

Research at JCU Singapore Business School



Our Message



Dr Pengji Wang

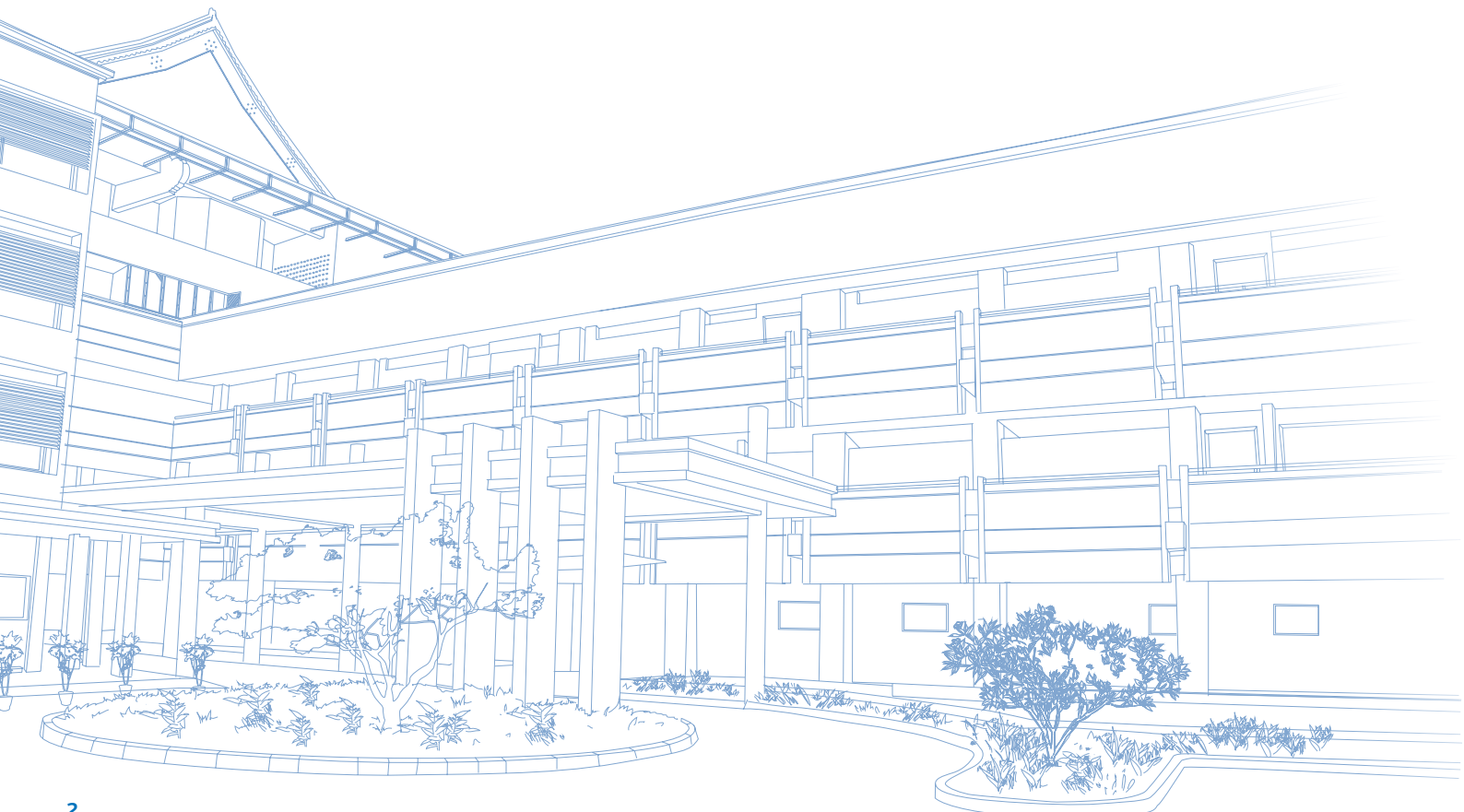
**Acting Academic Head, JCU Singapore Business School
Associate Professor, Business**

JCU Singapore Business School share James Cook University's commitment to creating a brighter future for lives in the tropics world-wide through graduates and research discoveries that make a difference. Through transformative education, industry engagement and impactful research, we develop graduates and generate knowledge that help businesses and communities respond to complex challenges and turn emerging opportunities into sustainable outcomes.

Our diverse community of scholars brings together expertise across disciplinary and geographical boundaries. Faculty and students pursue research across four broad domains: Management, Human Resources, and Entrepreneurship, Economics and Finance, Tourism and Hospitality, and Marketing and International Business.

Research excellence remains central to our intellectual ambition. Our faculty collaborate with academics from other institutions, industry partners, professional bodies and community organisations on research, consultancy and externally engaged projects. These collaborations generate meaningful intellectual contributions, including new concepts, empirical evidence, datasets, theoretical insights and practical frameworks. Our researchers translate these contributions into practical impact through media engagement, professional publications, industry reports and policy think tanks, making scholarly knowledge accessible and relevant to businesses, policymakers and communities. Our research also enriches undergraduate and postgraduate education, executive learning and industry workshops, ensuring that students and practitioners benefit from the latest evidence and emerging ideas.

Together, these efforts advance JCU's leadership in tropical knowledge and fulfill our mission to make a difference.





Dr Caroline Wong

Associate Dean Learning and Teaching
Associate Professor, Business

PhD (International Business), Australian National University, Australia
GCert Higher Education, University of Queensland, Australia MBA,
Australian National University, Australia
BA, National University of Singapore, Singapore
SFHEA (Senior Fellow of the Higher Education Academy), UK

Background

Dr. Caroline Wong is the Associate Dean for Learning and Teaching and Associate Professor Business at the James Cook University in Singapore. She completed her PhD in international business at the Australian National University and the focus of her thesis was on managing the intangible resources and competencies that have increasingly become sources of competitive advantage in the creative cultural industries such as the film industry. She was a founding member of the International Scientific Committee of the Knowledge Cities World Summit in Monterrey (Mexico) in 2007 and a member of the International Advisory Board on knowledge-based cities between the years 2007-2009.

Areas of expertise

- Smart and Creative Cities
- Knowledge Management
- Cultural Industries

Impact of research

Caroline's research has generated impact across scholarship, industry, public policy, and higher education, with publications in leading international journals spanning digital transformation, entrepreneurship, tourism, urban planning, consumer behaviour, and smart cities. Recent work has informed practice in areas including technology adoption in zoological institutions, live-streaming commerce, religious tourism, luxury wellness tourism, and age-friendly urban planning, contributing to both academic knowledge and practical decision-making.

Beyond publications, her research has been translated into practice through invited keynote and panel engagements with senior government officials, multinational corporations, and international universities. Notably, she presented research findings at the Economist Intelligence Corporate Network (EICN) to C-suite executives, demonstrating how Singapore's urban development and ageing policies can inform sustainable city planning across Southeast Asia. Her expertise has also been sought by the University of Applied Sciences Potsdam, the New Club of Paris knowledge-city expert panel, and Times Higher Education, where she contributed to discussions on smart cities, knowledge economies, online learning, and the future of higher education.

Caroline's scholarship has also shaped learning and teaching practice through leadership of international academic conferences, cross-institutional collaborations, and quality assurance initiatives. She led the successful hosting of the 2024 International Management and Organizational Behavior Teaching Society Conference, recognised through the Engagement Excellence Award, and contributed to international student learning through collaborative programmes with overseas universities.

Institutionally, she played a significant role in developing quality assurance frameworks that supported EduTrust Star recognition and was a key contributor to the university's successful AACSB accreditation, helping strengthen curriculum quality, learner success, strategic management, and societal impact. Collectively, these activities demonstrate how her research informs policy, enhances professional practice, strengthens higher education quality, and contributes to international academic and industry engagement.

Top five publications

- Tan, K. L., Wang, P., Sun, R., Wong, C. Y. L., Wood, J., Agarwal, M., ... Eijdenberg, E. L. (2025). Enhancing animal care through digital tools: a challenge and hindrance perspective of technology adoption in a zoological institution. *Behaviour & Information Technology*, 1–20. <https://doi.org/10.1080/0144929X.2025.2542406>
- Roe, J., Thirumaran, K., Wong, C. and Mohammadi, Z. (2024). Exploring the intersection of religious festivals and tourism approaches: A scoping review. *International Journal of Tourism Anthropology*. doi: 10.1504/IJTA.2024.10063781
- Tan, K.-L., Hii, I.S.H., Lim, X.-J. and Wong, C.Y.L. (2023). Enhancing purchase intentions among young consumers in a live-streaming shopping environment using relational bonds: Are there differences between "buyers" and "non-buyers"? *Asia Pacific Journal of Marketing and Logistics*, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/APJML-01-2023-0048>
- Thirumaran K, Eijdenberg E and Wong C (2023). A scoping review of luxury yachting and wellness: Study trends and research prospects. *Worldwide Hospitality and Tourism Themes*, DOI:10.1108/WHATT-03-2023-0049
- Azzali S, Yew A, Wong C and Chaiechi T (2022) Silver cities: planning for an ageing population in Singapore. An urban planning policy case study of Kampung Admiralty. *ArchNet-IJAR*, 16 (2). pp. 281-306

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Further
Information

JCU Research Profile





Mr Lance Andrew DuBos

Lecturer, Business

JD, Tulane University, New Orleans, USA
Bachelor of Science in Business and Economics (Finance),
Lehigh University, USA
Higher Education Teaching Certificate, HarvardX, USA

Background

Mr DuBos is an Associate Lecturer in Law at James Cook University Singapore. His research interests include Dispute Resolution, Corporate Governance, and Teaching Practice in the international education field. He has published several articles, and a book chapter in various outlets including the Journal. Mr DuBos is an active member of the Society of Mediation Professionals and Singapore International Mediation Institute.

Prior to joining James Cook University in Singapore, Mr DuBos practiced law in the United States and taught for numerous U.S. and Australian universities, including Chaminade University, University of South Florida, Western Michigan University, Embry-Riddle Aeronautical University Asia, and Federation University.

Areas of expertise

- Business Law
- Mediation
- Legal Education

Impact of research

- Mr DuBos' research focuses on legal education, dispute resolution and he has contributed to book chapters and articles across a variety of business disciplines.

Top publications

- Selvaraj, R., Xuan Dam, M., DuBos, L., Jang, H., Thirumaran, K. (2021). A Political Economy Perspective: Attracting Foreign Direct Investments into Sri Lanka and Vietnam. In: Azzali, S., Thirumaran, K. (eds) *Tropical Constrained Environments and Sustainable Adaptations. Managing the Asian Century*. Springer, Singapore. https://doi.org/10.1007/978-981-33-4631-4_9
- Tan, K.-L., W. M. Lim, S.-R. Tan, and L. DuBos. 2025. "Turning Hindrances Into Challenges: Transformational Leadership Enhances Employees' Competitive Productivity in an Artificial Intelligence-Driven Hospitality Industry." *International Journal of Tourism Research* 27, no. 4: e70076. <https://doi.org/10.1002/jtr.70076>.

- Tan, K. L., Ho, J. M., Sim, A. K. S., Dubos, L., & Cham, T. H. (2023). Unlocking the secrets of Miri country music festival in Malaysia: a moderated-mediation model examining the power of FOMO, flow and festival satisfaction in driving revisiting intentions. *Asia Pacific Journal of Tourism Research*, 28(5), 416–432. <https://doi.org/10.1080/10941665.2023.2245500>
- Noor, N., DuBos, L., Tan, S.R. & Tan, K.L. (Forthcoming). Multidisciplinary perspectives from academics on the use of AI in business subjects. In Rudolph, J., Popenici, S., Ismail, F., Tan, S. (Eds.), *AI in Higher Education Handbook*. Edward Elgar.

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Further
Information

JCU Research Profile





Dr Tan Kim Lim

Senior Lecturer, Business
Head, Centre for International Trade and Business in Asia

PhD (Management), Curtin University, Australia
MBA, University of Melbourne, Australia

Background

Dr Kim Lim, TAN received his PhD at Curtin University Australia. Investigating the principles of human resource development and management, Dr Tan's research interests lie primarily in contemporary issues such as on future of work, employee attitudes, and employee behaviours. He also investigates consumer behaviour across different contexts, such as technology adoption, hospitality, and panic buying behaviour. Dr Tan has published in different journals, including the British Food Journal, European Business Review, and the Asia Pacific Journal of Marketing and Logistics. He also sits on the editorial committee of the Asia Journal of Business Research, Journal of Global Responsibilities, and Journal of Responsible Tourism Management. At the same time, he is an accredited professional member of the Singapore Human Resource Institute and the Society of Industrial and Organisational Psychology.

Before joining James Cook University in Singapore, Dr Tan was a human resource practitioner in the public sector for more than ten years and was involved in operational and strategic work. After that, he pursued his academic passion where he held positions in Curtin University in Malaysia and BNU-HKBU United International College in China.

Areas of expertise

- Human resource management
- Industrial/organizational psychology
- Consumer behaviour

Impact of research

- Dr Tan received the "Young Researcher Award" from Emerald Publishing for the Asia region. His works are cited in internationally recognized publication outlets. He is also involved in several research projects with local government and organizations, such as the Tripartite Alliance of Fair and Progressive Practices and the Far East Hospitality Group. At the same time, Dr Tan's research also spans regionally to China's state-owned enterprises and Malaysia. Additionally, he has been invited as a keynote speaker at conferences where he shared his perspective on manpower issues. His research has helped business leaders and policymakers identify areas to adopt to improve the workforce.

Top five publications

- Tan, K.-L., Loganathan, S. R., Pidani, R. R., Yeap, P.-F., Ng, D. W. L., Chong, N. T. S., Liow, M. L. S., Cheong, K. C.-K., & Yeo, M. M. L. (2024). Embracing imperfections: a predictive analysis of factors alleviating adult leaders' digital learning stress on Singapore's lifelong learning journey. *Human Resource Development International*, 1-22. <https://doi.org/10.1080/13678868.2024.2389029>
- Tan, K.-L., Hofman, P. S., Noor, N., Tan, S.-R., Hii, I. S. H., & Cham, T.-H. (2024). Does artificial intelligence improve hospitality employees' individual competitive productivity? A time-lagged moderated-mediation model involving job crafting and meaningful work. *Current Issues in Tourism*, 1-18. <https://doi.org/10.1080/13683500.2024.2391114>
- Tan, K.-L., Hii, I. S. H., Huang, Y., & Yan, Y. (2024). Reducing dishonest disclosures during expense reimbursement: investigating the predictive power of the technology acceptance model with a corporate governance perspective. *Journal of Accounting & Organizational Change*. <https://doi.org/10.1108/jaoc-01-2023-0019>
- Tan, K.-L., Gim, G., Hii, I., & Zhu, W. (2023). STARA fight or flight: A two-wave time-lagged study of challenge and hindrance appraisal of STARA awareness on basic psychological needs and individual competitiveness productivity among hospitality employees. *Current Issues in Tourism*. <https://doi.org/10.1080/13683500.2023.2224550>
- Tan, K.-L., Sim, A. K. S., & Donohue, T. (2022). To predict and to explain: a multigroup analysis of gender on job and family satisfaction among hospitality employees. *Gender in Management: An International Journal* 37(7), 891-911. <https://doi.org/10.1108/GM-06-2021-0173>

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Further
Information

JCU Research Profile





Dr Peter S. Hofman

Professor, Business

PhD (Management & Governance), University of Twente, the Netherlands

MBA, University of Twente, the Netherlands

MA (Political Science), University of Amsterdam, the Netherlands

Background

Professor Hofman's research broadly covers business-government-society interaction in the areas of sustainability and innovation from a policy as well as business perspective. He has published numerous articles, books, book chapters and reports on corporate social responsibility in Europe and China, eco-innovation along supply chains, energy transition, governance of sustainable innovation, technology transfer and sustainable business strategies in academic journals such as *Business & Society*, *Business Strategy and the Environment*, *Management and Organization Review*, *Asia Pacific Journal of Management*, *International Journal of Human Resource Management*, *Annals of Operation Research*, *Thunderbird International Business Review*, *Journal of Cleaner Production*, *Energy Policy*, *Technology Analysis and Strategic Management*, and *Innovation: Management, Policy and Practice*. Prof Hofman is on the editorial board of *Asian Business & Management* and *Personnel Review*.

Professor Hofman has successfully led research grants in the areas of corporate social responsibility and human resource management, eco-innovation in Chinese firms, and finance mechanisms for diffusion of clean technologies. He received grants from the Dutch National Scientific Council for research on system innovation in the energy sector, was involved in European Union funded projects on innovation and environmental management and supported provincial efforts toward developing a roadmap for low carbon futures.

Professor Hofman previously was a co-director at Cyclus consultancy and a consultant for various international and local firms in the Netherlands in the areas of cleaner production, environmental management and corporate social responsibility. His consulting experience ranges from manufacturing industry to construction, education and healthcare.

He also was involved in the evaluation of various technology policy programmes and environmental policy programmes of the Ministries of Economic Affairs and Environmental Affairs in the Netherlands and was an advisor to the National Energy Council of the Netherlands.

Areas of expertise

- Corporate Social Responsibility
- Corporate Governance
- Energy Transition
- Eco-Innovation
- Sustainability Strategies in Industry
- Family Business
- Sociotechnical Scenarios

Impact of research

- Evaluation of pollution prevention projects informed government policy related to effective support mechanisms for cleaner production in industry in the Netherlands

- As an international member of a policy study on Corporate Social Responsibility for Green Development for the China Council for International Cooperation on Environment and Development provided policy advice on building knowledge and practice on Corporate Social Responsibility in Chinese firms
- Provided policy advice on environment-oriented technology policy for the Ministries of Economic and Environmental Affairs in the Netherlands
- Developed long-term sociotechnical scenarios for energy transition that provided input to technology roadmapping by Provinces in the Netherlands
- Co-developed a methodology for developing sociotechnical scenarios which has been used as a basis for further work on system innovation to sustainability by researchers and is widely cited.

Top five publications

- Irawan, C.A., Jones, D., Hofman, P.S., Zhang, L. (2023) Integrated strategic energy mix and energy generation planning with multiple sustainability criteria and hierarchical stakeholders. *European Journal of Operational Research*, 308(2): 864-883. <https://doi.org/10.1016/j.ejor.2022.11.044>
- Hofman, P.S., Blome, C., Schleper, M.C., and Subramanian N. (2020) Supply Chain Collaboration and Eco-Innovations: An Institutional Perspective from China. *Business Strategy and the Environment*, 29 (6), 2734-2754. <https://onlinelibrary.wiley.com/doi/full/10.1002/bse.2532>
- Hofman, P.S., Moon, J. and Wu, B. (2017) Corporate Social Responsibility Under Authoritarian Capitalism: Dynamics and Prospects of State-Led and Society-Driven CSR. *Business & Society*, 56(5), 651-671. <https://journals.sagepub.com/doi/abs/10.1177/0007650315623014>
- Hofman, P.S., and Newman. A. (2014) The Impact of Perceived Corporate Social Responsibility on Organizational Commitment and the Moderating Role of Collectivism and Masculinity: Evidence from China. *The International Journal of Human Resource Management*, 25(5), 631-652. <https://www.tandfonline.com/doi/full/10.1080/09585192.2013.792861>
- Hofman, P.S. and B. Elzen (2010) Exploring System Innovation in the Electricity System through Sociotechnical Scenarios, *Technology Analysis and Strategic Management* 22(6): 657-670. <https://www.tandfonline.com/doi/full/10.1080/09537325.2010.496282>

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**Further
Information**

JCU Research Profile





Dr Hina Munir

Lecturer, Business

Doctor of Philosophy (PhD) in Management Sciences, Northwestern Polytechnical University, Xi'an, China, 2015-2019

Master of Commerce (M.com), Hailey College of Commerce, University of the Punjab, Lahore, Pakistan, 2010-2014

Bachelor of Commerce (B.com), Queen Mary College, Lahore, Pakistan, 2008-2010

Background

Dr. Hina Munir is a Lecturer in Business at James Cook University, Singapore Campus. Her research focuses on entrepreneurial intentions, the entrepreneurial ecosystem, academic entrepreneurship, personality and cognition, industry-university linkages, gendered entrepreneurship, and the integration of entrepreneurship with other management disciplines.

She has authored or co-authored several papers in esteemed journals, including the International Journal of Entrepreneurial Behavior and Research, Journal of Technology Transfer, Project Management Journal, International Journal of Managing Projects in Business, Environment, Science and Pollution Research, European Journal of Innovation Management, Asian Journal of Technology Management and Entrepreneurship in Emerging Economies, among others. She serves as an editorial board member for several journals.

She is familiar with both qualitative and quantitative research methods including structural equation modelling, partial least square structural equation modelling, conceptual framework, interviews, surveys Using SMART PLS and AMOS. She has obtained both Basic and Advanced certifications from PLS SEM Academy.

Areas of expertise

- Entrepreneurship
- Academic Entrepreneurship
- Entrepreneurial Personality
- Cognition
- Gendered Entrepreneurship
- Industry-academia linkage

Impact of research

She won two awards at the Emerald Literati Awards—Outstanding Paper for her PhD research, and Outstanding Reviewer for her peer review contributions.

Top five publications

- Munir, H., Nauman, S., Ali Shah, F., & Zahid, U. (2024). Attitude towards entrepreneurship education and entrepreneurial intentions among generation Z: unleashing the roles of entrepreneurial self-efficacy and social norms in Pakistani context. *Journal of Entrepreneurship and Public Policy*, 13(2), 255-277.
- Wang, M., Soetanto, D., Cai, J., & Munir, H. (2022). Scientist or Entrepreneur? Identity centrality, university entrepreneurial mission, and academic entrepreneurial intention. *The Journal of Technology Transfer*, 47(1), 119-146.
- Munir, H., Ramzan, S., Wang, M., Rasool, Y., Sumbal, M. S., & Iqbal, A. (2022). Combining the social cognitive career theory, contextual factors and entrepreneurship education programs in intention-based model: a tale of two diverse regions. *Journal of Entrepreneurship in Emerging Economies*, 14(3), 392-421.
- Wang, M., Cai, J., & Munir, H. (2021). Promoting entrepreneurial intentions for academic scientists: combining the social cognition theory and theory of planned behaviour in broadly-defined academic entrepreneurship. *European Journal of Innovation Management*, 24(2), 613-635.
- Munir, H., Jianfeng, C., & Ramzan, S. (2019). Personality traits and theory of planned behavior comparison of entrepreneurial intentions between an emerging economy and a developing country. *International Journal of Entrepreneurial Behavior & Research*, 25(3), 554-580.

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**Further
Information**

JCU Research Profile





Dr Ratna Devi Pillai

Lecturer, Business

PhD (Management), James Cook University, Australia
Graduate Certificate in Research Methods, JCU Singapore
Master of Business Administration (Finance) and Master of Human Resource Development, Webster University, USA
Certificate in Association of Chartered Certified Accountants Singapore
Bachelor of Arts (Economics), National University of Singapore

Background

Dr. Ratna Devi Pillai completed her PhD with James Cook University Singapore in 2024 and joined the Business School in 2025. She brings a unique blend of academic and industry experience, having worked as an internal auditor in various banking institutions where she developed strong expertise in corporate governance, financial analysis, and organisational processes.

Transitioning into academia, Dr. Ratna has accumulated extensive teaching experience at undergraduate and postgraduate levels, with a strong focus on experiential learning and applied research. She actively mentors MBA students in their capstone subject, Applied Research Project, and her mentorship led two student groups to win the 2025 Best Presentation Awards, reflecting her commitment to developing industry-ready graduates.

In addition to her teaching role, Dr. Ratna serves as a peer reviewer for reputable journals, including Global Business and Organizational Excellence, Voluntas, Journal of Global Responsibility, and the Journal of Tropical Futures. This reflects her active contribution to advancing scholarship in management and sustainability-oriented research.

She is interested in collaborating with potential PhD students, industry partners, and policymakers to improve workplace engagement.

Areas of expertise

- Organisational Behaviour and Employee Engagement
- Experiential Learning and Student-Centred Pedagogy
- Corporate Governance and Stakeholder Management
- Qualitative and Quantitative Research Methods

Impact of research

Advancing skills-based volunteering as a strategic mechanism for aligning organisational goals with societal impact. Her PhD research proposes a “triple win” value co-creation model, demonstrating how businesses, employees, and non-profit organisations can simultaneously benefit when skills, expectations, and project design are effectively aligned from the developed framework.

Dr Ratna’s work is aligned with the broader research priorities particularly in responsible business practices, stakeholder engagement, and sustainable organisational development, contributing to both academic discourse and real-world application.

Top publications

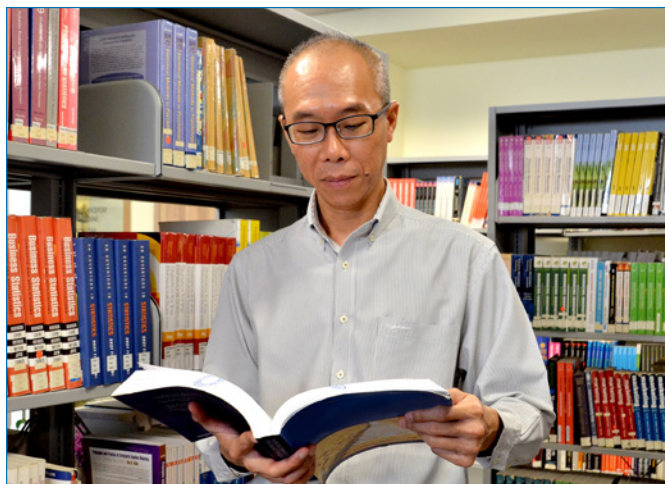
- Pillai, R. D., Wang, P., & Kuah, A. T. (2024). *Value Co-Creation Through Skills-Based Volunteering*. In Academy of Management Proceedings (Vol. 2024, No. 1, p. 18008). Valhalla, NY 10595: Academy of Management.
- Pillai, R. D., Wang, P., & Kuah, A. T. (2023). *Corporate Volunteering and Employee Engagement: Bringing Externalities to the Workplace*. In Academy of Management Proceedings (Vol. 2023, No. 1, p. 11730). Briarcliff Manor, NY 10510: Academy of Management.
- Pillai, R. D., Wang, P., & Kuah, A. T. H. (2022). *Unlocking corporate social responsibility in smaller firms: Compliance, conviction, burden, or opportunity?* Thunderbird International Business Review, 64(6), 627–646. <https://doi.org/10.1002/tie.22315>

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**Further
Information**
JCU Research Profile





Dr Tang Chun Meng

Senior Lecturer, Business

PhD (Management), Malaysia
MBA, USA
MSc (Business Information Systems and Education), USA
BSc (Business Information Systems), USA
Certified Supply Chain Professional (CSCP), USA
Certified in Planning and Inventory Management (CPIM), USA
Certified in Logistics, Transportation and Distribution (CLTD), USA
Project Management Professional (PMP), USA
PMI Agile Certified Practitioner (PMI-ACP), USA
PRINCE2 Practitioner, UK
Lean Six Sigma Black Belt, USA

Background

Dr. Tang conducts research into the impact and applications of digital technology in education, focusing on digital literacy, learning management systems, and learning environments. He has secured research grants and published journal papers, conference papers, book chapters, and edited books.

Dr. Tang specialises in project management, operations management, and supply chain management, having taught business and information technology courses at both undergraduate and postgraduate levels. To enhance learning delivery, he actively incorporates the latest industry developments into his teaching. He also brings extensive experience in supervising undergraduate and postgraduate dissertations.

Dr. Tang is a member of the Association for Supply Chain Management (ASCM) and the Project Management Institute (PMI). He holds multiple industry credentials, including the Certified Supply Chain Professional (CSCP), Certified in Logistics, Transportation and Distribution (CLTD), and Certified in Planning and Inventory Management (CPIM). He is also a Lean Six Sigma Black Belt, PRINCE2 Practitioner, PMI Agile Certified Practitioner (PMI-ACP), and Project Management Professional (PMP).

Areas of expertise

- Strategic Information Systems
- IS Business Alignment
- Strategic Management
- Digital Innovation
- Six Sigma and Design for Six Sigma
- Process Improvement
- Statistical Process Control
- Operations and Supply Chain Management
- Project management

Impact of research

Dr. Tang's paper, "Digital Literacy: A Prerequisite for Effective Learning in a Blended Learning Environment?", has been cited nearly 600 times on Google Scholar. His work provides critical insights into how digital literacy impacts learning effectiveness.

Top five publications

- Tang C. M., & Bradshaw A. (2020). Instant messaging or face-to-face? How choice of communication medium affects team collaboration environments. *E-Learning and Digital Media*, 17(2), 111-130.
- Chaw, L. Y., & Tang, C. M. (2019). Driving high inclination to complete massive open online courses (MOOCs): Motivation and engagement factors for learners. *Electronic Journal of e-Learning*, 17(2), 118-130.
- Chaw, L. Y., & Tang, C. M. (2018). What makes learning management systems effective for learning? *Journal of Educational Technology Systems*, 47(2), 152-169.
- Tang, C. M., & Chaw, L. Y. (2016). Digital literacy: A prerequisite for effective learning in a blended learning environment? *Electronic Journal of e-Learning*, 14(1), 54-65.
- Marthandan, G., & Tang, C. M. (2010). Information technology evaluation: Issues and challenges. *Journal of Systems and Information Technology*, 12(1), 37-55.

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**Further
Information**

JCU Research Profile





Dr Eddy Ng

Professor, Organisational Behaviour

Doctor of Philosophy (PhD), McMaster University, Canada
Master of Business Administration, Simon Fraser University, Canada
Bachelor of Commerce, The University of British Columbia, Canada

Background

Professor Ng's research focuses on managing diversity for organizational competitiveness, the future of work, and managing across generations. His work has been funded by the Social Sciences and Humanities Research Council of Canada grants. He has published and edited 8 books and more than 100 peer-reviewed journal articles and book chapters. His research has been featured in popular media outlets in Canada and the US such as the CBC, the Globe and Mail, the Financial Post, ABC News, CBS News, BBC Worklife, NPR, Vox, and the Wall Street Journal. He is the Editor-in-Chief of Equality, Diversity and Inclusion and Co-Editor of Personnel Review. According to Stanford/Elsevier, he is recognized among the top 2% of high cited scientists.

Areas of expertise

- Human Resource Management
- Equity and Diversity
- Managing Across Generations

Impact of research

- Appointed to the Employment and Social Development Canada (ESDC) Impact Canada Workplace Opportunities: Removing Barriers to Equity (WORBE) Review Panel, evaluating federal investments to remove systemic employment barriers.
- Appointed to the Research Advisory Board of Signal 49 (previously Conference Board of Canada), contributing to the development of DEI employer benchmarking.
- Co-Convened and chaired the International Organization for Standardization (ISO)/International Electrotechnical Commission (IEC) Joint Strategic Advisory Group (JSAG) on Gender Responsive Standards, shaping how global technical standards account for gender.
- Contributed to the Dubai Future Foundation's The Global 50 Report on Future Opportunities, advancing ideas on empowering youth and future generations, including flipping the career ladder.

- Served as an Expert Panelist for the Global Diversity, Equity and Inclusion Benchmarking (GDEIB), Center for Global Inclusion, contributing to the most widely used international framework for assessing organizational DEI maturity.
- Served as an Academic Observer at the United Nations Committee of Experts on Public Administration (UNCEPA), New York, bringing diversity and public-service research to bear on global governance discussions.

Top five publications

- Li, A., Ng, E. S., Goerzen, A., & Chrysostome, E. (2026). CEO aging and the MNE internationalization portfolio. *Journal of World Business*, 61(4), Article 101730. <https://doi.org/10.1016/j.jwb.2026.101730>
- Bader, A. K., Knappert, L., Lazarova, M., & Ng, E. S. (2025). Managing gender equity and equality across borders. *Human Resource Management Journal*, 35(4), 1064–1077. <https://doi.org/10.1111/1748-8583.70000>
- Narendran, R., Ng, E. S., & Almeida, S. (2025). Organizing transgender people: Toward a process-based theory of representative bureaucracy. *Nonprofit and Voluntary Sector Quarterly*, 54(6), 1473–1504. <https://doi.org/10.1177/08997640251317399>
- Ng, E. S., Stanton, P., Umeh, C., Bamber, G. J., Stone, D., Lukaszewski, K., Aw, S., Lyons, S., Schweitzer, L., Ren, S., Özbilgin, M. F., & Varma, A. (2025). Megatrends affecting the world of work: Implications for human resource management. *Personnel Review*, 54(5), 1113–1149. <https://doi.org/10.1108/PR-02-2025-0100>
- Ng, E. S., Fitzsimmons, T., Kulkarni, M., Ozturk, M. B., April, K., Banerjee, R., & Muhr, S. L. (2025). The anti-DEI agenda: Navigating the impact of Trump's second term on diversity, equity, and inclusion. *Equality, Diversity and Inclusion*, 44(2), 1–14. <https://doi.org/10.1108/EDI-02-2025-0116>

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Further
Information

JCU Research Profile





Dr Kenny Tee

Senior Lecturer, Business

PhD (Finance), University of North Texas, USA

MS (Finance), University of North Texas, USA

Bachelor of Information Technology, Multimedia University, Malaysia

Background

Dr Kenny is a Senior Lecturer in Business at James Cook University (Singapore Campus). Prior to joining JCU, Dr Kenny worked in Zayed University in the United Arab Emirates. In addition to his academic career, he had accumulated broad industry experience as a fund manager and an analyst in Malaysia and USA.

Dr Kenny specializes in fintech, cryptocurrency, corporate finance, corporate social responsibility, executive compensation and corporate innovation. His work has been published in top-tier journals such as *Technological Forecasting and Social Change*, *Finance Research Letters*, *International Finance*, *Accountancy Business* and the *Public Interest*.

Dr Kenny welcomes prospective PhD candidates who are interested in corporate finance, fintech, and executive compensation.

Areas of expertise

- Fintech
- Cryptocurrency
- Corporate finance
- Corporate social responsibility
- Executive compensation
- Corporate innovation

Impact of research

- Using firm sample in China, Dr Kenny provides evidence for the network effects of a CEO for improving innovation efficiency.
- Provide support to the portfolio managers by documenting that investors' mood can be used as a signal to monitor the possible speculative activities in crypto market.
- Provide evidence that CEOs' risk-aversion incentive can be linked to better concurrent firm performance such as return on assets (ROA) and Market-to-Book Value (MTB) ratio. By contrast, the risk-taking incentive, as represented by CEO Vega, has no significant impact on ROA, but has a significant impact on MTB ratio only among the group of CEOs with larger share ownerships.
- Using GCC commercial bank data as sample, Dr Kenny reveals that royal family exerts a positive influence over GCC commercial bank performance.

- Investigate the stock market reactions to dividend and earnings announcements for firms listed in the United Arab Emirates (UAE), where there is no tax on dividend income or capital gains. This tax-free setting allows us to examine the tax-based signalling hypothesis, which holds that a change in dividends does not offer important information when dividend income is not taxed.

Top five publications

- Tee, K., Chen, X., Hooy, C.W. (2024), "The evolution of corporate social responsibility in China: Do political connection and ownership matter?", *Global Finance Journal*, Vol 60, 100941, <https://doi.org/10.1016/j.gfj.2024.100941>.
- Han, F., Tee, K., Hao, S., Xiong, R. (2024) "Does unfairness reduce efficiency? Within-industry CEO pay inequity and firm efficiency in China", *Finance Research Letters*, Vol 62, Part A, 105137, <https://doi.org/10.1016/j.frl.2024.105137>.
- Chen, X., Tee, K., Elnahass, M., Ahmed, R. (2023) "Assessing the environmental impacts of renewable energy sources: A case study on air pollution and carbon emissions in China", *Journal of Environmental Management*, Vol 345, 118525, <https://doi.org/10.1016/j.jenvman.2023.118525>.
- Chen, X., Tee, K., Chang, V. (2022), "Accelerating Innovation Efficiency through Agile Leadership: The CEO Network Effects in China", *Technological Forecasting and Social Change*, Vol 179, 121602. <https://doi.org/10.1016/j.techfore.2022.121602>
- Rubbaniy, G., Tee, K., Iren, P., Abdennadher, S. (2022) "Investors' mood and herd investing: a quantile-on-quantile regression explanation from crypto market", *Finance Research Letters*, <https://doi.org/10.1016/j.frl.2021.102585>

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**Further
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JCU Research Profile





Dr Emmanuel Adegbite

Professor of Governance and Management

Fellowship of the Higher Education Academy, Durham University, United Kingdom
Doctor of Philosophy (PhD), CASS Business School, City, University of London, United Kingdom
Master of Science, Birmingham Business School, University of Birmingham, United Kingdom
Bachelor of Science, Olabisi Onanbanjo University, Nigeria

Background

Emmanuel Adegbite is a visiting professor at James Cook University, Singapore. He is ranked top 0.1% in the world in governance research, top 0.2% in the world in corporate governance research and top 0.5% in the world in accounting research by ScholarGPS lifetime 2024 rankings. In addition, he is ranked 34th (lifetime) and 28th (prior five years) in the world in terms of corporate governance research quality. His research has attracted research funds of over £0.5m.

He has published in the Journal of Management Studies; Journal of World Business; Accounting, Auditing and Accountability Journal; Critical Perspectives on Accounting; Journal of Business Research; Journal of Business Ethics; Business and Society amongst others. He serves as Associate Editor for Business Ethics, the Environment & Responsibility and as senior editor for the African Accounting and Finance Journal. He is also on the editorial boards of Corporate Governance as well as the International Journal of Corporate Social Responsibility.

Areas of expertise

- Corporate governance
- Corporate social responsibility
- Sustainability
- Africapitalism
- Emerging markets

Impact of research

Emmanuel works closely with business leaders and policy influencers in implementing good corporate governance standards, and in developing strategies for instrumental corporate social responsibility. He served on the committee that wrote the 2022 National Corporate Governance Code for Ghana, and also on the committee that developed the 2024 continental (African) Director Development Programme Framework for the African Corporate Governance Network. In 2025, he was appointed chair of the scientific committee of the Sustainability Professional Institute of Nigeria.

Top five publications

- Obenpong Kwabi, F., Adegbite, E., Ezeani, E., Wonu, C., & Mumbi, H. (2024). Political uncertainty and stock market liquidity, size, and transaction cost: The role of institutional quality. *International Journal of Finance & Economics*, 29(2), 2030–2048. <https://doi.org/10.1002/ijfe.2760>
- Ashiru, F.; Adegbite, E.; Nakpodia, F. and Koporcic, N. (2022), "Relational governance mechanisms as enablers of dynamic capabilities in Nigerian SMEs during the COVID-19 crisis", *Industrial Marketing Management*, Vol.105 (2022), 18–32.
- Areneke, G., Adegbite, E., & Tunyi, A. (2022). Transfer of corporate governance practices into weak emerging market environments by foreign institutional investors. *International Business Review*, 31(5), 101978.
- Nakpodia, F. & Adegbite, E. (2018). Corporate governance and elites. *Accounting Forum*, 42, 17–31.
- Zattoni, A.; Witt, M.A.; Judge, W.Q.; Talaular, T.; Chen, J.J.; Lewellyn, K.; Hu, H.; Gabrielsson, J.; Luis Rivas, J.; Puffer, S.; Shukla, D. Lopez; Adegbite, E.; Fassin, Y.; Yamak, S.; Fainshmidt, S.; Van Ees, H. (2017), "Does board independence influence financial performance in IPO firms? The moderating role of the national business system", *Journal of World Business (formerly Columbia JWB)*, Vol.52(5), pp. 628–639

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Further
Information

JCU Research Profile





Dr Chris Durden

Associate Professor, Business

Chartered Accountant, Australia
PhD (Accounting), Massey University, New Zealand
Master of Business Studies (Accounting), Massey University, New Zealand
Post Graduate Diploma in Business Administration, Massey University, New Zealand
Bachelor of Business Studies (Economics), Massey University, New Zealand

Background

Dr Chris Durden is an Associate Professor of business at the JCU Singapore Business School. He has a PhD in Accountancy from Massey University in New Zealand, a research master's degree in Accountancy and an undergraduate degree in Economics.

Prior to commencing with JCU Singapore Chris held academic posts with JCU Australia, the University of Waikato, the University of Southern Queensland and Massey University.

He has published in a range of leading accounting journals including *Critical Perspectives on Accounting*, *Journal of Accounting Education*, *Accounting, Auditing and Accountability Journal (AAA)*, *Advances in Accounting Behavioral Research* and *Accounting Education: An International Journal*.

His primary teaching expertise is management accounting at both undergraduate and post graduate levels. Chris is a Chartered Accountant (CA) and prior to commencing an academic career worked in the oil and pharmaceutical industries, holding both accounting and operational roles. He holds dual Australian and New Zealand citizenship.

Areas of expertise

- Organisational control
- Performance measurement system design and effectiveness
- Accounting education curriculum design

Impact of research

- Invited reviewer 2023, 2024 & 2025 *Times Higher Education (THE)* World University Rankings, THE's Global Academic Reputation Survey.
- Strong links with accounting professional bodies and extensive industry contacts.
- *Accounting, Auditing & Accountability Journal* article on socially responsible management control systems has been heavily cited (400+ citations).
- Extensive experience teaching executive MBA accounting and financial management classes to senior and middle level managers.
- Knowledge application/transfer via development of case studies and programs used by US study abroad classes.

Top five publications

- Wilkinson, B. R., & Durden, C. H. (2015). Inducing structural change in academic accounting research. *Critical Perspectives on Accounting*, 26, 23-36.
- Durden, C. (2008). Towards a socially responsible management control system. *Accounting, Auditing & Accountability Journal*, 21(5), 671-694.
- Suhab, S., Harun, H., Durden, C., Fahmid, I.M., Miswaty, T.C., & An, Y. (2026). New development: Developmentalism, accounting and digital activism—insights from public unrest in Indonesia. *Public Money and Management*, <https://doi.org/10.1080/09540962.2026.2653061>.
- Harun, H., & Durden, C., (2025). Neoliberalism and sustainability of higher education in Australia. *Industry and Higher Education*, 39(5), 485-491.
- Siriwardane, H. P., & Durden, C. H. (2014). The communication skills of accountants: what we know and the gaps in our knowledge. *Accounting Education: An International Journal*, 23(2), 119-134.

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**Further
Information**

JCU Research Profile





Dr Thanh Nguyen

Associate Professor, Business

PhD (Banking & Finance), Griffith University, Australia
MBanking & Finance, University of Economics, Vietnam
BBanking & Finance, University of Economics, Vietnam

Background

Dr Thanh Nguyen holds a PhD in Banking and Finance from Griffith University (Australia) and is currently an Associate Professor in Business at James Cook University (Singapore Campus). Prior to joining JCU, she was a lecturer at the Vietnamese-German University and a manager in the Trade Finance Department at commercial banks in Vietnam.

Her research spans banking and finance, energy economics, financial development, and applied econometrics. Her recent work examines bank performance and efficiency, economic policy uncertainty, sustainable energy transitions, financial development, tourism economics, and income inequality. She has published in leading international journals, including *Energy Economics*, *China Finance Review International*, *Journal of Economic Studies*, *Economic Systems*, *Empirical Economics*, *Applied Economics*, and *Benchmarking*.

Associate Professor Nguyen welcomes prospective PhD candidates with research interests in banking and finance, sustainable finance, energy economics, financial development, economic policy uncertainty, and applied econometrics.

Areas of expertise

- Banking and financial institutions
- Energy economics and sustainable development
- Financial development and economic growth
- Applied econometrics
- Economic policy uncertainty

Impact of research

- Provided evidence to support policymakers and financial regulators in improving bank efficiency, financial stability, and risk management.
- Generated policy insights on how economic policy uncertainty, inflation, and oil price shocks influence banking performance and lending decisions.
- Contributed to the understanding of how financial development, energy diversification, and sustainable energy systems promote long-term economic growth and support the transition toward a low-carbon economy.

- Informed policymakers on the relationships among tourism development, financial inclusion, and income inequality, supporting more inclusive and sustainable economic policies..

Top five publications

- Nguyen, Thanh, Son Nghiem, and Abhishek Singh Bhati. "Are the synergy of stable energy supply, robust financial service and strong economic growth achievable? Evidence from 134 countries." *Journal of Economic Studies* 52, no. 2 (2025): 342-364.
- Nguyen, Thanh, Son Nghiem, and Anh-Tuan Doan. "Energy diversification, financial development and economic development: an examination of convergence in OECD countries." *China Finance Review International* 15, no. 2 (2025): 337-362.
- Nguyen, Thanh, Amsyar Bin Minhaj, and Anh-Tuan Doan. "How do economic policy uncertainty and inflation individually and collectively influence bank loan pricing decisions in China?." *Journal of Chinese Economic and Foreign Trade Studies* 18, no. 3 (2025): 398-428.
- Nguyen, Thanh, Son Nghiem, and Abhishek Singh Bhati. "Risk-adjusted efficiency and innovation: an examination of systematic difference and convergence among BRIC banks." *Economic Systems* 48, no. 1 (2024): 101167..
- Nguyen, Thanh, Son Nghiem, and David Tripe. "Does oil price aggravate the impact of economic policy uncertainty on bank performance in India?." *Energy Economics* 104 (2021): 105529.

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Further
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JCU Research Profile





Dr Tan Sook Rei

Senior Lecturer, Business

PhD (Economics), Nanyang Technological University, Singapore
BA (Economics), Nanyang Technological University, Singapore

Background

Dr. Tan Sook Rei, FHEA, is a Senior Lecturer in Economics at James Cook University (Singapore Campus). She received her PhD in Economics from Nanyang Technological University in 2019. Her research interests lie primarily in applied economics and international finance.

Dr. Tan's research specializes in international financial integration, with a particular focus on how a country's financial openness affects its economic stability and performance. Her work has been featured in several journals, including the *International Review of Economics and Finance*, the *Journal of International Money and Finance*, and the *North American Journal of Economics and Finance*.

Dr. Tan is currently seeking expressions of interest from potential PhD candidates who have research experience and interests in international finance, development economics, and tourism economics.

Areas of expertise

- International financial integration
- Economic openness
- Financial and economic spillover
- Emerging market economies

Impact of research

- Assess primary determinants of economic and financial spillover effects across countries.
- Conduct empirical research on the relationship between economic openness and macrofinancial stability of the emerging market economies.
- Examine the role of investor's heterogeneity and sentiment on the international stock market comovement.

Top publications

- Tan, S. R., Wood, J., Yeap, X. W., Li, C., Zhang, C., Wang, Y., ... & Wu, J. (2025). Tourism and housing prices: a meta-analysis. *Journal of Sustainable Tourism*, 1-29.
- Tan, S. R., Yeap, X. W., & Li, C. (2024). International financial integration and financial stress of emerging market economies: The role of institutional quality. *Emerging Markets Review*, 63, 101214.
- Tan, S. R., Yeap, X. W., Li, C., Wang, W. S., & Chia, W. M. (2024). Determinants of international Economic Policy Uncertainty transmission: *The role of economic openness*. *International Review of Economics & Finance*, 95, 103467.
- Liu, J., Tan, S. R., & Chia, W. M. (2024). Exposure to Dollar, financial openness, and the heterogeneous impact of US monetary spillover. *Journal of International Money and Finance*, 143, 103070.
- Tan, S. R., Li, C., & Yeap, X. W. (2022). A time-varying copula approach for constructing a daily financial systemic stress index. *The North American Journal of Economics and Finance*, 63, 101821

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Further
Information

JCU Research Profile





Dr T. Y. Thong

Lecturer, Business

PhD (Finance), MBA, MSocSc (Economics), BA (Economics)

Background

Dr Thong specializes in securities valuation and trading with a focus on market microstructure and behavioral finance. He publishes in various international refereed journals, such as *Review of Quantitative Finance and Accounting*, *Asian Development Review*, etc. His research interests are Investments, Corporate Finance and FinTech.

Dr Thong also develops various investment strategies and applications based on his research and experience in the securities markets to enhance investors' returns across countries. Currently, he works on various industry projects to bring his finance knowledge and expertise to the real world by looking into the securities exchange policies and the fee-based financial planning industry. Dr Thong is working on manuscript on Corporate Finance: Theory and Application.

Areas of expertise

- Investments
- Corporate Finance
- Wealth Management
- Real Estate Investments
- Cryptocurrencies
- Financial Markets Microstructure

Impact of research

- Provided significant empirical research evidence and implication on decision making for the policy makers
- Processed information in the financial markets using theoretical financial modelling and skills
- Developed effective securities trading strategies to enhance teaching and learning experience at tertiary level
- Established strong network with both industry and academia over last 20 years

Top five publications

- Lee, K. W., & Thong, T. Y. (2026). Board gender diversity and firm performance: Role of organisational complexity, institutional investors and industry downturns. *Asian Academy of Management Journal of Accounting and Finance*, 22(1), 1–35.
- Lee, K. W., & Thong, T. Y. (2023). Board gender diversity, firm performance and corporate financial distress risk: international evidence from tourism industry, 42(4), 530-550.
- Charoenwong, C., Ding, D. K., & Thong, T. Y. (2016). Decimialization, IPO aftermath, and liquidity. *Review of Quantitative Finance and Accounting*, 47(4), 1303-1344.
- Ang, J. S., Ding, D. K., & Thong, T. Y. (2013). Political connection and firm value. *Asian Development Review*, 30(2), 131-166.
- Krishnamurti, C., & Thong, T. Y. (2008). Lockup expiration, insider selling and bid-ask spreads. *International Review of Economics & Finance*, 17(2), 230-244.
- Lim, C. Y., Thong, T. Y., & Ding, D. K. (2008). Firm diversification and earnings management: evidence from seasoned equity offerings. *Review of Quantitative Finance and Accounting*, 30(1), 69-92.

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**Further
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JCU Research Profile





Dr Huiping Zhang

Associate Professor, Business

PhD (Finance), National University of Singapore, Singapore
Master of Management, Shandong University, China
Bachelor of Law, Shandong University, China

Background

Dr Zhang received her PhD in Finance in 2011. Before she joined James Cook University in Singapore, Dr Zhang was an Associate Professor of Finance at the Shanghai University of Finance and Economics in China.

Dr Zhang's area of research focus includes empirical asset pricing, market microstructure and international stock markets. She focuses on the effects of liquidity on stock returns and the measurement of liquidity in emerging markets. She also conducts research on the impact of media coverage on stock liquidity and returns in the Chinese stock market. Her work has been published in top-tier finance journals such as the *Journal of Financial Economics*, *Journal of Banking & Finance*, *Journal of Empirical Finance*, *Financial Review*, and *International Review of Economics and Finance*.

Dr Zhang is interested in prospective PhD candidates with research interests in empirical asset pricing, behavioural finance, international financial markets or fintech.

Areas of expertise

- Market microstructure
- Asset pricing
- International financial markets
- Machine learning

Impact of research

Dr. Zhang's research findings indicate that investors demand a higher rate of return as compensation for holding illiquid stocks, which has significant implications for corporate managers and policymakers. For corporate managers, enhancing stock liquidity can lower the cost of capital, making it easier and more cost-effective to raise funds for growth and investment. For policymakers and regulators, implementing reforms to improve the liquidity of financial assets could stimulate economic growth by reducing the hurdle rate for investment projects, encouraging more businesses to invest and expand.

Top five publications

- Shen, J., Zhang, H. and Zhang, W. (2025) Credit rating and stock return comovement. *Journal of Banking & Finance* 177, Article 107474.
- Feng, F., Kang, W., and Zhang, H. (2023), Liquidity shocks and the negative premium of liquidity volatility around the world, *Journal of International Money and Finance* 139, Article 102966
- Lam, S. S., Zhang, H., & Zhang, W. (2020). Does policy instability matter for international equity markets? *International Review of Finance* 20(1), 155-196.
- Kang, W., Li, N., & Zhang, H. (2019). Information uncertainty and the pricing of liquidity. *Journal of Empirical Finance* 54, 77-96.
- Amihud, Y., Hameed, A., Kang, W., & Zhang, H. (2015). The illiquidity premium: International evidence. *Journal of Financial Economics* 117(2), 350-368.

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Further
Information

JCU Research Profile





Dr Jennifer Chong

Lecturer, Business

PhD (Business), Curtin University
Master of Philosophy (Accounting), Curtin University
Bachelor of Commerce (Accounting and Finance), Curtin University

Background

Dr Jennifer Chong holds a Ph.D. in Business from Curtin University and is a Lecturer at James Cook University (Singapore Campus), where she specialises in accounting, corporate governance, and strategic decision-making. She brings a unique blend of rigorous research expertise, professional accounting credentials, and practical engagement in higher education.

Jennifer's scholarly work centres on understanding how accounting practices, board composition, and diversity drive organisational performance. Her research explores board capital, gender diversity in leadership, big data analytics investments, and environmental reporting, grounded in the conviction that evidence-based governance and financial stewardship create measurable organisational value. Her published work appears in leading SSCI and ABDC-ranked journals including the *Journal of General Management* and *Gender in Management: An International Journal*.

Beyond research, Jennifer is deeply committed to teaching excellence. She teaches across accounting, strategic management, and quantitative methods at both postgraduate and undergraduate levels. Her expertise in R statistical software and advanced quantitative methodology enriches her teaching, equipping students with practical skills for evidence-based decision-making in financial and strategic context.

Jennifer also contributes to the broader academic community through guest lectures on research methodology, web scraping, and textual analysis in R. Her speaking engagements and conference presentations reflect her passion for translating research into actionable insights for practitioners.

Areas of expertise

- Corporate governance
- Board diversity
- Gender diversity
- Strategic decision-making
- Firm performance
- Big data analytics investments
- Environmental reporting

Top five publications

- Chong, Lai Yee Jennifer, Jong, Ling, Yap, Ching Seng, and Ho, Poh Ling. 2024. "Gender Diversity, Education Diversity, and Big Data Analytics Investments - A Test of Moderation.", *Journal of General Management*, 1-14. <https://doi.org/10.1177/03063070231218312>;
- Chong, Lai Yee Jennifer, Jong, Ling, and Yap, Ching Seng. 2023. "Board Capital and Firm Performance.", *MATEC Web of Conferences*, 377(1). <https://doi.org/10.1051/mateconf/202337702005>;
- Chong, Lai Yee Jennifer, Yap, Ching Seng, Jong, Ling, and Ho, Poh Ling. "Board Involvement in Strategic Decision-Making and Big Data Analytics Investments - The Moderating Role of Gender Diversity.", *Gender in Management: An International Journal* (forthcoming).

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**Further
Information**
JCU Research Profile





Dr Zohre Mohammadi

Senior Research Fellow, Tourism
FHEA

PhD (Tourism Management), Allameh Tabataba'i University, Iran
MA (Tourism Management-Marketing), Allameh Tabataba'i University, Iran

Background

Dr Zohre Mohammadi is a Senior Research Fellow in Tourism at James Cook University in Singapore. She holds a PhD in Tourism Management, based on qualitative research into children's travel experiences, memories and motivations.

Her research focuses on tourist behaviour and experience, tourism and destination marketing, children and families in tourism, dietary inclusivity, and cultural, heritage and event tourism. A distinctive strand of her work positions children as active participants in tourism and examines their travel motivations, well-being and engagement with tourism experiences. She has also developed a sustained programme of research on tourism dietary inclusivity, examining how destinations and tourism businesses can respond more effectively to visitors with diverse dietary requirements.

Her methodological expertise lies primarily in innovative qualitative research, with particular strengths in children's drawing analysis and thematic analysis. Her wider collaborative research addresses digital tourism marketing, post-crisis travel behaviour, heritage and cultural experiences, workplace diversity, and tourism-supported community development.

She has published in internationally recognised journals, including *Tourism Management*, *Journal of Travel Research*, *Journal of Destination Marketing & Management* and *Current Issues in Tourism*. She also has extensive experience supervising postgraduate research.

Dr Mohammadi contributes to the wider academic community as a reviewer for several international journals and through membership of conference scientific committees. She is also a guest editor of a special issue of *Event Management*. Her research is characterised by interdisciplinary collaboration, methodological innovation and a commitment to producing academically rigorous and practically relevant knowledge that supports inclusive tourism experiences, responsive destination development and sustainable communities.

Areas of expertise

- Tourist behaviour and visitor experience
- Tourism and destination marketing
- Children, families and intergenerational tourism
- Dietary inclusivity and accessible tourism experiences
- Emerging and underserved tourism markets
- Creative and qualitative research methods
- Community livelihoods and socially responsible tourism

Impact of research

- Advanced child-centred tourism research by positioning children as active participants and developing innovative methods for analysing their drawings, narratives and experiences.

- Applied thematic and visual analysis to generate deeper understanding of the cognitive, emotional and behavioural dimensions of children's tourism experiences.
- Developed a sustained programme of research on tourism dietary inclusivity, informing more responsive practices among hospitality providers, destinations and policymakers.
- Generated internationally visible research on digital tourism engagement, heritage tourism, rural livelihood change and post-crisis travel behaviour.
- Contributed to research capacity development through postgraduate supervision.
- Contributes to scholarly leadership through peer review, conference scientific committees and the development of a special issue.

Top five publications

- Mohammadi, Z., Bhati, A., & Radomskaya, V. (2026). Embracing tourism dietary inclusivity: A paradigm shift in destination policy development. *International Journal of Tourism Research*, 28(1), e70204. <https://doi.org/10.1002/jtr.70204>
- Mohammadi, Z., Bhati, A. S., Radomskaya, V., & Josiassen, A. (2023). The influence of special dietary needs on tourist satisfaction and behavioural intention: Satisfiers or dissatisfiers? *Journal of Destination Marketing & Management*, 27, 100759. <https://doi.org/10.1016/j.jdmm.2022.100759>
- Bhati, A. S., Mohammadi, Z., Agarwal, M., Kamble, Z., & Donough-Tan, G. (2021). Motivating or manipulating: The influence of health-protective behaviour and media engagement on post-COVID-19 travel. *Current Issues in Tourism*, 24(15), 2088–2092. <https://doi.org/10.1080/13683500.2020.1819970>
- Xu, D., Chen, T., Pearce, J., Mohammadi, Z., & Pearce, P. L. (2021). Reaching audiences through travel vlogs: The perspective of involvement. *Tourism Management*, 86, 104326. <https://doi.org/10.1016/j.tourman.2021.104326>
- Buckley, R., Shekari, F., Mohammadi, Z., Azizi, F., & Ziaee, M. (2020). World Heritage tourism triggers urban–rural reverse migration and social change. *Journal of Travel Research*, 59(3), 559–572. <https://doi.org/10.1177/0047287519853048>

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Further
Information

JCU Research Profile





Dr Manisha Agarwal

Senior Lecturer, Business
Head of Accreditation

PhD (Management and Commerce), James Cook University, Australia
Master of Arts (Psychology), Australia
DDU Gorakhpur University, India
Bachelor Arts, DDU Gorakhpur University, India

Background

Dr. Manisha Agarwal is working with Singapore campus of James Cook University (JCU) as a Senior Lecturer in Business and Psychology programs. She is also Head of Accreditation for Singapore Campus leading various accreditations.

Dr. Agarwal has established a strong and growing international research profile with peer-reviewed publications in leading journals such as *Current Issues in Tourism*, *Tourism Recreation Research*, and *Asia Pacific Journal of Tourism Research*.

Her research focuses on tourist behaviour, repeat tourism, digital tourism experiences, AI-enabled consumer engagement, technology-enabled tourism and influencer marketing. Her work on post-pandemic travel behaviour has attracted more than 300 citations, reflecting its growing academic influence and practical relevance within tourism and hospitality research.

In addition to her journal publications, Dr. Agarwal recently authored a research monograph published by Springer. She has also served as Guest Editor for a special issue in a Scopus Q1 and ABDC-ranked journal, demonstrating her contribution to advancing scholarly discourse in the field. Further strengthening her academic leadership profile, she currently serves as Associate Editor of *Journal of Tropical Futures* where she supports interdisciplinary research on sustainability, innovation, technology, and future-oriented global challenges.

Areas of expertise

- Tourist Behaviour
- AI-enabled consumer engagement
- Sustainable and responsible tourism
- Technology-enabled tourism and influencer marketing

Impact of research

Dr Manisha's work, focusing on tourist behaviour, tourism management and post COVID travel has garnered more than 300 citations, indicating significant impact in the field. Notably, a recent paper from her PhD thesis was one of the 5 most read papers in 2023.

Top five publications

- Agarwal, M., Pearce, P. L., Oktadiana, H., Bhati, A. S., & Josiassen, A. (2025). Does the travel career pattern model work for repeat tourists? *Tourism Recreation Research*, 1-14. DOI: 10.1080/02508281.2023.2240181
- Eijdenberg, E. L., Agarwal, M., Thirumaran, K., & Bhati, A. (2025). Inspirational Entrepreneurship and Stimulating Tourism: Lessons From the Himalayas in India. *Springer Nature*. DOI:10.1007/978-3-031-85618-1
- Bhati, A., Mohammadi, Z., Agarwal, M., Kamble, Z., & Donough-Tan, G. (2022). Post Covid-19: Cautious or Courageous Travel Behaviour? *Asia Pacific Journal of Tourism Research*, 27(6), 581-600. <https://doi.org/10.1080/10941665.2022.2091944>
- Bhati, A. S., & Agarwal, M. (2020). Vandalism control: perception of multi-stakeholder involvement in attraction management. *Current Issues in Tourism*, 1-7.
- Bhati, A. S., Mohammadi, Z., Agarwal, M., Kamble, Z., & Donough-Tan, G. (2020). Motivating or manipulating: the influence of health-protective behaviour and media engagement on post-COVID-19 travel. *Current Issues in Tourism*, 1-5.

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Further
Information

JCU Research Profile





Dr K Thirumaran

Acting Campus Dean
Associate Professor, Business

PhD, National University of Singapore, Singapore
MA, University of Wisconsin-Madison, USA
Graduate Studies, University of Iowa, USA
BSc, & MA, Indiana State University, USA
Higher Education Teaching Certification, Harvard University, USA

Background

Thiru has over 15 years of tourism related research experience. As an academic, he has combined his professional experiences to discover and expand practice-informed research. His research interests are varied with core specializations in service excellence, cultural and luxury tourism.

Thiru coined the term "affinity tourism". Affinity tourism refers to the propensity of guests to partake in "familiar" and "similar" cultural experiences to those of their hosts. He volunteers his time as an editorial board member for Asia Tourism Research Journal and is a reviewer for a number of high-quality tourism and hospitality journals. He has published over 70 academic works and welcomes collaboration with scholars and PhD students from the field of tourism and hospitality.

Areas of expertise

- Marketing cultural and heritage tourism
- Development of luxury tourism
- Enabling supply side in transformational tourism
- Professional development of industry capabilities in service excellence

Impact of research

- Identified sustainable strategies for traditional cultural performances in post-modern travel destinations
- Collated observations on various aspects of Shared Service Centers (SSC) operations and made these available to the SSC companies in Malaysia and Singapore
- Contributed to industry through consultancy work in destination policy and planning
- Enabled students' capabilities through joint research and publications

Top publications

- Goh, S., Sabharwal, J.K., and Thirumaran, K. (2025). Customizing deeper transformational tourism experiences for vulnerable tourists. *Journal of Design, Business & Society*, 10, pp. 203-222.
- Eijdenberg, E. L., Thirumaran, K., & Mohammadi, Z. (2024). Luxury hospitality revisited: A Cambodian perspective. *Journal of Hospitality and Tourism Management*, 58, 409-418.
- Thirumaran, K., Mohammadi, Z., Azzali, S., Eijdenberg, E. L., & Donough-Tan, G. (2023). Transformed landscapes, tourist sentiments: the place making narrative of a luxury heritage hotel in Singapore. *Journal of Heritage Tourism*, 18(2), 243-264.
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- Thirumaran K (2009) *Renewing bonds in an age of Asian travel: Indian tourists in Bali*. In: *Asia On Tour: Exploring the Rise of Asian Tourism*. Taylor & Francis, Abingdon, UK, pp. 127-137

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Further
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JCU Research Profile





Dr Zilmiyah Kamble

Senior Lecturer, Business

PhD (Tourism), Taylor's University, Malaysia
MSc (Hospitality Management), Leeds Beckett University, UK
BHM (Hotel Management), Bangalore University, India

Background

Dr Zilmiyah Kamble is a Senior Lecturer in Tourism and Hospitality Management at James Cook University Singapore. Her research examines the social and cultural dimensions of tourism, with expertise in social and cultural sustainability, community-based tourism, tourism planning, destination governance, and tourism resilience. Her work explores how tourism can foster inclusive, equitable, and resilient destinations through community participation, social equity, cultural preservation, and collaborative governance. Dr Kamble completed her PhD in Tourism, undertaking an ethnographic study that examined tourism as a catalyst for fostering social cohesion in post-war Sri Lanka. Grounded in critical realism and interpretivism, her research primarily adopts qualitative methodologies to investigate the complex relationships between tourism, communities, governance, and destination development. She has published extensively on the social and cultural impacts of tourism, tourism policy, governance, resilience, and sustainable destination development. Her research contributes to several United Nations Sustainable Development Goals, particularly SDG 10 (Reduced Inequalities), SDG 11 (Sustainable Cities and Communities), SDG 12 (Responsible Consumption and Production), and SDG 16 (Peace, Justice and Strong Institutions). Dr Kamble has extensive experience supervising postgraduate research in tourism and hospitality and has served as a reviewer for leading international journals and conferences. She has also consulted for the Seychelles Ministry of Tourism and brings over two decades of combined international industry and academic experience across five countries. This breadth of experience enables her to bridge theory and practice, producing research that is both academically rigorous and relevant to policy and industry. Dr Kamble welcomes enquiries from prospective PhD candidates interested in social and cultural sustainability, community-based tourism, tourism planning and governance, destination resilience, the sociology of tourism, and hospitality management.

Areas of expertise

- Tourism planning and development
- Cultural sustainability in tourism
- Social sustainability in tourism
- Community Based Tourism (CBT)
- Qualitative research methodology
- Hospitality management

Impact of research

- Developed a framework for assessing the potential of tourism to act as a catalyst for social cohesion in divided contexts
- Demonstrated how Community-Based Tourism (CBT) can contribute to socially sustainable tourism by advancing social inclusion, empowerment, and equitable livelihood opportunities, supporting progress towards SDGs 10 (Reduced Inequalities), and 16 (Peace, Justice and Strong Institutions).

- Generated new insights into the role of cultural heritage in tourism by demonstrating how Intangible Cultural heritage (folk dance, festivals) and museums function as vehicles for cultural sustainability, memory-making, and community engagement.
- Advanced scholarship on community-based tourism by integrating fragmented evidence on planning approaches that support social sustainability, equitable participation, and community empowerment. Increased understanding of the complexities and challenges in planning and developing tourism in a post-war context in multicultural, divided societies
- Advanced understanding of travel intentions, destination governance, and tourism resilience following crises. This research informed international policy discussions and was cited in a World Health Organization (WHO) policy report on the health-tourism nexus.

Top five publications

- Kamble, Z., Welters, R., Mustika, P. L., & Prinanda, O. (2025). Dolphin-watching tourism as an instrument for delivering justice and social empowerment of marginalized artisanal fishers in Kiluan, Lampung, Indonesia. *Tourism in Marine Environments*, 20(2), 137–148. <https://doi.org/10.3727/216901925X17463433088828>
- Yap, J. Q. H., Kamble, Z., Kuah, A. T. H., & Tolkach, D. (2024). The impact of digitalisation and digitisation in museums on memory-making. *Current Issues in Tourism*, 27(16), 2538–2560. <https://doi.org/10.1080/13683500.2024.2317912>
- Kamble, Z. (2022). Reflections of a Qualitative Researcher: Structuring a Qualitative Research Methodology—An Illustration from a PhD Thesis, In Okumus, F., Rasoolimanesh, S.M. and Jahani, S. (Ed.) *Contemporary Research Methods in Hospitality and Tourism*, Emerald Publishing Limited, Bingley, pp. 157-173. <https://doi.org/10.1108/978-1-80117-546-320221011>
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- Bhati, A. S., Mohammadi, Z., Agarwal, M., Kamble, Z., & Donough-Tan, G. (2020). Motivating or manipulating: The influence of health-protective behaviour and media engagement on post-COVID-19 travel. *Current Issues in Tourism*, Early Cite: 10.1080/13683500.2020.1819970.

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JCU Research Profile





Dr Nurhafihz Noor

Senior Lecturer, Business

PhD (Marketing), University of Adelaide, Australia
Master of Science (Marketing), University College Dublin, Singapore
Bachelor of Business Administration (Marketing), National University of Singapore, Singapore

Background

Dr Hafihz is a Senior Lecturer in Marketing at James Cook University in Singapore with a decade of industry experience. His research focuses on the intersection of services marketing and the ABCs: AI-driven service technologies, behavioural responses of consumers and organisations, and cultural contexts including halal markets. He has published over 50 academic articles, books, book chapters, industry reports, and newspaper contributions. He serves as an advisor for various organizations and an editorial board member of several journals.

His research publications include the European Journal of Marketing, Australasian Marketing Journal, Journal of Global Fashion Marketing, Journal of Islamic Marketing, Journal of Computer Information Systems, and Current Issues in Tourism.

He is familiar with both qualitative and quantitative research methods including systematic reviews, content analysis, conceptual frameworks, autoethnography, interviews, surveys, structural equation modeling, and scale development.

Areas of expertise

- AI-driven service technologies
- Behavioural responses of consumers and organizations
- Cultural contexts including halal markets

Impact of research

- Advance the transformative service research agenda on well-being.
- Develop new conceptual frameworks and empirical scales to guide and measure the effective use of emerging technologies.
- Provide a state-of-the-art understanding of consumer behaviour, technology adoption, and the halal ecosystem.

Top five publications

- Noor, N., Tong, A., & Zainol, Z. (2026). ChatGPT and higher education student well-being: role of subjective norm and anthropomorphism with TAM. *Journal of Information, Communication & Ethics in Society (Online)*, 24(2), 177–196. <https://doi.org/10.1108/JICES-03-2025-0071>
- Noor, N., Tong, A., & Zainol, Z. (2025). Unlocking LinkedIn adoption for higher education students: findings from PLS-SEM and NCA. *Young Consumers*, 26(7), 172–187. <https://doi.org/10.1108/YC-01-2025-2411>
- Noor, N. (2024). Technology acceptance model in halal industries: a systematic literature review and research agenda. *Journal of Islamic Marketing*. <https://doi.org/10.1108/JIMA-02-2024-0077>
- Noor, N., Rao Hill, S., & Troshani, I. (2022). Artificial Intelligence Service Agents: Role of Parasocial Relationship. *The Journal of Computer Information Systems*, 62(5), 1009–1023. <https://doi.org/10.1080/08874417.2021.1962213>
- Noor, N., Rao Hill, S., & Troshani, I. (2022). Developing a service quality scale for artificial intelligence service agents. *European Journal of Marketing*, 56(5), 1301–1336. <https://doi.org/10.1108/EJM-09-2020-0672>

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Information

JCU Research Profile





Dr Pengji Wang

Acting Academic Head, JCU Singapore Business School
Associate Professor, Business

PhD (Strategy and Policy), National University of Singapore, Singapore
MA (Industrial Economics), Nankai University, China
BA (Marketing), Nankai University, China

Background

Dr Wang Pengji is an Associate Professor in Business at James Cook University Singapore Campus. She obtained her PhD in Strategy and Policy at National University of Singapore. She has been teaching and doing research on digital marketing, sustainable marketing, strategy, and leadership of firms. She has published her research work in academic journals and books and served as the Associate Editor for Journal of Tropical Futures. She is also leading or involved in projects with various industry stakeholders, such as World Wildlife Fund, AustCham, Mandai group and Singapore Institute of Directors.

Being an active researcher, Dr Wang has a strong methodological focus – she is well versed at employing different research methods (e.g., archival data, field survey and interview) and analytical approaches (e.g., Panel data regression, HLM, SEM, factor analysis, clustering analysis, and other quantitative approaches.) to address such issues. Her works have been published in Global Environmental Change, Journal of Business Research, International Business Review, Journal of Business Ethics, International Journal of Retail and Distribution Management, Journal of Cleaner Production, Corporate Governance: An International Review, etc

Dr Wang has supervised or is supervising several Higher Research Degree students on their projects on corporate social responsibility, digital marketing, branding, technology and human resource management, and circular economy.

Areas of expertise

- Corporate Governance and Corporate Social Responsibility
- Sustainable Marketing
- Digital Marketing
- Branding strategy of online shops
- International Business
- Technology and Human Resource Management

Impact on research section

- Dr Wang has had research cited in internationally recognized publication outlets. Her work on food waste has attracted media attention and she was interviewed and aired Seven News Townsville on the 15th June, 2021.
- Her book chapter on foreign direct investment and natural disaster was featured in an article "Natural disasters and FDI: Why preventive measures are crucial" by the Investment Monitor on 24 January, 2022.

Top five publications

- Sun R, Wang P, Tan K. (2026). Technology Implementation and Job Crafting: A Process Model Built from a Systematic Literature Review. Group & Organization Management
- Wang, P. & McCarthy, B. (2026). Are Senders of eWOM Biased? The Role of Personality and Collectivism, International Journal of Tourism Research.
- McCarthy, B., Kapetanaki, A. B., & Wang, P. (2025). Don't Blame Me! Using Neutralisation Theory to Understand Household Food Waste. International Journal of Consumer Studies, 49(3).
- Chen, S., Wang, P., & Wood, J. (2024). Economy or premium? A systematic review of factors influencing retailers' own product brand strategies. International Journal of Retail & Distribution Management, 52(4), 477-492.
- Wang, P., & McCarthy, B. (2020). What do people "like" on Facebook? Content marketing strategies used by retail bank brands in Australia and Singapore. Australasian Marketing Journal

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JCU Research Profile





Dr Alexander Josiassen

Professor, Business

PhD (Marketing), University of Melbourne, Australia
Master of Business Administration, Aarhus Business School, Denmark
Bachelor of Business Science, University of Southern Denmark

Background

Professor Josiassen is a leading international scholar of marketing and tourism management. He has won several international awards for his research. Professor Josiassen publishes at the highest level in marketing and tourism with publications in the premier *Journal in Marketing*, and in tourism *Annals of Tourism Research* and *Journal of Travel Research*. His research focuses on consumer/tourist behavior, and on creation of competitive advantages via firm strategy, and he is the author of a leading textbook on international marketing management. He is an excellent educator with teaching awards for both class teaching and supervision at several universities. Professor Josiassen regularly consults national and international organizations on the topics of tourist/consumer behavior and management strategy.

Areas of expertise

- Hospitality marketing
- Consumer psychology and behaviour
- Place solidarity and destination resilience
- Sustainable tourism
- International marketing
- Quantitative modelling

Impact of research

- Professor Josiassen has received several major international research distinctions. He is the only Scandinavian scholar to have received the Charles R. Goeldner Article of Excellence Award, the most prestigious international article award in tourism research. He is also the recipient of Tietgen's Gold Medal, Denmark's oldest and most prestigious early-career research distinction in the humanities and social sciences, and the Danish Marketing Research Prize, Denmark's leading research award in marketing.
- He has also received the Yoshida Hideo Memorial Foundation Research Award, the J. Desmond Slattery Award for the best paper published in a tourism journal, and the ASEDAS/AEMARK Award for the world's best retailing paper. His research has been cited in policy and applied reports by organisations including the World Bank, the Inter-American Development Bank, the European Investment Bank, UN/UNU-WIDER, and the Swedish Agency for Economic and Regional Growth.

Top five publications

- Josiassen, A., Kock, F., Assaf, A. G., & Berbekova, A. (2023). The role of affinity and animosity on solidarity with Ukraine and hospitality outcomes. *Tourism Management*, 96, 104712.
- Josiassen, A., Kock, F., & Assaf, A. (2022). In times of war: Place solidarity. *Annals of Tourism Research*, 96, 103456.
- Josiassen, A., Kock, F., & Nørfelt, A. (2022). Tourism affinity and its effects on tourist and resident behavior. *Journal of Travel Research*, 61(2), 299–313.
- Assaf, A. G., Josiassen, A., Ratchford, B. T., & Barros, C. P. (2012). Internationalization and performance of retail firms: A Bayesian dynamic model. *Journal of Retailing*, 88(2), 191–205.
- Josiassen, A. (2011). Consumer disidentification and its effects on domestic product purchases: An empirical investigation in the Netherlands. *Journal of Marketing*, 75(2), 124–140.

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JCU Research Profile





Dr Adrian Kuah, FRSA

Professor of Strategy and Sustainability

PhD (Business Administration), University of Manchester, UK
MBA (Strategic Management), University of Strathclyde, UK
BEng (Mechanical Engineering), Nanyang Technological University, SG
FRSA Fellowship of Royal Society of Arts, UK

Background

Professor Adrian Kuah FRSA is a distinguished leader in strategy, sustainability and circular economy implementation. He founded the Circular Economy and Sustainability programme at JCU's Cairns Institute and leads Sustainability @JCU at the Singapore campus, advancing initiatives that connect research, standards, policy and industry practice.

He serves on the Editorial Review Board of Thunderbird International Business Review and has held faculty positions at the universities of Manchester, Bradford, Huddersfield and Nottingham Trent in the UK. At James Cook University, Prof. Kuah is also an HDR Advisor Mentor, supporting a cohort of doctoral researchers and contributing to research capacity building, with four doctoral completions in recent years

His work focuses on a defining challenge in sustainability: translating circular economy and the SDGs from policy ambition into measurable, comparable and investable outcomes across industries, value chains and ecosystems. Through more than seven years of contribution to ISO Technical Committee on Circular Economy, including three years as Singapore's Head of Delegation, he has helped shape the global standards architecture underpinning the ISO 59000 framework.

Through the ISO and engagements with the UNEP and ASEAN Secretariat, he has supported cross-jurisdictional alignment and advised 13 Asian economies on national circular economy roadmaps. Most recently, he has worked with more than 140 experts across national standards bodies, ministries and industry ecosystems to reduce execution risk and enable coordinated transformation at scale. His policy impact is matched by significant scholarly contribution. He has authored nearly 100 publications and secured more than AUD 1 million in research grants from institutions including EPSRC, ESRC, Fonds Pacifique, Enterprise Singapore, DFAT and DETINI.

Areas of expertise

- Sustainability Strategy and Sustainable Development Goals

Impact of research

- Professor Kuah has been appointed to the National Mirror Committee on ISO/TC 323 Circular Economy and ISO/PC 343 UN SDG Management, where he has represented Singapore's interest at the ISO Meetings in Brazil, Jamaica, Senegal, and Rwanda over the last 7 years. In 2025, he was recognised with a Commendation Award to his contributions to Singapore's standardisation journey by Enterprise Singapore.

- Professor Kuah was invited by the President of the Republic of Indonesia to discuss with 26 Heads of State and 1000 participants at the High-Level Forum on Multi-Stakeholders Partnerships (HLF MSP 2024) held in Bali Indonesia in Sep 2024 on developing pathway and policies for circular economy through standardization.
- Professor Kuah is leading JCU's contribution to the UNEP InTEX programme over the next two years, supporting the development of circular textile value chains in collaboration with Indonesian government and industry stakeholders. The programme is expected to build technical capability, inform national policy development and support practical implementation for Indonesia's textile sector transition towards circularity

Top five publications

- Kim, C.H., Kuah, A.T.H. and Thirumaran, K. (2022) Morphology for circular economy business models in the electrical and electronic equipment sector of Singapore and South Korea: findings, implications, and future agenda. *Sustainable Production and Consumption*, 30, 829-850.
- Lai, N., Kuah, A.T.H., Kim, C.H. and Wong, K. (2022) Toward sustainable express deliveries for online shopping: reusing packaging materials through reverse logistics. *Thunderbird International Business Review*, 64, 351-362.
- De Silva, M., Wang, P., & Kuah, A. T. H. (2021). Why wouldn't green appeal drive purchase intention? Moderation effects of consumption values in the UK and China. *Journal of Business Research*, 122, 713-724.
- Kuah, A., & Wang, P. (2020). Circular economy and consumer acceptance: An exploratory study in East and Southeast Asia. *Journal of Cleaner Production*, 247, 119097.
- Hao, S., Kuah, A. T. H., Rudd, C. D., Wong, K. H., Lai, N. Y. G., Mao, J., & Liu, X. (2020). A circular economy approach to green energy: Wind turbine, waste, and material recovery. *Science of The Total Environment*, 702, 135054.

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**Further
Information**

JCU Research Profile





Dr Cindy Liu (Jingting Liu)

Senior Lecturer, Business

PhD (Economics), Nanyang Technological University
Bsc Mathematics, Nanyang Technological University

Background

Dr Liu Jingting (Cindy) holds a PhD in Economics from Nanyang Technological University and is currently a Senior Lecturer with James Cook University (Singapore Campus)

Her research spans international macroeconomics and international trade. Her recent work examines the intersection of international economics and emerging issues, including digital trade policy and investment, climate policy and firm dynamics, and foreign direct investment reconfiguration amid rising geopolitical tensions.

She co-edited *Data Governance and the Digital Economy in Asia* (Routledge) and has published in reputable international journals, including *Economic Modelling* and the *Journal of International Money and Finance*. She also serves as a reviewer for academic journals such as the *Journal of International Financial Markets, Institutions and Money*, *The World Economy*, and *Emerging Markets Finance and Trade*.

Prior to joining JCU, she was a Research Fellow at the Lee Kuan Yew School of Public Policy and a lecturer in the MSc in Applied Economics programme at Nanyang Technological University.

Areas of expertise

- International finance/macroeconomics
- Trade and FDI
- Applied econometrics
- Digital Economy
- Sustainability

Impact of research

- Research paper on China's Hainan Free Trade Port was cited by leading international media, including Nikkei Asia, New York Times, and South China Morning Post.
- She has been invited to present her research on foreign direct investment and ASEAN's supply chains at reputable international and local platforms, including Fiduciary Investor Symposium Singapore session, webinar hosted by Lee Kuan Yew School of Public Policy, and webinar held by British High Commission Singapore to its staff at Foreign, Commonwealth and Development Office (FCDO).

Top five publications

- Luo, J., Liu, J., Alba, J. D., & Wang, P. (2025). The international spillovers of US monetary policy uncertainty: Is it a dilemma or trilemma for monetary policy?. *Economic Modelling*, 150, 107122.
- Liu, J., Sengtschmid, U., & Yixuan, G. (2024). Facilitating Data Flows Across ASEAN: Challenges and Policy Directions. In *Data Governance and the Digital Economy in Asia* (pp. 129-158). Routledge.
- Jingting, L. I. U., Tan, S. R., & Chia, W. M. (2024). Exposure to Dollar, financial Openness, and the heterogeneous impact of US monetary spillover. *Journal of International Money and Finance*, 143, 103070.
- Alba, J. D., Liu, J., Chia, W. M., & Park, D. (2020). Foreign output shock in small open economies: A welfare evaluation of monetary policy regimes. *Economic Modelling*, 86, 101-116.
- Xie, T., Liu, J., Alba, J. D., & Chia, W. M. (2017). Does wage-inflation targeting complement foreign exchange intervention? An evaluation of a multi-target, two-instrument monetary policy framework. *Economic Modelling*, 62, 68-81.

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**Further
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JCU Research Profile





Dr Yee Heng Tan

Senior Lecturer, Business

PhD (Marketing), Singapore Management University, Singapore
Bachelor of Business Management (Marketing/Psychology),
Singapore Management University, Singapore

Background

Dr Tan is a Senior Lecturer in Marketing at James Cook University Singapore since 2024. His research interests include Digital Innovation, Virtual Influencers, New Media, Online Reputation, Social Networks, and Platform Development. He has published several articles, books and book chapters in various outlets including the Journal of Business Research, International Small Business Journal and Social Networks. Dr. Tan is an active member of the American Marketing Association and have worked with industry stakeholders through mentoring student-led clubs on consulting work within the Japanese industry.

Dr Tan is trained in quantitative and qualitative research with a focus on marketing strategy. His background in both marketing and psychology has allowed him to tackle research questions using a variety of methodological approaches.

Prior to joining James Cook University in Singapore, Dr Tan worked in Japan for 8 years, where he held the position of Associate Professor of Marketing at Tokyo International University.

Areas of expertise

- Digital Innovation
- New Media
- User-generated Content
- Crowdfunding
- Reputation Spillovers and Virtual Influencers

Impact of research

- Dr Tan's research focuses on understanding phenomena that has a transformative potential in the field and has research published with reputable Scopus Q1 Journals.
- Invited to dialogues and discussions with multiple delegates from CUHK Lee Woo Sing College, delegates from the Vietnam Embassy in Japan and delegates from Indonesia on topics such as Virtual YouTubers & Digital Marketing.
- Presented work in major conferences such as ISMS Marketing Science Conference.

Top five publications

- Tan Y.H. & Greene, B.R. (2025). Can a 2D shark girl be an influencer? Uncovering Prevailing archetypes in the Virtual Entertainer Industry. *Journal of Business Research*. 186, 114951.
- Tan Y.H. & Reddy, S.K. (2024). Sustainable funding for small businesses: An investigation into the dynamics of the recurring crowdfunding model. *International Small Business Journal*. 42(5), 641-669.
- Tan Y.H. & Reddy S.K. (2021). Crowdfunding digital platforms: Backer networks and their impact on project outcomes, *Social Networks*. 64, 158-172.
- Tan Y.H. & Reddy, S.K. (2020). Crowdfunding Platforms: Ecosystem and Evolution. *Foundations & Trends in Marketing*, ISBN: 978-1-68083-698-1.
- Tan Y.H. & Reddy S.K. (2019). Funding by the Masses: Crowdfunding Platforms and Their Disruption of Traditional Marketing Functions. In Parvatiyar, A. & Rajendra, S. (Eds) *Handbook of Advances in Marketing in an Era of Disruptions*, <https://doi.org/10.4135/9789353287733>.

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**Further
Information**

JCU Research Profile





Dr Jacob Wood, GAICD

Associate Professor, International Trade
Managing Editor: Journal of Tropical Futures

Graduate of the Australian Institute of Company Directors (GAICD)
PhD (International Trade), Sogang University, South Korea
Master of Management (Banking), Massey University, New Zealand
Bachelor of Commerce (Management), Bachelor Tourism, Otago University, New Zealand

Background

Dr Wood's primary research interests are in the areas of transportation and logistics and as well as several areas within the field of international trade, including works in nontariff barriers, intra-industry trade, and the WTO Dispute Settlement Mechanism and environmental economics. From these studies, he has been published in various outlets including the Science of the Total Environment, Journal of Transportation Research Part D: Transport and the Environment, Journal of Cleaner Production, International Journal of Disaster Risk Reduction, Journal of World Trade, Scientometrics, and Journal of Asia-Pacific Economic Literature among others. Dr Wood is also co-Editor of an ongoing book series that is published by Routledge titled "Advances in Research on the Tropics".

With respect to higher degrees by research, Dr Wood can supervise multidisciplinary projects in the fields of international trade and international business; in particular, Free Trade Agreement negotiations, trade barriers, the WTO dispute settlement process, and issues in sustainable economic development. With strong collaborative networks throughout Asia and Australasia, the opportunities for significant research are great.

Prior to joining James Cook University in Singapore, Dr Wood worked in South Korea for more than 10 years, where he held positions as an Assistant Professor of Industrial Management at the Korean University of Technology and Education and more recently as an Assistant Professor of Asia Business and International Trade at Chungnam National University.

Areas of expertise

- Non-tariff barriers in international trade
- Free Trade Agreement (FTA) trade negotiations
- Transportation and logistics
- Economic development

Impact of research

Dr Wood has had research cited in internationally recognized publication outlets, including the Science of the Total Environment (H Index 244), Journal of Cleaner Production (H Index 173), Transportation Research Part D: Transport and the Environment (H Index 89), and Scientometrics (H Index = 106). His research efforts have also allowed him to receive two significant Korea National Research Foundation Grants since 2017.

These achievements have allowed Dr Wood to network extensively with scholars throughout China, South Korea, and more recently Singapore and Australia. His research has helped to identify relevant economic policy provisions that governments can adopt in order to tackle important changes in international trade and marketplace dynamics

Top five publications

- Ma, Z., Wang, C., Qi, H., & Wood, J. (2025). A carbon price prediction model based on decomposition and dual-channel attention network. *Environment, Development, and Sustainability*. <https://doi.org/10.1007/s10668-025-06361-7>
- Wu, J., Wang, X., Wood, J. (2025). Can digital transformation enhance total factor productivity? Evidence from Chinese listed manufacturing firms. *Journal of Productivity Analysis*. <https://doi.org/10.1007/s11123-025-00759-1>
- Sikder, M Sikder, M., Wang, C., Rahman, M. M., Yeboah, F. K., Alola, A. A., & Wood, J. (2024). Green logistics and circular economy in alleviating CO2 emissions: Does waste generation and GDP growth matter in EU countries? *Journal of Cleaner Production*. 449, 141708
- Wang, C. Feng, X., Woo, S., Wood, J., & Yu, S. (2023). The Optimization of an EV Decommissioned Battery Recycling Network: A Third-Party Approach. *Journal of Environmental Management*. 348, 119299
- Sikder, M., Wang, C., Yao, X., Xu, H., Wu, L., KwameYeboah, F., Wood, J., Zhao, Y. & Dou, X. (2022). The integrated impact of GDP growth, industrialization, energy use, and urbanization on CO2 emissions in developing countries: Evidence from the panel ARDL approach, *Science of the Total Environment*. 837, 155795

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JCU Research Profile



Centre for International Trade and Business in Asia (CITBA)

In today's increasingly integrated global economy, businesses have sought to develop and nurture new commercial opportunities. At the heart of this change has been Asia, a vibrant, fast-paced region abundant in natural and human resources. With significant trade and investment opportunities, Asia has been a key driver within the wider global economy. Given such a premise, it is imperative that more is done to better understand the underlying mechanisms that drive trade and business in Asia.

In order to facilitate this knowledge accumulation process, the Centre for International Trade and Business in Asia (CITBA) brings together scholars and practitioners in the areas of international trade, economic policy and business in Asia. CITBA aims to develop high impact academic research that is internationally recognized, provides meaningful advancements of knowledge, and has strong practical and policy implications for James Cook University, the region, and beyond. Furthermore, CITBA also provides guidance for early career researchers and doctoral students.

CITBA Team

Led by Dr Tan Kim Lim, CITBA has firmly established itself as a means of fostering international recognized research and industry and academic collaborations across Singapore, Australia, and the wider ASEAN region. With more than 40 researchers from across JCU, as well as fellows from other international institutions, CITBA has established an active research network that is built around four research flagships.

Research Flagships

Community and business empowerment, and building a circular and climate-resilient economy

Orthodox methods of addressing climate change adaptation plans and sustainable economic growth in cities are no longer adequate. These methods, so far, have not only ignored the ongoing structural changes associated with economic development but also failed to account for evolving industries' composition and the emergence of new comparative advantages and skills. In an attempt to address these issues, researchers at CITBA are looking to work with businesses, communities and public sectors to unlock inclusive and sustainable growth capacities. Furthermore, the centre seeks to provide empowered solutions to facilitate climate-change actions, embed circularity into real world business models, and achieve our vision for the development of sustainable and transformative cities and businesses.

Resilient and responsible businesses

In today's dynamic business landscape, organizations must navigate a multitude of challenges and opportunities, from shifting economic conditions to evolving societal expectations. The CITBA JCU Singapore's research flagship aims to empower businesses with the knowledge and tools necessary to thrive in this environment while embracing responsible practices. Currently, CITBA is collaborating with Australian Chamber of Commerce and Singapore Institute of Directors to work on two critical studies: the Annual Business Sentiment report in Singapore and the Board Diversity Index of Singapore-listed Companies. Together, these projects provide valuable insights into the current business climate and underscore the importance of corporate responsibility and diversity.

Asian trade in an era of neo-protectionism

This international trade focused flagship has a research focus in two key areas. The first of which, examines non-protectionist trade policy and the implementation of non-tariff measures, in particular, the use of technical barriers to trade (TBT) and sanitary and phytosanitary (SPS) measures. Our research team examines the impact they have had on trade flows, and more recently their impact on global value chains. The second, explores the WTO's Dispute Settlement Mechanism (DSU). Introduced as a means of overcoming a major problem of its predecessor, the General Agreement on Tariffs and Trade (GATT), the DSU is a more rule-oriented system, applying public international law. Given the complicated nature of the dispute settlement system, our flagship examines the factors that influence developing countries' participation in the dispute settlement mechanism.

Asian Tourism: Market Trends and Intelligent Futures

In the twenty-first century, Asia has emerged both as a prominent source market for international tourists and a compelling destination for inbound travellers. The markets are, however, dynamic and evolving as the demographics of the key source countries shift, technology alters the experiential landscape, and sustainability and health issues demand ever-increasing attention. CITBA researchers in this flagship program bring international acumen from across the Asian region - Singapore, Indonesia, India, Iran, China, Vietnam, Bangladesh, Russia and the Philippines - to assess and interpret the trends and issues confronting tourism interests.

This image shows a single sheet of white paper with horizontal ruling lines. The lines are evenly spaced and run across the width of the page. There are no margins, text, or other markings on the paper.

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