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Prof. Wee Chow Hou

Ph.D., M.B.A., B.B.A. (Hons), P.P.A., P.B.M.

Dr. Wee is currently a Professor of Strategy, Management & Organisation and Chairman of the Nanyang Executive Programmes at the Nanyang Business School, Nanyang Technological University (NTU), and an Honorary Professor of the Faculty of Management at Xiamen University (China). Prior to joining NTU, he was Professor of Business Policy at the National University of Singapore (NUS), and was the Dean of the Faculty of Business Administration and Director of the Graduate School of Business at NUS from February 1990 to January 1999.

He was a former Merit, Colombo Plan and Commonwealth scholar. He was the winner of the Academy of Marketing Science (USA) 1984 PhD Paper Award and the 1985 Doctoral Dissertation Award. In addition, one of his co-authored cases won the 1999 Best Case Award in the Administrative Sciences Association of Canada Case Competition. He was awarded the Public Administration Medal (Silver) in 1995 and the Public Service Medal in 1999 by the President of Singapore. In 2000, he also received the Champion Blood Donor Award from the Ministry of Health.

Currently, he has over 220 publications in various international, regional and local journals and proceedings. He was the editor of the Singapore Marketing Review from 1985 to 1990, the Chief Editor of the Asian Case Research Journal and the Singapore Management Review from 1995 to 1999. In addition, he was on the editorial boards of various international journals, including the Advances in International Marketing (USA), the Asia Pacific Journal of Management (Singapore), and the Journal of Strategic Marketing (UK) from 1990 to 2000. Currently, he is a member of the editorial board of the Thunderbird International Business Review (USA), and the Sun Yat-Sen Management Review (Taiwan).

Professor Wee is a much sought after speaker on topics relating to marketing, strategic management, leadership and managing businesses in Asia. In particular, his lectures of applying Sun Tzu's Art of War to strategic management and business practices have received strong recognition from many organizations around the world.

TOPICS:

- ◆ Marketing
- ◆ Strategic Management
- ◆ Leadership and Managing businesses in Asia
- ◆ Sun Tzu's Art of War and strategic management and business practices.

He had been an external examiner to the business schools of Universiti Sains Malaysia, the Chinese University of Hong Kong (CUHK) and the Hong Kong University (HKU), and has acted as an external reviewer/evaluator for various tenure and full professorial promotions for numerous overseas universities.

He has consulted/conducted executive training for over 150 major organizations in 28 countries/economies (including Australia, Belgium, Britain, Brunei, Canada, China, Finland, France, Germany, Hong Kong, Holland, India, Indonesia, Ireland, Macau, Malaysia, Mauritius, New Zealand, Scotland, Singapore, South Africa, South Korea, Spain, Taiwan, Thailand, Trinidad & Tobago, Turkey,

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and the United States), as well as Fortune 500 companies.

Some of his major clients include: Lend Lease Asia and MGSM (Australia); Institute of Personnel Development (UK); Inchcape Berhad (Brunei); London (Ontario) Downtown Business Improvement Area (Canada); the United Nations Development Program, Xian-Janssen, China Hotel and Shanghai Givaudan Ltd (China); Hewlett Packard, McCrator Corporation, Nokia Corporation (Finland); Doris Bigio Management Development (France), Deutsche Post, Mannesman Aktiengesellschaft and Siemens Corporation (Germany); Mees Pierson N.V., Royal Dutch Telecom (Holland); Jardine Fleming, Shangri-la, Pacific Rim Consulting Group, Sino Group and Northern Telecom (Hong Kong); PGR (India); P.T. Salim Corpora, Kalbe Group and Lippo Group (Indonesia); Kikkoman Corporation (Japan), Renong Group, KPMG Peat Marwick, Yeo Hiap Seng, NEC, and INTAN (Malaysia); Sun International (Mauritius); Singapore Airlines, IBM, Keppel Corporation, Bon Food Pte Ltd (franchise holder of Burger King for Singapore), Singapore Telecoms, and Neptune Orient Lines (Singapore); Taiwan Semiconductor Manufacturing Company (Taiwan); National Training Agency (Trinidad & Tobago); Executive Excellence/Rota Yayinlari (Turkey); ITT Sheraton, the United States International Trade Centre, Motorola Corporation, Dell Computers, Nypro Inc., Hamilton-Sundstrand Corporation, and Lucent Technologies (United States), etc. His list of participants include well-known founding chairmen of companies, board directors, CEOs, and senior executives as well as top civil servants, politicians and cabinet ministers.

Some of the recent prestigious conferences in which he has been invited as a keynote/featured speaker include the Hong Kong Business Awards in 1994; the Hong Kong Management Association Award in 1997; the Institute of Personnel and Development (U.K.) 50th Annual Conference in 1997, the 25th Global Top Management Forum of the Management Centre Europe in 1997; the Inaugural Conference of the Asia Academy of Management in 1998; the Young Presidents Organization 1999 Hong Kong University Conference, the 31st Global Human Resource Management Conference in London in 1999; the 1999 American Compensation Association Conference in Boston, USA; and the 1999 Executive Excellence Conference in Istanbul, Turkey; the 2000 Hessischer Kreiss Roundtable in Frankfurt, Germany; the Futuract World Business Forum 2000 in Paris, France; and the 7th Asia Pacific Management Conference 2001 in Kuala Lumpur, Malaysia.

On the corporate front, he is currently a Board Director and Chairman of the Audit Committee of Neptune Orient Lines (one of the largest shipping lines in the world with over US\$4.5 billion annual turnover) and Apollo Enterprises Ltd. (a hotel-related company with properties in Singapore and overseas); a Board Director and member of the Audit Committee of SembCorp Logistics (a multi-national logistics company); and a Board Director (designate) of Likom Electronics (an electronics company with manufacturing facilities in several countries).

He has been appointed (since 1996) by the Government of Hong Kong to be a Member of the University Grants Committee (the first Singaporean to be on such a gazetted committee). He is currently a member of the Advisory Committee of the School of Business Administration of Jimei University (China), the Chairman of the Promote Mandarin Council (since 1997) in Singapore, the Advisory Committee on Chinese Programs (ACCESS) in Singapore (since 2000), and the Advisory Committee of the Singapore Institute of Labour Studies (since 1990). He is also a member of the Board of Governors of the East Asian Institute, a member of the Advisory Committee of the Lee Kuan Yew's Distinguished Visitor Program, a member of the Panel of Advisors for the National Reference Library's Chinese Collection, and a town councillor of the North West Community Development Council.

He has served as a member of the Panel of Judges for the annual Business Times-DHL Singapore Business Awards since 1991, and chaired the Panel of Judges for the Inaugural Golden Eagle Awards (sponsored by Singapore-China Business Association and Lianhe Zaobao) in 2000.

He was chairman of the International Business Institute (1996-1999) and the Singapore National Committee for Pacific Cooperation (1992-1993). He had also been a Board member and Chairman of the Finance Committee of the Telecommunication Authority of Singapore (1992-1999), Board member of the former National Productivity Board (1991-1994), the National Wages Council (1994-1996), the Institute of Southeast Asia Studies (1990-2000), and the Civil Service College (1994-1996), a member of the Marketing Advisory Panel of the National Arts Council (1997-2000), and a Resource Panelist of the Singapore Press Holdings Chinese Newspapers (1997-2000).

He has written numerous articles on the subject and is the senior author of Sun Tzu: War & Management, published by Addison-Wesley in July 1991. The book, a best seller, has since been translated into Bahasa Indonesia, Brazilian, Chinese and Korean. In 1996, he published Practical Marketing: An Asian Perspective, also by Addison-Wesley. This book has also been translated into Chinese and Bahasa Indonesia. His third book (published by Addison-Wesley Longman in December 1998 and also made it to the best seller list) is entitled, The 36 Strategies of the Chinese: Adapting Ancient Chinese Wisdom to the Business World. His fourth book, entitled, The Inspirations of Tao Zhu-gong: Modern Business Lessons from an Ancient Past, published by Prentice-Hall was released in May 2001 and made it to the Straits Times bestseller list for 2001.

