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Lee Kong Chian School of Business, Singapore Management University
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EDUCATION

Ph.D., Business (Marketing), 2023 (Expected)

Lee Kong Chian School of Business, Singapore Management University (SMU), Singapore
PhD Advisor: Professor Kapil R. Tuli

MSc, Strategic Marketing, 2014

Imperial College, London, UK

BA., Fashion Management, 2012

University of the Art London, London College of Fashion, London, UK

RESEARCH INTEREST

Marketing Strategy

Implications of Marketing Strategy in the Top Management Team of a Firm

AWARDS, HONORS, AND GRANTS

Graduate Fellowship, Singapore Management University, 2018-present

TEACHING EXPERIENCE

Teaching Assistant, Singapore Management University, Singapore

- Marketing Research, Professor Ernst C. Osinga, 2019
- Marketing Strategy, Professor Jin K. Han, 2019

Graduate Instructor Foundations in Teaching 2019

PROFESSIONAL EXPERIENCE

Shaanxi Sanqin Mining Industry Co Ltd, Investor Relations, 2015 - 2017, Shaanxi, China. *Family Business, owns and operates Molybdenum mines and Natural gas stations (LPG Liquefied Petroleum Gas) in Shaanxi.*

Red Ant, Marketing Consultant, 2014, London, UK. *Mobile retail technology company.*

YingMeng Boutique, Founder, 2011 - 2013, Shaanxi, China. *Luxury womenswear boutique located inside YiChuLianHua department store, selling US & European contemporary niche premium brands.*

Skive London Ltd., Marketing & Brand consultant, 2010 – 2012, London, UK. *Men's premium footwear brand distributed in the UK, Europe, and Asia Pacific markets.*

Gucci Group, Alexander MacQueen, Assistant manager, Women's wear studio, 2010 - 2011, London, UK & Paris, France.. *Luxury Fashion Brand.*

Burberry, Showroom Sales Associate, 2009, London, UK. *Luxury Fashion Brand.*

DOCTORAL COURSEWORK

Marketing

Theory Construction Ajay K. Kohli

Marketing Strategy Jin K. Han
Srinivas K. Reddy & Kapil R. Tuli

Consumer Behavior Chris Du Plessis
Kim Junghan,
Jung Kim & Stephanie Lin

Pro-Seminar in Marketing Sandeep R. Chandukala, Hannah H. Chang
Jin K. Han, Nirmalya Kumar, Ernst C. Osinga
Srinivas K. Reddy & Kapil R. Tuli

Quantitative Methods

Marketing Models I Ernst C. Osinga

Marketing Models II Sandeep R. Chandukala

Management/Strategy

Introduction to Business Research Adam Tatarybowicz

Workshops/Tutorials

Dealing with Endogeneity (2019)

Rajdeep Grewal

PERSONAL INFORMATION, SKILLS, AND ACTIVITIES

Nationality	Chinese
Languages	English, Chinese
Analytical Skills	STATA, SPSS, R
Volunteer	Therapy Dogs Singapore: Board member, PR & Communications officer, and volunteering member (2016 - 2018). Spring Board for Children, UK: Volunteer (2012 - 2014). Race for Life Fund Raising, UK: Total monies raised: £5200 (2011 & 2012).

REFERENCES

Kapil R. Tuli

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Director, Retail Center of Excellence
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