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### **Education**

Singapore Management University  
Doctorate of Business Administration

Singapore Management University  
Masters of Business Administration

Singapore Management University  
Bachelor of Business Management

### **Teaching Experience**

2026-Now Lecturer  
Singapore Management University

2021- 2025 Adjunct Faculty  
Singapore Management University

2019-2022 Adjunct Teaching Mentor  
Singapore Management University

2020-2021 Senior Lecturer  
Singapore University Of Social Sciences

### **Awards, Recognition And Honours**

SMU Dean's Teaching Honour List, 2021-2025  
SUSS Teaching Grant 2025- From Theory to Application With Gamification  
SUSS Outstanding Teacher Award 2024  
SUSS Excellent Teaching Award 2023

### **Research Interests**

Marketing  
Services Marketing  
Entrepreneurship

## **Business Case Studies**

“Stark Hotels: Fixing What is Bugging You,” (Published and Available Via- Singapore Management University Case Series, The Case Centre, Harvard Business Publishing) (Also published- Teaching Note) By Philip Charles Zerrillo, Josephine Tan

“Amara Hotels and Resorts, Singapore: Building competitive advantage through sustainability and CSR initiatives.” (Published and Available Via- Singapore Management University Case Series, The Case Centre, Harvard Business Publishing) (Also published- Teaching Note) By Seshan Ramaswami, Josephine Tan, Thomas Lim

“Gong Cha’s Return to Singapore: Rebuilding a Popular Bubble Tea Franchise” (Published and Available Via- Singapore Management University Case Series, The Case Centre, Harvard Business Publishing) (Also published- Teaching Note) By Seshan Ramaswami, Josephine Tan, Thomas Lim

“PHS Hair science: Enhancing Holistic Haircare in Singapore.” (Published and Available Via- Singapore Management University Case Series, The Case Centre, Harvard Business Publishing) (Also published- Teaching Note) By Seshan Ramaswami, Josephine Tan, Chan Chi Wei

## **Media Citations**

Financial Management: Types of promotional efforts to attract but be aware.

Lian He Zao Bao, <https://www.zaobao.com.sg/finance/singapore/story20250223-5892546>

## **Courses Taught**

### **Undergraduate**

Consumer Behaviour

Integrated Marketing Communications

Marketing

Marketing Strategy

### **Postgraduate**

Marketing Management