CURRICULUM VITAE

Name:	CHONG Li Choy
Current Appointment:	Professor and Chair for International Management (South East Asia) Director, Asia Research Centre University of St. Gallen Senior Advisor, The Office of the Economy, Canton of St. Gallen, Switzerland Academic Advisor to the Vice-Chancellor, Universiti Malaysia Kelantan, Executive Director, ASEAN Learning Network
Date/Place of Birth:	April 21, 1950, Singapore
Citizenship:	Singapore
Marital Status:	Married with 4 children

ACADEMIC QUALIFICATIONS

1972	B.A., University of Singapore, Singapore
1973	B.Soc.Sci.Hons., University of Singapore, Singapore
1975	M.Soc.Sci., University of Singapore, Singapore
1977	Dr.Soz.Wiss. (Ph.D.), Universitaet Bielefeld, The Federal Republic of Germany

AREAS OF SPECIALIZATION/RESEARCH INTEREST

International and Strategic Entrepreneurship, Management and Economic Development with specific focus on Asia - Context-based approach to the study of business and management in South and East Asia combining various areas, including Cross-cultural Management, Strategic Management and Decision Processes, Knowledge and R&D Management, Technological and Organizational Change, Productivity Management, Leadership and Human Resource Management, Entrepreneurship and Enterprise Development in Asia, including Social Entrepreneurship, and International Development, Development Planning, Policies and Strategies in Asia

ACADEMIC AND OTHER EXPERIENCES (including AWARDS)

1971 Co-Editor, Southeast Asian Journal of Sociology

1973-74 Tutor, Department of Sociology, University of Singapore

1974-77 German Academic Exchange Service Fellowship (DAAD) Award, Federal Republic of Germany

1977-80 National Service - Supervision Officer/Deputy Head and Acting Head (towards end of service), Aftercare Branch, Singapore Armed Forces, Drug Abuse Rehabilitation Unit

1978-80 Part-Time Tutor, Department of Sociology, University of Singapore

1980 Rapporteur, Conference on MNCs and ASEAN Development in the 1980s, Singapore, September 7-10

1980 The Institute of Southeast Asian Studies Research Fellowship Award

1980-81 The Stiftung Volkswagenwerk Research Fellowship Award in Southeast Asian Studies at the Institute of Southast Asan Studies

1981-84 Lecturer, National University of Singapore
Coordinated and developed various new courses including: Behavioural Science, Business and Society, and Human Resource Management (a University-wide program). Also taught other (established) courses, including: Monetary Economics and Public Finance, International Business and Management

1983 Member of the Technical Committee and Rapporteur, 10th International Small Business Congress, Singapore, September 12-15

1983-88 Non-Resident Fellow, Sheares Hall, National University of Singapore

1984 Member, Academic Program Committee and the Chief Rapporteur, Seminar on Human Resource Management and ASAIHL Universities, Singapore, December 13-15

1984 Singapore Armed Forces (SAF) Good Service Medal

1984-95 Senior Lecturer, National University of Singapore
Coordinated and developed two new courses in Sociology for Business and Management, and Entrepreneurship (at BBA and MBA levels). Also taught established courses in Business Policy and Strategic Management

1984-85 Academic Coordinator (Department Chair), Organization Behavior Functional Group, Faculty of Business Administration, National University of Singapore

1984-86 Research Coordinator on Technological Change and Human Resource Management, Faculty of Business Administration, National University of Singapore

1985-88 BBA Program, Year 1 Coordinator
Chairman/Coordinator, students' Mentor Scheme (new development), Faculty of Business Administration, National University of Singapore

1986-88 Review Editor, Asia Pacific Journal of Management

1986- Member, International Advisory Board (on Entrepreneurship), Journal of Small Business and Entrepreneurship

1989 Research Fellow, Snider Entrepreneurial Centre, The Wharton School, The University of Pennsylvania, Philadelphia

1989 Presidential Fellow at Thunderbird (the American Graduate School of International Management), Glendale, Arizona

1989 Visiting Fellow, Institute of Private Enterprise, Graduate School of Business Administration, University of North Carolina, Chapel Hill

1989 Guest Researcher, School of International Politics, Economics and Business, Aoyama Gakuin University, Tokyo

1989 Visiting Scholar, the College of Business Administration, University of Illinois at Chicago

1989 Visiting Scholar, the School of Business, Indiana University at Bloomington.

1989 Visiting Scholar, the School of Business Administration, University of Michigan at Ann Arbor

1989 Representative Fellow, Society for the Advancement of Socio-Economics

1990 Singapore Armed Forces (SAF) Reserve Service Medal (National Service award)

1990-96 Chairman MBA Oral Examinations (ASP), Faculty of Business Administration, National University of Singapore

1990 Member, International Board of Editors, Research on International and Comparative Entrepreneurship

1991 Track Chair for AIB Southeast Asia Conference in Business Policy, International Business and Entrepreneurship

1991 Visiting Professor, Helsinki School of Economics and Business Administration (International BBA Program at Mikkeli and International MBA Program at Helsinski)

1995 Member, Editorial Review Board, International Journal of Franchising Research

1995-96 Academic Advisor for Economics and Management, Open University Development Program, Singapore Institute of Management, Singapore

1996- Professor - **Chair for International Management (South East Asia)** at the University of St. Gallen (HSG) (from 1996 to the present)

My work activities since joining the University of St. Gallen in 1996 could be classified under 3 broad (but somewhat overlapping) areas:

Phase 1 (main focus of work from 1996-1999) was focused on developing as quickly as possible, a practice oriented Asia Management curriculum and learning activities to expose students to Asia, so that our students can work more effectively in Asia after graduation. This followed my being tasked by the then rector, Rektor Fischer, to set up and develop Asia training/learning activities for students at HSG. The activities were organized and coordinated mainly at my Chair under the Asia Research Centre, which was developed as a Learning Organization to enable students to learn through participation in its many activities. The focus of the study programs is to develop not only sound knowledge about some part of Asia, but also and more importantly, the ability of "learning to learn cross-culturally".

Phase 2 (main focus of work from 1999-2007) was focused on raising the external standing of the Asia Research Centre as an academic research and training organization.

Phase 3 (main focus of work since end 2007) is focused on further improving our research and learning activities through stronger international partnerships, to develop an international learning network in Asia for the training of students in international and multicultural teams in different Asian contexts and for research and knowledge creation, so that students can benefit from a pan-Asian research community. The SEED program is also being extended to some other ASEAN countries.

Each of the above phases is a natural and logical progression from earlier phases. Activities which were developed later are built up upon earlier activities and

strategically evolved to achieve specific goals at my Chair and the Asia Research Centre.

1966 Phase 1: Establishing Asia Management Curriculum and Training at HSG

- Conducted Asian seminars at HSG and subsequently, brought doctoral students on a study trip to Singapore (This study trip is the fore-runner of many study trips both within the curriculum and as extra-curricular learning activities for students. These trips are also consistent with the aims of Phase 2 and Phase 3 in later years.)

- Developed and started up component courses for an Asian specialization within the International Management Studies Specialization at the Research Institute for International Management (FIM). Courses include: Business Strategies in Selected World Regions (focus on Asia), Integration seminars (students apply their knowledge in various fields to practical consulting projects with companies relating to Asia), and Research Course/projects where students focus on practice oriented business research relating to Asia

- Developed and started up the Management in Asia Elective course for students of all specializations at the university

- Focused on practice-oriented research and started also comparative research of historical developments in Europe and Asia, especially Switzerland and Singapore to achieve cross-contextual understanding

Set up and developed Executive Seminar on China in cooperation with KIGA in St. Gallen in 1996

1966- Associate Dean for International Relations (Asia), 1996-2007
(Set up exchange relationships with Asian and Australian schools over these years.)

1996- Adjunct Professor and faculty member, ETH Zürich, (1996 to present)

1996 External Examiner for M.Sc. (Management), National University of Singapore

1996 Visiting Professor, International Centre for the Promotion of Enterprise (UNO) and the University of Ljubljana, Slovenia, 1996-97

1997 **Phase 1 (1997): Establishing Asia Management Curriculum and Training at HSG**

- **Study trip** of the Management in Asia class to **Shanghai**. Book based on students' research on Business Environment and Opportunities in China subsequently published by the German University Press (Gabler, a major publisher of academic books in Germany).

- Developed an international **MBA program** in collaboration with the Engineering School in St.Gallen (This was an attempt to find a sustainable financing for our Asia activities which unfortunately failed to materialize.) This innovative proposal involves

students studying and taking modules in 3 different parts of the world, namely, St. Gallen in Europe, Vancouver in North America (in collaboration with the University of British Columbia) and Singapore (in collaboration with NUS). However, this program was not approved by the then Rektorat as the Engineering School in St. Gallen was deemed an inappropriate partner (being a Fachhochschule).

- The Asia Research Centre was set up as part of the Research Institute for International Management (FIM) with the agreement of the Rektor.

1998 **Phase 1 (1998): Establishing Asia Management Curriculum and Training**
- Conceived, proposed and developed the **Double Degree program with Nanyang Technological University (NTU)** working together with Prof. Heinz Hauser (who was the Dean for International Relations at our university) - This was a strategic move then to provide our students very quickly with the best possible training in Asia then while we develop and build our expertise and capabilities in Asia.

- **Study trip to Ho Chi Minh City**. Book based on students' research for the trip subsequently published.

1998 Visiting Professor, Stockholm School of Economics and Business Administration

1998-99 Advisory Board member, International MBA Degree program for executives and policy makers, International Centre for Promotion of Enterprises (UNO), Ljubljana, Slovenia

1999 **Phase 1 (1999): Establishing Asia Management Curriculum and Training at HSG**
- Set up the **Asia Enterprise Studies Program (AESP)**, and the **Asia Field Scholarship** Program (This program sends students during the University vacation for attachment as interns in business development to Thailand and India, in collaboration with TBIRD and Myrada from 1999-2001. The AESP is a fore-runner of the SEED program set up in 2007.)

- **Study trip to Bangalore**. Book based on students' research for the trip subsequently published

- Developed new course in International Entrepreneurship and Enterprise Development in Asia

- Set up a new seminar series in Asia Management

1999 Patron, ACT (Asia Culture Exchange) (ACT is a students organization at the HSG which organizes an exchange relationship with students of an Asian partner school each year, thus enabling both groups to each bring the other to their own home country for about 2 weeks to introduce them to the culture, society, business and economy of their home country. ACT has initiated and successfully carried out their exchange programs with partner universities in various Asian countries, including Japan, China, India and Thailand.)

1999 **Phase 2: Raising the External Standing of the ARC as an Academic Institution**

- Set up learning clusters of students based on academic focus in 3 broad areas of International Management, and geographical focus on the 4 regions in Asia (covering the interests of students at my Chair). **Developed Asia Context-based management research, thereby providing theoretically relevant understanding for our practice-oriented research**

- Started actively and successfully to place papers with students in leading international annual conferences like those of the Academy of Management in August 2000 to gain academic recognition for our work.

1999- **Director for Doctoral Program in International Management (East Asia) 1999-2007** (Having sufficiently good practice-oriented training in place, started the process to strengthen academic training and international standing of the ARC as a research institution)

2000 **Phase 2: Raising the External Standing of the ARC as an Academic Institution**

- Started a **new research initiative in Strategic Time** (an important aspect of my context-based Management approach). A **Special Research Seminar at JAIST** (Japan Advanced Institute for Science and Technology) to develop research papers in Strategic Time with our doctoral students together with input from selected professors from different scientific disciplines at JAIST.

- Set up special interest panels focusing on Strategic Time at leading international conferences, like AoM and EURAM with my post-doctoral student.

- Successfully placed 3 more papers with students in leading international annual conferences, including those of the Academy of Management (Aug), and the European Academy of Management (April).

- **Study trip to Tokyo/Yokohama** and book based on students' research for the trip published (also a Phase 1 activity)

2001 **Phase 2: Raising the External Standing of the ARC as an Academic Institution**

- Expansion of doctoral program through increased intake of doctoral students **to build a sizeable body of our researchers,** especially in China, India and the ASEAN region

- AESP programs to Thailand and India were funded by external organizations and hence spun off to two students' organizations: Asia Students Association (ASA) and Gateway to India. The Asia Students Association (ASA) assumed responsibility over the program to Thailand, while the Gateway to India (GTA) assumed responsibility over the program to India. Students have since been selected and sent by these two organizations. (This is a strategic move to enable the ARC to focus on new developments while leaving the collaborating students' organizations to administer these sets of learning activities.)

- More papers accepted in leading international annual conferences of organizations like the Strategic Management Society (Oct), the European Academy of Management (May), Academy of Management (Aug), and the British Academy of Management (Sept).

- **Study trip to Seoul** and book based on students' research for the trip published (also a Phase 1 activity)

- Conception, Development and implementation of the Asia Campus Studies Program, 2001-2007 (now known as the HSG Asia Term at SMU and the SMU European Term at HSG). This is a unique program to train students in Asia so that they may not only learn about business and management and its contexts on site in an Asian country with visits to the surrounding region, but also develop the skills of learning to learn cross-culturally.

2002 **Phase 2: Raising the External Standing of the ARC as an Academic Institution**

2002 Appointed Adjunct Professor, Singapore Management University, 2002/03 (Negotiated and finalized the conceptualization of the HSG Asia Campus in collaboration with SMU during my sabbatical at SMU.)

- Asia Term approved at HSG (This is a strategically important move to expand our Asia Activities and set up collaborations and bases for teaching and research in Asia.)

- **Management in Asia Study Trip to Singapore**

- Even more papers accepted in leading international conferences like British Academy of Management (Sept), Asia Academy of Management (Dec), R&D Management (July), and Academy of Management (Aug).

- **Achieved sizeable body of student researchers** in China, India and the ASEAN region following increased intake of doctoral students under my supervision.

2003 **Phase 2 (2003): Raising the External Standing of the ARC as an Academic Institution**

- Study Trip to Bangalore/Mysore. **Research on the competitiveness of Indian firms developed** (This was a strategic move to enable a permanent focus on India, to develop expertise in the region and to raise the profile of the ARC in India.)

- SMU European Term at HSG developed but postponed for a year at the last minute due to the SARS epidemic.

- **First HSG Asia Term in Singapore.** The Asia Term involved one semester of studies by a class of 30 University of St. Gallen students joined by 15 students from the host university (the Singapore Management University) in Singapore. It includes a comprehensive and integrated studies program on the Asian context and Management,

involving class-room seminars, study visits to businesses in Singapore and Malaysia, as well as a practice project where students act either as internal or external consultants to a business organization in the region.

- Program on Global Entrepreneurship developed with Prof. Hilb but could not take place, again because of the SARS epidemic.

- More papers accepted in leading international conferences like the Strategic Management Society Mini-Conference in Hong Kong (Dec) and the Academy of Management (Aug).

2004 **Phase 2: Raising the External Standing of the ARC as an Academic Institution**
- **First SMU European Term** (This is a "Mirror" program of the HSG Asia Term and involves some 30 SMU students and 15 HSG students in a studies program on Strategic and Technological Management in Europe.)

- Second HSG Asia Term in Singapore

- **Asia Research Centre receives its own constitution** which allows it to set up Centers in key Asian countries like Singapore, China and India.

- Set up of the first Centre of the ARC at **the Swiss House in Singapore.** This is a very important development as it gives the ARC a permanent base and presence in Singapore to develop its activities in Asia, which subsequently became the Singapore Hub of the University of St. Gallen.

- Study Trips to Bangalore/Mysore. Research on the Organizational Learning of highly competitive Indian firms

- **First China Symposium**

- More than 10 papers accepted in leading international conferences including the international annual conferences of the Strategic Management Society, the Academy of Management, R&D Management, EGOS, and the European Academy of Management, as well as the international biannual conference of the American Marketing Association and the Academy of Marketing.

Awarded the **Booz Allen Hamilton prize** at the international annual conference of the Strategic Management Society (paper with my doctoral student Alexander Falkenberg)

- Achieved high international visibility in our research through our many high quality papers in leading international academic conferences attracting high quality doctoral studies enquiries from all over the world.

2005 **Phase 2: Raising the External Standing of the ARC as an Academic Institution**
- Second SMU European Term

- Third HSG Asia Term in Singapore

- Co-organized a 'Public Lecture' event at SMU together with the HSG Alumni in Singapore

- Co-organized the special session, "Academia Meets Practitioners Session" jointly with the HSG Alumni in Singapore

- Study Trip to Bangalore/Mysore. Students do research on Indian context (This and subsequent study trips to India were reported in national newspapers in India as well as local newspapers in Bangalore and Mysore.)

- New extra-curricular Study trip to Beijing

- Second China Symposium in Shenyang (part of study trip to Shenyang and Dalian)

- **First India Symposium** at Ermatingen

- New internship program with the Urmul Trust in India, set up under the management of the Asian Students Association (ASA) at the University of St. Gallen

- New Study trip to Singapore and Malaysia for Asian universities

- High international research visibility with more than 10 papers accepted in leading international conferences

2006 **Phase 2: Raising the External Standing of the ARC as an Academic Institution**

- Third SMU European Term

- Fourth HSG Asia Term in Singapore

- Co-organized 2 'Public Lecture' events at SMU (together with the HSG Alumni in Singapore and one also with the Singapore German Chamber of Commerce)

- Third China Symposium in St. Gallen

- Second India Symposium in Zurich

- Study Trip to Bangalore/Mysore. Students do research on context and management.

- Successful study trip to Singapore and Malaysia for Asian universities

- New extra-curricular Southeast Asia Study trip to Singapore and Indonesia

- New extra-curricular Study trip to China (Shanghai, Hangzhou and Suzhou)

- More papers accepted in International conferences.
Awarded the **Journal of Consumer Behavior Best paper Award** at the international annual conference of the Academy of Marketing (paper with my doctoral student, Helena Glamheden)

2007 **Phase 2: Raising the External Standing of the ARC as an Academic Institution**
- Successful Study Trip to Bangalore/Mysore. Students do research on the Indian context

- Fourth SMU European Term

- Fifth HSG Asia Term

- Co-organized a 'Public Lecture' event at SMU together with the HSG Alumni in Singapore

- Third India Symposium

- Study trip to Singapore and Malaysia for Asian universities

- Extra-curricular Study trip to China (Shanghai, Hangzhou and Suzhou)

2007 **Phase 3: Developing an International Learning Network in Asia**

2007 **Visiting Professor at Bandung Institute of Technology** (to develop an International Learning Network for practice training, teaching and research in context-based management in Asia and the SEED program)

- New international program in Social Enterprise for Economic Development (SEED)
Conceptualization and Development of the SEED program in collaboration with the Bandung Institute of Technology (ITB) in Indonesia. This practice training program involves international students from St. Gallen and other collaborating universities in Switzerland and Asia, working and learning together in multi-cultural teams to develop or implement business plans for village enterprises which are coordinated to bring about economic development in a poor village in Indonesia. Students learn to work in a multicultural and international team to develop and/or implement a business project in an unfamiliar Asian context, thus gaining invaluable international and intercultural experiences. At the same time, they also gained practical understanding about social responsibility and a unique operating environment in Asia. The programme seeks to eventually bring about sustainable economic development at the SEED village. This program was first implemented in December 2007.
(In December 2008, the SEED program, which was developed at a village in Cisandori in Bandung in collaboration with the Bandung Institute of Technology in Indonesia, was

given recognition at the United Nations 1st Global Forum for Responsible Management Education on 4-5 December at the United Nations headquarters in New York. The programme was again presented at the UN PRME/CBS International Conference on Responsible Management Education: Sustainable Leadership in the era of Climate Change on 23-24 November (2009) in Copenhagen. Also in 2009, the SEED program was developed and run in a second Indonesian village, this time in Garut. In July/August 2010, the program will be developed and run in yet another village, this time in Kelantan, Malaysia, in cooperation with the University of Malaysia in Kelantan. In 2011, the program will be developed and run in Vietnam.)

- **Research Workshop on Context-based Management Research in Asia** to train and develop a like minded research community in Asia at the Bandung Institute of Technology in Bandung (ITB), Indonesia in December 2007, July 2008 and February 2009. In April 2010, a research workshop was held the Banking University, HCMC.

With these two projects involving two new initiatives, one in international management training and the other in building a new research community in Asia, we have embarked on our quest to achieve our strategic objective of an International Network for excellent practice training, teaching and research in Asia context-based management, in cooperation with our partners in Asia.

2008 **Phase 3: Developing and Strengthening International Learning Network and Learning Activities on Asia**

- Successful Study Trip to Bangalore/Mysore. Students do research on the Indian context

- Fourth India Symposium successfully organized by students

- Extra-curricular Study trip to China (Shanghai, Hangzhou and Suzhou)

- On Sabbatical Leave (relinquished responsibility for SMU European Term, HSG Asia Term and the Singapore Hub and appointment as Associate Dean for International Relations responsible for Asia and Australasia)

- Visiting Professor at ITB, Bandung

- Study trip to Singapore and Malaysia for ITB

- Second Research Workshop on Context-based Management Research in Asia at ITB, Indonesia

- Second SEED program developed and implemented at the same village in Cisandori, Bandung

- **SEED program given recognition at the United Nations 1st Global Forum for Responsible Management Education** on 4-5 December, 2008 at the United Nations headquarters in New York

2009 **Phase 3: Developing and Strengthening International Learning Network and Learning Activities on Asia**

- Successful Study Trip to Bangalore/Mysore. Students do research on the Indian context

- Fifth India Symposium successfully organized by students

- Study trip to China (Shanghai and Hangzhou) successfully integrated into the formal curriculum of the University of St. Gallen and held as a study trip of the Asia Context class. Students do research on the Chinese context.

- Visiting Professor at ITB, Bandung

- Third Research Workshop on Context-based Management Research in Asia at ITB, Indonesia

- ASEAN Learning Network was formally launched at the International Conference on Intercultural Management to celebrate the 50th Anniversary of the ITB in Bandung. This Network has as its founding members 4 university institutions from the ASEAN region (Indonesia, The Philippines, Malaysia and Vietnam) together with the ARC and with Prof.Chong Li Choy as its Executive Director. The Network is committed to the furtherance of context-based research, teaching and practice-learning as developed by Prof. Chong at the ARC. Prof. Chong gave the Keynote Speech at the conference.

- Study trip to Singapore and Malaysia for ITB

- Third SEED program developed and implemented at the village in Garut, Bandung. Participants also visited the SEED village at Cisandori.

- SEED program was again presented at the UN PRME/CBS International Conference on Responsible Management Education: Sustainable Leadership in the era of Climate Change on 23-24 November (2009) in Copenhagen.

-Visiting professor at the Banking University of HCMC. SEED will be developed and run in Vietnam in 2011.

- Visiting Professor at the University of Kelantan in Malaysia. SEED will be developed and run in Kelantan, Malaysia in 2010.

2010- **Phase 3: Developing and Strengthening International Learning Network and Learning Activities on Asia**

- Successful Study Trip to Bangalore/Mysore. Students do research on the Indian context

- India Symposium successfully spun off as an independent association formed by current and former students. The India Symposium Association will continue to organize the Symposium in collaboration with the Asia Research Centre and will continue to involve students from the ARC in its organization, thus enabling students' learning and initiatives to continue to take place through this event. The basic idea is to maintain a relationship akin to that between the ISC (now St. Gallen Symposium) and its mother institution (the University of St. Gallen). The Association will assume full responsibility for the Symposium and its financing starting with the 6th India Symposium in 2010.

-Visiting Professor at the Banking University of HCMC
- 4th Research Workshop on Context-based Management Research in Asia (focusing on Strategic Entrepreneurship) was successfully conducted at the Banking University of Ho Chi Minh City, Vietnam.

-Keynote Speaker at the 9th International Conference on Corporate Social Responsibility, Zagreb, 16-18 June 2010 (presentation on the SEED program).

-Visiting Professor to the University of Malaysia Kelantan
– The SEED program will be held for the first time in Sri Tujuh village in Kelantan, Malaysia and in cooperation with the University of Malaysia in Kelantan in July/August. In 2011, the SEED program will be held in Vietnam, and a Follow-up SEED program in Sri Tujuh village, Kelantan.

- Study trip to China (Shanghai and Hangzhou) was held again for students in November 2010. Students in the class did research on the Chinese context.

- The SEED program has been integrated into the formal curriculum at the University of St. Gallen and will be run as a leadership development program in the coming Fall semester in collaboration with faculty members from the ITB. The SEED program will be held in November, 2010 in Bandung.

CONSULTANCY

1982-83 & 1987

Consultant, Applied Research Corporation, the Foochow Coffee Restaurant and Bar Merchants Association, and the Kheng Keow Merchants, Restaurant and Bar Owners Association. Completed studies on "The Modernization of Coffee Shops" and "Policy Changes in Singapore"

1986-87 Researcher, ASEAN-EEC Economic Relations Project on the Development of Manufacturing in ASEAN and the EEC and the Potential for Further ASEAN-EEC Cooperation. Completed Study on "Institutions and Structural Change in the Development of Manufacturing in ASEAN"

1988 Country Expert, Asian and Pacific Development Centre. Completed study on "Cooperation in Small and Medium-Scale Industries in ASEAN - Marketing and linkages"

1989 Consultant, ASEAN Chamber of Commerce and Industry Working Group on Trade. Completed study on "Export Marketing and Bulk Purchasing: The Organisation and Coordination of Cooperation among ASEAN's Small and Medium Industries"

1990 Consultant, The Orchid Society of Southeast Asia, sponsored by the Singapore Economic Development Board, Williton Orchards Pte Ltd, Toh Orchids, Asia Orchids and Multico Orchids. Completed study on "The Orchid Industry in Singapore"

1992 Consultant, Enterprise Development Council, Singapore Economic Development Board. Completed Study on "Entrepreneurial Culture in Singapore".

1992- Resource Person for Entrepreneurship Development and Franchising, International Centre for Public Enterprises (UNO), Slovenia.

1993 Consultant, Singapore National Productivity Board. Completed study on "Managing Productivity in Singapore's Multicultural Environment".

1994-96 Consultant to the CEO, Wiltech Agro Singapore Pte. Ltd. (Joint Venture company between a Singaporean entrepreneur and a regional conglomerate in Asia)

1995-96 Academic Advisor for Economics and Management, Open University Development Program, Singapore Institute of Management

1996- Developed and supervised consulting projects involving students for various business organizations in Europe, including UBS, Boesch, Fuji Bank, Cathay Pacific Airlines, Swiss-Export, and New Logic, and in Asia, including, Ciba, Novartis, Droege, Swiss House, Nestle, and Stansfield Group (1996-2003).

1998-99 Advisory Board Member, International MBA Degree program for executives and policy makers, International Centre for Promotion of Enterprises (a United Nations Organization), Ljubljana, Slovenia

2006 Consultant to Deputy CEO, Bank Hapoalim, Zurich.

2007 Consultant to Yayasan Putera Sampoerna

EXECUTIVE TRAINING EXPERIENCES

Conducted training for the following organizations:

1. Marketing Institute of Singapore
2. Police Academy, Singapore
3. Singapore Broadcasting Corporation
4. Housing and Development Board, Singapore
5. Ministry of Defence, Singapore
6. Guangdong Economic Management Cadre Institute, China
7. Electric and Electronics Manufacturing Association, Guangzhou, China
8. Helsinki, School of Economics and Business Administration, Finland
9. Partek Corporation, Finland
10. Singapore Polytechnic (DIM Seminar)
11. Singapore Economic Development Board (Entreprise Development Division Workshop on Local Entrepreneurship)
12. IBM (Solutions Parade 90), Singapore
13. Xavier University, U.S.A
14. Helsinki School of Economics and Business Administration's Asia Seminar in Singapore
15. MIGROS Management Seminar, Switzerland
16. SKU General Management Programme (Schweizerische Kurse fuer Unternehmungsfuehrung), Zuerich
17. Executive Forum 1996, Universität St. Gallen, St. Gallen
18. ZfU 5. Internationales Management Forum (1997): Intranet & Electronic Business, Zürich-Regensdorf
19. ISC Symposium 2000

20. ACT, AIESEC, and other students organized conferences and training programs

21. Swiss Institute for Banking and Finance (Seminar organized by the at their Annual General Meeting, Zürich, 10 March, 2000).

22. St. Galler Business School

23. Swiss Southeast Asia Chamber of Commerce

24. ZF Germany

25. Bank Hapoalim, Zurich

PUBLIC AND SOCIAL SERVICES

1982 Chairman, Local Church Executive Committee, Hakka Methodist Church, Singapore

1983 Chairman for the 4th Plenary Session and Resource Person for the Workshop on Problems of employing the Ex-Prisoner and Possible Solutions, the Singapore Aftercare Association's Seminar on Return to Society: Key Issues in the Rehabilitation of the Ex-Prisoner, Singapore

1986 Facilitator (Session Chairman) at the Seminar on Crime Control and Rehabilitation of Offenders - Trends and Challenges Ahead, Singapore

1986-87 & 1989-94
Lay Leader, Hakka Methodist Church

1987 Vice President, International Council for Small Business (Singapore Membership Development)

1988-91 Chairman, University Staff Christian Fellowship

1989-91 Board Member, Society for the Advancement of Socio-Economics

PUBLICATIONS

Published Books

1. Chong Li Choy, International Development and International Dependence: A Study of Aid and Social Development in Southeast Asia, Ann Arbor, Michigan: University Microfilm International (262 pp.), 1977.

2. Chong Li Choy, Open Self-Reliant Regionalism: Power for ASEAN's Development, Singapore: Institute of Southeast Asian Studies, O.P. No. 65 (88 pp.), 1981.

3. Chong Li Choy, Multinational Business and National Development Transfer of Managerial Knowhow to Singapore, Singapore: Maruzen Asia (133 pp.), 1983.

4. V. Anantaraman, Chong Li Choy, Stanley Richardson, and Tan Chwee Huat (eds.), Human Resource Management: Concepts and Perspectives, Singapore: Singapore University Press (342 pp.), 1984.

5. Chong Li Choy, Fostering Industrial Development Through Market Freedom and Consumer Emancipation, Kuala Lumpur: Institute of Strategic and International Studies Malaysia (ISIS ASEAN Series) (18 pp.), 198 6.

6. Chong Li Choy and Lau Geok Theng, Starting a Small Business in Singapore, Singapore: Singapore University Press (96 pp.), 1988.

7. Chong Li Choy, Tan Chwee Huat, Wong Kwei Cheong and CarolineYeoh, (ed.), Business Society and Development in Singapore, Singapore: Times Academic Press, 1990.

8. Chong Li Choy, Managing Productivity in Singapore's Multi-cultural Environment, Singapore: EPB Publishers (Commissioned by the Singapore National Productivity Board), (138 pp.) 1994.

9. CHONG, Li Choy, Business Environment and Opportunities in China: Shanghai and its surrounding regions, DUV (Gabler Verlag), 1998.

10. CHONG, Li Choy, with Oliver Kabuth and Klaus Kukovetz, The China Venture: Business Environment and Strategic Considerations, St. Gallen: St. Galler Business Books and Tools, 2001.

11. CHONG, Li Choy with Peter Lindstrom, New Developments in Emerging Asia: Business Opportunities in New Markets and Technology, St. Gallen: St. Galler Business Books and Tools, 2001.

12. CHONG, Li Choy, with Anita Subramanian and Peter Lindstrom, Asian Businesses in Europe: Foreign Direct Investment Strategies and Management, St. Gallen: St. Galler Business Books and Tools, 2001.

13. CHONG, Li Choy with Anita Subramanian, Ricarda Ross, and the India Study Group, Business Environment and Opportunities in India: Bangalore and its Surrounding Regions, St. Gallen: St. Galler Business Books and Tools, 2002.

14. CHONG, Li Choy with Ricarda Ross and the Japan Study Group, Business Environment and Opportunities in Japan: Tokyo and its Surrounding Regions, St. Gallen: St. Galler Business Books and Tools, 2002.

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