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## Education

- Ph.D. in Marketing, University of Western Australia, Australia, 2012
- Master of Management Research (MMR), University of Western Australia, 2007
- Bachelor of Arts in Sociology (B.A.), Hong Kong Baptist University, Hong Kong, 1992

## Positions Held

- Programme Coordinator, TREBLE Programme, Lee Kong Chian School of Business, Singapore Management University, 2024 - Present
- Senior Lecturer of Marketing, Lee Kong Chian School of Business, Singapore Management University, 2022 to present
- Lecturer of Marketing, Lee Kong Chian School of Business, Singapore Management University, 2018 – 2021
- Adjunct Faculty, Lee Kong Chian School of Business, Singapore Management University, 2015 – 2018
- Founder, Clydesdale Pte Ltd, 2014 - 2018
- Founder, Market Access, 1994 - 2014

## Awards, Recognition and Honours

- SMU Dean's Teaching Honour List, Top Faculty Members, 2018 – 2025.
- SMU Dean's Teaching Honour List, Top Ten Adjunct Faculty, 2015 – 2017.
- Finalist, FOME (Future of Management Education) Learning Design Innovation Awards, 2023
- Winner, SMU Excellent SMU-X Teacher Award, 2022 (university-level)
- Winner, The Outstanding Case Writer Competition at The Case Centre Awards and Competitions, 2021.
- Finalist, FOME (Future of Management Education) Learning Design Innovation Awards, 2021.

- Finalist, SMU Excellent SMU-X Teacher Award, 2021.
- Finalist, SMU Excellent SMU-X Teacher Award, 2020.
- Recipient, SMU MSc. in Management Excellent Teaching Award, 2020.
- Finalist, SMU Outstanding Teaching Adjunct, 2017.
- Recipient, Singapore Institute of Management Teaching Excellence Award, 2014.
- Recipient, Singapore Institute of Management Teaching Merit Award, 2011 and 2012.

### **Research Interests**

- Consumer Behaviour
- Digital and Social Media Strategy
- Entrepreneurial Marketing & Branding
- Service Excellence

### **Business Cases**

- KFC in Vietnam: American fried chicken meets Asian rice bowl, by LUI, Patricia; BHATTACHARYA, Lipika. (2025). SMU-24-0035.
- DMK: Rebranding a footwear brand to connect with millennials and Gen Z, by LUI, Patricia; ANG, Jovina; BHATTACHARYA, Lipika. (2023). SMU-23-0002.
- Zenxin Organic: From brick and mortar to digital retail, by LUI, Patricia; BHATTACHARYA, Lipika. (2021). SMU-20-0047.
- August Berg - Promoting an accessible luxury watch via social media, by LUI, Patricia; BHATTACHARYA, Lipika. (2021). SMU-20-0012.
- FWD: Customer-centric marketing in online insurance, by LUI, Patricia; BHATTACHARYA, Lipika. (2020). SMU-19-0044.
- Kobe Influencer Marketing: building brand awareness via social media, by LUI, Patricia; BHATTACHARYA, Lipika. (2019). SMU-19-0037.

### **Cases in Books**

- Middle-class consumption in Singapore, by LUI, Patricia. (2014). Consumer Behaviour: implications for marketing strategy, 7th Edition (pp. 522-523) North Ryde: McGraw-Hill. (Published)

### Conference Papers (Refereed)

- Influence of online consumer reviews on brand choice, by LUI, Patricia. (2018). Proceedings of the 18th International Conference on Electronic Business, Guilin, China, 2018 December 2-6, (pp. 773-777) Guilin: International Consortium for Electronic Business. (Published)
- Effects of Reference Group on Product and Brand Purchase Decisions among Generation Y Consumers in Singapore. by LUI, Patricia. (2014). Proceedings of the 3rd International Symposium on Business and Social Sciences, Sapporo, Japan.

### Other Publications

- Entrepreneurial (re)vision: Transforming DMK footwear for the next-gen market, by LUI, Patricia; ANG, Jovina; BHATTACHARYA, Lipika . (2024, July). Asian Management Insights, 11 (2), 48-53.<https://cmp.smu.edu.sg/ami/issues/entrepreneurial-revision>
- Kobe influencer marketing: Using social media to promote a herbal tea brand, Asian Management Insights, by LUI, Patricia; BHATTACHARYA, Lipika. (2021)
- 5 Ways to Boost Your Business through Influencer Marketing, The SMB Blog, 17 Nov 2020 <https://blog.smu.edu.sg/academic/schools-libraries/smulkcsb/5-ways-to-boost-your-business-through-influencer-marketing/>
- Insights into Student Engagement in Higher Education, EdConnexion, 2012
- Marketing to the Younger Generation, Today's Manager, 2005.

### Media Contributions and Citations

- Time to regulate influencers who tell you where to put your money, by LUI, Patricia. (2023, November 29). Straits Times <https://www.straitstimes.com/opinion/time-to-regulate-influencers-who-tell-you-where-to-put-your-money> (Published)
- Is influencer marketing dead? 4 key takeaways on how to do it right, SMU Engage, 01 Jun 2021 <https://engage.smu.edu.sg/influencer-marketing-dead-4-key-takeaways-how-do-it-right>
- Interview with SMU lecturer Ms Patricia Lui, SMU LKCSB News, 04 Nov 2020 <https://business.smu.edu.sg/news/2020/nov/04/interview-smu-lecturer-ms-patricia-lui>
- Interview with SMU lecturer Ms Patricia Lui, Adolet Web Design, 29 Oct 2020 <https://www.adoletweb.com/interview-with-smu-lecturer-ms-patricia-lui/>

- Mega sales help, but may not revive Singapore's retail sector, The Business Times, 12 Dec 2019  
<https://nbs.ntu.edu.sg/NewsnEvents/Pages/Inthemediadeetails.aspx?news=12f3a2e2-482e-430a-9a3a-97204eae7664>

### **Consultancy**

- UOB-SMU Asian Enterprise Institute, Singapore, 2023-2025
- Singapore Productivity Centre, Singapore, 2020

### **Courses Taught – Postgraduate**

- MSc in Management – MKTG 628 Digital Marketing, 2017 – Present
- MBA – MKTG 608 Consumer Behaviour, 2020 - Present

### **Courses Taught – Undergraduate**

- MKTG 235 Digital Advertising with Google 2020-2021
- MKTG 220 Digital Marketing 2016 – present
- MKTG 204 Services Marketing 2015 – present
- MKTG 102 Consumer Behaviour 2015 - 2016
- MKTG 101 Marketing 2015 – 2018

### **Other Academic Services**

- SMU-X Academic Champion & Mentor, 2021 - Present
- Academic Advisor, LKCSB Committee for Academic Advising, 2020 - Present
- Consultancy Project Advisor, UOB-SMU Asian Enterprise, 2019 – Present
- Faculty Lead, SMU-Google Collaboration 2019 – 2020
- Industry Expert in Digital Marketing - Ask Our Expert Panel, UOB-SMU Asian Enterprise Institute, 2019 – Present
- Speaker, Admission Talk to JC students, 2019 -2021
- Speaker, Peeli Programme, SMU, 2018 – 2019
- Judge, Nestle Singapore Pte Ltd, 2019
- Judge, Auto Innovation Challenge - the Lego AutoConvoy, Master of Science in Engineering Business Management, The University of Warwick, 2014 - 2019
- Book Reviewer: Digital Marketing: Integrating Strategy and Tactics with Values, A Guidebook for Executives, Managers, and Students, 2017
- Coach, GENS-SMU Integrated Resort Management Cross-Cultural Exchange Programme, Singapore Management University, 2016