Behavior and Development
- Economics & International Marketing

#### **Bachelor's Degree**

- International Business Strategies
- Business Research
- International Business Management
- Cross-Cultural Studies
- Human Resource Management
- Basic Management Principles

#### **Language proficiency**

English, Malay, Mandarin (Fluent in both speaking and writing)