

PROFESSOR TAN CHIN TIONG

- Present Appointment** : Senior Advisor to President
Professor of Marketing
Lee Kong Chian School of Business
Singapore Management University
- Nationality** : Singapore Citizen
- Address** : (Office)
Lee Kong Chian School of Business
50 Stamford Road, #05-01
Singapore 178899
Tel: (65) 6828 0151
E-mail: cttan@smu.edu.sg
- Qualifications** : BBA (Hons), 1970, University of Singapore
MBA, 1971, Western Illinois University
PhD, 1977, The Pennsylvania State University

Areas of Specialization:

1. Marketing Strategy
2. Asian Marketing and Business
3. Consumer Behaviour

Awards:

1. Honorary Degree of Doctor of the University, awarded by the University of Glasgow, United Kingdom, 2013
2. The Public Administration Medal (Gold), National Day Award 2010

Positions Held in Singapore Management University:

1. Senior Advisor to President, 2013-present
2. Professor of Marketing, 1998-present
3. Deputy President (External Affairs), April-September 2009
4. Deputy President, 2007-2009
5. Founding Provost, 2000-2008 (*SMU was incorporated in 2000*)
6. Provost, 1999-2000 (*pre-SMU incorporation*)
7. Deputy Provost 1998-1999 (*pre-SMU incorporation*)

Committees at Singapore Management University:

- Organiser of Lee Kong Chian School of Business Faculty Development Programme:
 - Visit to Tanoto's RGE Pte Ltd Pulp, paper and Palm Oil Operations in Kerinci, Riau, Sumatra, Indonesia, 5-6 March 2020 (forthcoming)
 - Visit to Universitas Gadjah Mada, 26-28 June 2019

- Member, International Advisor Council Steering Committee, Feb 2019-present
- Chairman, Working Committee and Oversees collaborations between Vin University and SMU, 2019-present
- Chairman, International Advisory Council Working Committee, 2016-present
- Working Committee Member and Oversees collaborations between Lee Kong Chian School of Business (LKCSB) and Universitas Gadjah Mada (UGM), 2016-present
- Co-Chair, Institute of Service Excellence, 2015-present
- Advisory Board member, Institute of Innovation & Entrepreneurship, 2013-present
- Member, Committee of Intuitional Advancement, 2013-present

Position Held in Singapore Institute of Technology:

1. Founding President, 2009-2013

Positions Held in the National University of Singapore (1978-1998):

1. Director, Office for Continuing Education (NUS Extension), 1996-1998
2. Chairman, Executive Development Programmes, Faculty of Business Administration, 1996-1998
3. Head, Department of Marketing 1994-1997
4. Acting Head, Department of Marketing, 1992-1994
5. Co-ordinator, Marketing Group, School of Management, 1983-1984
6. Chairman, Executive Development Programme, Department of Business Administration, 1982-1984
7. Acting Head, Department of Business Administration, 1982-1983
8. Professor, Faculty of Business Administration, 1997-1998
9. Associate Professor, Faculty of Business Administration, 1985-1997
10. Senior Lecturer, School of Management, 1981-1984
11. Lecturer, Department of Business Administration, 1978-1981

Positions Held in Other Universities:

1. Visiting Professor, Graduate School of Business, University of Witwatersrand, South Africa, 1994, 1995, 1996, 1997 & 1998
2. Visiting Professor, Helsinki School of Economic and Business, Finland, 1987
3. Visiting Scholar, Graduate School of Business, Stanford University, USA, 1984
4. Assistant Professor of Business Administration, The University of the Pacific, Stockton, California, USA, 1976-1978
5. Instructor of Marketing, Department of Marketing, The Pennsylvania State University, 1973-1976
6. Research Assistant, Department of Marketing, The Pennsylvania State University, 1972-1973

Corporate Directorship:

Present:

- Independent Director, Cotecons Construction Joint Stock Company, 2017-present
- Independent Director, MYP Ltd, 2015-present

Past:

- Independent Director, Health Management International Ltd, 1999-2020
- Independent Director, Imperium Crown Ltd (formerly known as Communication Design International Ltd), 2005-2016
- Independent Director, Citibank Singapore Ltd, 2005-2014
- Independent Director, Hup Soon Global Corporation Ltd, 2008-2013
- Non-Executive Chairman, Superior Multi-Packaging Ltd, 2008-2013
- Independent Director, Superior Multi-Packaging Ltd, 1990-2013
- Board member, International Trade Institute of Singapore Pte Ltd, 2000-2003
- Independent Director, Hersing Corporation Ltd, 1998-2012
- Board Director, PIESIN Sdn Bhd, 1992-1998
- Chairman of Advisory Board, Australia-Asia Pacific Business Consortium, 1996-1997
- Business Advisor to Everbloom Mushroom Pte Ltd, 1980-2003
- Academic Advisor to Management Development Center of Singapore Airlines, 1983-2002
- Business Intern, Caltex Petroleum (US), 1983
- Project consultant to Applied Research Corporation, US International Trade Center, Standard Chartered Bank, Asian Productivity Board, Citibank, National Panasonic, Economic Development Board, Maybank, Royal Brunei Airlines, Centerpoint Properties and Primary Industries Enterprise etc.

Executive Teaching Experience:Last few years

- Bourouge Executive Team Workshop: Module 3 – Geopolitics and Paradigm Shifts
 - 31st October 2019
- Munich Business School: Business State and Society, the New Asian Emperor
 - 28th Jan 2019
 - 6th Feb 2017
 - 5th Feb 2016
- Shantou University: Doing Business in China: Pearl River Delta (MGMT328)
 - 12th-20th Dec 2018
 - 20th-28th Dec 2017
 - 7th-15th Dec 2016
- Shantou University: Understanding Chinese Culture Business Environment (MGMT340)
 - 14th-21st Dec 2019
- SMU-IBM Business Industry Insight
 - 12th Apr 2012
 - 11th Apr 2013
 - 18th Apr 2013
 - 24th Apr 2014

2008 – 2013

Taught executive development programmes on marketing and strategic management for organizations such as IBM, Health Promotion Board Singapore, United Overseas Bank, Singapore Telecommunications Ltd, SingHealth, Johnson & Johnson, Hana Bank and Fujitsu Singapore.

1978 – 2007

Conducted and directed executive development programmes on marketing, international business, and strategic management for organizations such as Alitalia Airlines, Ogilvy & Mather, Singapore Airlines, Standard Chartered Bank, United Overseas Bank, Inchcape, Philips Singapore Pte Ltd, East Asiatic Co., Avon Products Inc (USA), Phelps Dodge (USA), United Communication (Taiwan), Swiss Bank Corp., Maybank, Sime Singapore, Public Utilities Board, Housing Development Board, Public Work Department, Acer Computer, Altron Group (South Africa), A.C.E. Daikin, James Segwick (Australia), Hewlett Packard, Port of Singapore Authority, Motorola, IBM and Inchcape Motors International (Hong Kong), Akzo Nobel (Holland), Cutor (Finland), Motorola University, Dow Marketing Academy (USA) and Medtronic International (USA).

1980 – 2002

Taught in executive development programmes of INSEAD, Helsinki School of Economics & Business and University of Witwatersrand.

1996 – 1998

Overall Co-ordinator of Royal Brunei Airlines - NUS Executive Development Programmes (\$1.5 million contract).

1980 – 1998

Taught annually in several NUS executive programmes including General Management Programme, Marketing Management Programme, Commonwealth Top Managers Programme, NUS-STI General Management Programme, International Marketing Programme, and Stanford-NUS Executive Programme.

1983 – 1997

Co-Director of Annual Stanford-NUS Executive Programme for senior managers.

1995

Director of Marketing Strategies for Global Market (with EDB).

1988 – 1990

Co-Director of Annual NUS-Thammasat University's International Marketing Programme.

Other Professional (Academic) Experience:

- Member, Governing Advisory Board, Ritsumeikan Asia Pacific University, October 2018-present
- Member, Programme Review and Validation Committee, Open University of Hong Kong, May 2018-present
- International Advisory Board member, Alliance University (India), November 2012-2016
- Board member, Almaty Management University (Kazakhstan), October 2011-present
- Board member, Asia-Pacific Association for International Education (APAIE), March 2008-2017
- Board member, Central and East European Management Development Association (CEEMAN), November 2005-present
- Member of Advisory Committee, Programme on Case Method and Participant-Centered Learning (PCMPCL), Harvard Business School, December 2007-2008

- Co-Chair, INFORMS Marketing Science Conference (USA), Singapore, June 2007
- Editorial Advisory Board Member, Chinese Management Studies, 2006-present
- Editorial Board Member, Nanyang Business Review, 2002-2007
- Editorial Board Member, Australasian Marketing Journal (Australia), 2000-2002
- Track Chair, Academy of Marketing Sciences (USA) World Congress, Malaysia, July 1997
- Editorial Board Member, The Asia Pacific Journal of Economics and Business, Australia, 1996-2005
- Conference Committee Member, TIMS (USA) Marketing Science Conference, Sydney, Australia, July 1995
- Track Chair, Academy of Marketing Science (USA) Conference, Melbourne, Australia, July 1995
- Co-Editor, Singapore Business Review, 1989-1992
- Editorial Board Member, Asia Pacific Journal of International Marketing (Australia), 1988-1995
- Editorial Board Member, Journal of Global Marketing (USA), 1988-1993
- Co-Chairman, American Marketing Association's International Conference, Singapore, 1986
- Programme Committee Member, Academy of International Business Meeting, US, 1985
- Editorial Board Member, Journal of Economic Psychology (Europe), 1985-1994
- Co-Chair, Association for Consumer Research (USA) International Conference, Singapore, 1985
- Co-Chairman, Academy of International Business (USA) Conference, Singapore, 1984
- Editorial Board Member, Journal of International Business Studies (USA), 1983-1985
- Editor, Singapore Marketing Review, 1982-1983
- Section Editor, Asia-Pacific Journal of Management, 1982-1987

Professional and Public Service Experience:

- Member, Singapore Institute of Directors Board Guide Review Panel, 2016
- Member, Grant Appeal Advisory Panel, SPRING Singapore, 2014-present
- Member, Board of Management, Methodist Girl's School (Secondary), 2013-present
- Member, Council for Third Age, 2007-2015
- Member, Advisory Panel, Youth Expedition Project, 2006-2008
- Member, Financial Talent Education and Development Task Force, Institute of Banking and Finance (IBF) Council, 2006-2008
- Member, Steering Committee and Academic Committee for setting up Singapore's Fourth University, Ministry of Education Singapore (Singapore University of Technology and Design), 2007-2008
- Council member, Action Community for Entrepreneurship (ACE), 2005-2008
- Member, Editorial Advisory Board for the book "The Encyclopaedia of Singapore", 2005-2006
- Council member, Singapore Institute of Management (*this is the council chaired by Ho Kwon Ping to study the setting up of Singapore Management University*), 1997
- Member, Internet Advisory Committee, Sub Committee on Public Relations, 1996-1999
- Chairman, Senate, Marketing Institute of Singapore, 1996-2010
- Member, Advisory Committee, Singapore Trade Development Board Institute of Export, 1995-2004
- Member, Singapore Chinese Chamber of Commerce & Industry Training Centre Committee, 1995-1998

- Member, Singapore Chinese Chamber of Commerce & Industry Education Committee, 1995-1998
- Member, National Tourism Plan Committee, 1995-1996
- Chairman, Marketing & Media Committee, Speak Mandarin Campaign, 1994-2000
- Committee Member, Speak Mandarin Campaign Committee, Ministry of Information, Communications & the Arts, 1994-2002
- Work Group Member, National Quality Strategy Committee, 1994
- Chairman, Education Committee, Asia Pacific Marketing Federation, 1993-1998
- Member, Advisory Board of CEO Round Table, Singapore Institute of Management, 1991-1995
- Board and Founding Member, World Marketing Federation, 1995-1997
- Board Director, Asia-Pacific Marketing Federation, 1992-1996
- President, Marketing Institute of Singapore, 1990-1996
- Member, Service Quality Center's Panel to test Singapore Workers Quality, 1993
- Member, Investment Committee of the Primary Industries, 1993
- Chairman, Community Chest's Special Event: Chinese Segment Committee, 1990-1991
- Member, Community Chest's Strategic Planning Task Force, 1990-1991
- Chairman, National Productivity Board's Selling Council Technical Advisory Committee, 1990
- Member, Economic Development Board's Toa Payoh Retail Project Team, 1990-1991
- Panel & Working Group Member, National Marketing Workshop, 1989
- Project Leader, Economic Development Board's Global Strategies Conference I & II Survey Project, 1988-1991
- Chairman, Trade Development Board's Export Service International Conference, Singapore, 1989
- Committee Member, Trade Development Board Committee on Development of International Marketing Education, 1988-1990
- Council Member, Business Administration Alumni Association, 1988-1993
- Vice President, Marketing Institute of Singapore, 1986-1987
- Team Leader, Public Sector Project Team, Public Service Division, 1986-1987
- Member, Sub-Committee on Entrepreneurship Development, Singapore Government's Economic Committee, 1985
- Advisory Board Member, Association for Consumer Research, USA, 1985-1988
- Committee Member, Singapore Chinese Chamber of Commerce & Industry Training Center, 1985-1987
- Co-Chairman, International Business Conference, Singapore, 1984
- Singapore Representative, Association for Consumer Research (USA), 1984-1988
- Council Member, Marketing Institute of Singapore, 1980-1986
- Council Member, Institute of Banking & Finance, 1982-1986
- Council Member, Singapore Institute of Management, 1982-1986, 1997-1998

Publications:

Books

1. Kotler, P, K L Keller, S H Ang, SM Leong, C T Tan, Marketing Management: An Asian Perspective, 7th Edition, Pearson Education Ltd, 2017.

2. Kotler, P, G Armstrong, S H Ang, C T Tan, Oliver H M Yau and S M Leong, Principles of Marketing: An Asian Perspective, 4th Edition, Pearson Education Ltd, 2017.
3. Kotler, P, K L Keller, S H Ang, S M Leong and C T Tan, Marketing Management: An Asian Perspective, 6th Edition, Pearson, 2012.
4. Kotler, P, G Armstrong, S H Ang, S M Leong, C T Tan and Oliver H M Yau, Principles of Marketing: An Asian Perspective, Pearson Education South Asia, 2011.
5. Haley, G, U Haley and C T Tan, New Asian Emperors: Business Strategies of the Overseas Chinese, John Wiley & Sons, 2009.
6. Kotler, P, G Armstrong, S H Ang, S M Leong, C T Tan and Oliver H M Yau, Principles of Marketing: A Global Perspective, Prentice Hall, 2nd Edition, 2009.
7. Kotler, P, K L Keller, S H Ang, S M Leong and C T Tan, Marketing Management: An Asian Perspective, Singapore: Prentice Hall, 4th Edition, 2006; 5th Edition, 2009.
8. Kotler, P, G Armstrong, S H Ang, S M Leong, C T Tan and David K Tse, Principles of Marketing: An Asian Perspective, Singapore: Prentice Hall, 1st Edition, 2005.
9. Haley, G, U Haley and C T Tan, The Chinese Tao of Business: The Logic of Successful Business Strategy, John Wiley & Sons, 2004.
10. Schutte, H, S M Leong, S H Ang and C T Tan, Marketing Management: An Asian Casebook, Singapore: Pearson Education South Asia, 2004.
11. Leong, S L, S H Ang, C T Tan, eds, Marketing in the New Asia, McGraw-Hill, 2001.
12. Quelch J, S H Ang, S M Leong and C T Tan, eds, Strategic Marketing Cases for 21st Century Asia, Prentice-Hall, 2000.
13. Haley, G, C T Tan and U Haley, New Asian Emperors, The Overseas Chinese, Their Strategies and Competitive Advantages, Oxford: Butterworth-Heinemann, 1998.
14. Leong, S M, S H Ang and C T Tan, Readings in Marketing Insights for the Asia Pacific, Singapore: Heinemann Southeast Asia, 1996.
15. Quelch, J, S M Leong, S H Ang and C T Tan, Cases in Marketing Management and Strategy: An Asia-Pacific Perspective, Singapore: Prentice Hall, 1996.
16. Kotler, P, S H Ang, S M Leong and C T Tan, Marketing Management: An Asian Perspective, Singapore: Prentice Hall, 1996; 2nd Edition, 1999; 3rd Edition, 2003. (Traditional Chinese Translation by Hwa-Tai Publishing Company, 1998; 2nd Edition, 2000; and Simple Chinese Translation by China Renmin University Press, 1997; 2nd Edition, 2001)
17. Tan, C T and J N Sheth, eds, Historical Perspective in Consumer Research: National and International Perspectives, Singapore: Association for Consumer Research, 1985.

18. Tan, C T and K Kujawa, eds, Proceedings of Academy of International Business Meeting in Singapore, Singapore: Academy of International Business, 1984.
19. Tan, C T and S K Gan, eds, International Business in the Asia Pacific Region: Trends and Prospects for the 80's, Proceedings of the International Business Conference, Singapore: School of Management, National University of Singapore, 1984.

Chapters in Books

1. Tan, C T, "Inspired by Acer - BenQ", in Marketing Management: An Asian Casebook, edited by Schutte, H, S M Leong, S H Ang and C T Tan, Pearson Education South Asia, 2004.
2. Tan, C T, "HMI Institute of Health Sciences", in Marketing Management: An Asian Casebook, edited by Schutte, H, S M Leong, S H Ang and C T Tan, Pearson Education South Asia, 2004.
3. Tan, C T, "HMI Holdings Ltd", in Marketing Management: An Asian Casebook, edited by Schutte, H, S M Leong, S H Ang and C T Tan, Pearson Education South Asia, 2004.
4. Tan, C T, "Reinventing Acer", in Marketing Management: An Asian Casebook, edited by Schutte, H, S M Leong, S H Ang and C T Tan, Pearson Education South Asia, 2004.
5. Tan, C T, "HMI Holdings", in Strategic Marketing Cases for 21st Century Asia, edited by Quelch, J, S H Ang, S M Leong and C T Tan, Singapore: Prentice Hall, 2000.
6. Tan, C T, "Creative Technology", in Strategic Marketing Cases for 21st Century Asia, edited by Quelch, J, S H Ang, S M Leong and C T Tan, Singapore: Prentice Hall, 2000.
7. Tan, C T, "Daewoo Motor Company", in Cases in Marketing Management and Strategy: An Asia-Pacific Perspective, edited by Quelch, J, S M Leong, S H Ang and C T Tan, Singapore: Prentice Hall, March 1996.
8. Tan, C T, "Managing an Asian Brand: Acer", in Cases in Marketing Management and Strategy: An Asia-Pacific Perspective, edited by Quelch, J, S M Leong, S H Ang and C T Tan, Singapore: Prentice Hall, March 1996.
9. Tan, C T, "Autocare Pte Ltd", in Marketing: Text & Cases, edited by Lau G T & Wee C H, Singapore: McGraw Hill, 1994.
10. Tan, C T, "Everbloom Mushroom Ltd", in Marketing: Text & Cases, edited by Lau G T & Wee C H, Singapore: McGraw Hill, 1994.
11. Tan, C T, "Key Success Factors for Local Business Development" in Total Business Development for Local Enterprise, Singapore: Economic Development Board, 1993.
12. Tan, S J and C T Tan, "International Business in Singapore", in Handbook of International

Business, edited by V Kirpalani, New York: Harworth Press, 1990.

13. Ford, D and C T Tan, "Managing Export Development Between Industrialized and Developing Countries", in Managing Export Entry and Expansion: Concepts and Practice, edited by S Reld and P Rosson, Praeger Press, 1986.
14. Tan, C T and J Y L Teoh, "Retailing in Singapore", in Transnational Retailing, edited by E Kaynak, United States: deGruyter Press, 1986.
15. Tan, C T and W Tsui, "Models in Advertising and Products' Country of Origin Effects on Attitudes and Intention", edited by Bellur, Berkman and Lau, Readings in Advertising, 1986.
16. Tan, C T and I Dolich, "A Comparative Study of Consumer Information Seeking: Singapore Versus USA", edited by Bellur, Berkman and Lau, Readings in Advertising, 1986.

International Refereed Publications

1. Lalwani, A K, Mehta, S C, Tan C T, "Family Roles in the Selection of Schools in Multiracial Singapore: An Examination of Demographic Differences", Journal of Professional Services Marketing, (United States), Vol.19, No. 1, 1999.
2. Haley, G, and C T Tan, "Strategic Marketing Management Meets the Asian Networks", Journal of Business and Industrial Marketing, (United States) 1998.
3. Haley, G, and C T Tan, "The Black Hole of Southeast Asia: Strategic Decision-Making in an Informational Void", Management Decisions, (United States), 34, 7, 1996.
4. Leong, S M and C T Tan, "Managing Across Borders: An Empirical Assessment of the Bartett and Ghoshal (1989) Typology", Journal of International Business Studies, 24, no.3, 1993, pp.449-464. (United States). (Reprinted in Marketing Insights for the Asia Pacific, 1996 (Singapore)).
5. Singh, K, S M Leong, C T Tan and K C Wong, "A Theory of Reasoned Action Perspective of Voting Behaviour: Model and Empirical Evidence", Psychology & Marketing, 1995. (United States).
6. Leong, S M, J Sheth and C T Tan, "An Empirical Study of the Scientific Styles of Marketing Academics", European Journal of Marketing, 1994.
7. Ang, S H, S M Leong and C T Tan, "An Empirical Investigation of the Superiority of Sex Appeal on Recall of Ad Elements", in Academy of International Business: Topics in Advertising, pp.1-12. Hong Kong, 23-25 June 1993
8. Singh, K, C T Tan, K C Wong and S M Leong, "An Exploratory Survey of International Political Marketing Practices", in Yao O and Shepherd W (eds.), Problems and Prospects in International Business Perspectives From Asia and the Pacific, pp.411-414.

- Toowoomba: Academy of International Business Southeast Asia Region, June 1992, Brisbane, Australia.
9. Leong, S M and C T Tan, "Marketing in the Year 2000: An International Perspective" Research in Marketing, 11, 1992, pp.195-220. (United States). (Reprinted in Marketing Insights for the Asia Pacific, 1996 (Singapore)).
 10. Tan, C T, "A Marketing Oriented Nation: A Case Study of Singapore", in Yao O and Shepherd W (eds.), Problems and Prospects in International Business Perspectives from Asia & Pacific, Toowoomba: Academy of International Business Southeast Asia Region, June 1992, Brisbane, Australia.
 11. Ghymn, K, Kim, J C, J McCullough and C T Tan, "Import Managers' Decision Variables: A Case of Singapore", Proceedings of Pan-Pacific Business Association Conference, June 1992, Calgary, Canada.
 12. Leong, S M and C T Tan, "Assessing National Competitive Superiority: An Importance-Performance Matrix Approach", Asia Pacific International Journal of Marketing, 3, 2, 1991, pp.26-37. (United Kingdom). (Reprinted in Marketing Intelligence & Planning, 10, 1, 1992, pp.42-48. (United Kingdom) and Marketing Insights for the Asia Pacific, 1996 (Singapore)).
 13. Tansuhaj P, J M McCullough and C T Tan, "Improving Consumer Satisfaction Through Internal Marketing: The Experience of Retail Banking in Singapore and Thailand", in World Marketing Congress, International Conference Series, vol.9, 1989.
 14. Leong, S M and C T Tan, "A Comparative Study of Investment Attractiveness of Nations and Regions", in Mun K C (ed.), Proceedings, Academy of International Business Southeast Asia Regional Conference, 1990, Hong Kong, pp.306-310.
 15. Leong, S M, C T Tan and K C Wong, "Voting Behaviour in Singapore: A Preliminary Investigation From a Multi-Attribute Attitudinal Perspective", Asia Pacific Journal of Management, 6, April 1989, pp.293-305.
 16. Tansuhaj P, J M McCullough and C T Tan, "Cross-Cultural Comparisons of Bank Performance: Effects of Internal & External Marketing Practices", in Hongladarom C et al (eds.), Proceedings, 1988 Academy of International Business Southeast Asia Regional Conference, 23-25 June 1988, Bangkok, Thailand, Thailand: Human Resource Institute, Thammasat University.
 17. Leong, S M and C T Tan, "Entrepreneurship in Singapore: An Exploratory Analysis", in Hongladarom C et al (eds.), Proceedings, Academy of International Business Southeast Asia Regional Conference: Asia-Pacific Perspectives of International Business, 23-25 June 1988, Bangkok, Thailand, pp.D129-D142, Thailand: Human Resource Institute, Thammasat University.
 18. Tan, C T and S M Leong, "Values, Ethnicity and the Child Consumer: An Investigation in the Singapore Context", in Han C K et al (eds.), Proceedings, Academy of International Business Southeast Asia Regional Conference, August 1987, Kuala Lumpur, Malaysia, pp. IV74-IV76, KL: Universiti Pertanian Malaysia.

19. Tan, C T and S J Tan, "Export Development Process: Some Issues Explained", in Proceedings, South East Asia Regional Meeting of the Academy of International Business, August 1987, Kuala Lumpur, Malaysia.
20. Tse, D K, J K Wong and C T Tan, "Towards Some Standardized Cross-Cultural Consumption Values", in Houston M (ed.), Advances in Consumer Research, United States: Association for Consumer Research, 1988.
21. Tan, C T and J U Farley, "The Impact of Cultural Patterns on Cognition and Intention in Singapore", The Journal of Consumer Research, 1987. (United States).
22. Chua, J E and C T Tan, "Executive Development Programmes and the Promotion of Peace: Experience of the National University of Singapore", in Proceedings, International Conference on Higher Education and Promotion of Peace, 1-3 December 1986, Bangkok, Thailand.
23. Tan, C T, J Y L Teoh and J M McCullough, "Individual Level Analysis in Cross-Cultural Research: Application of Multi-Attribute Model", in Hsieh R and Scherling S (eds.), Proceedings of the Academy of International Business Southeast Asia Regional Conference, June 1986, Taipei, Taiwan.
24. Tan, C T, J Y L Teoh and L McCullough, "Perceptual Differences of Husbands and Wives in Family Decision Making: A Cross-Cultural Comparison", in Hsieh R and Scherling S (eds.), Proceedings of the Academy of International Business Southeast Asia Regional Conference, June 1986, Taipei, Taiwan.
25. Tan, C T, J M McCullough and J Y L Teoh, "An Individual Analysis Approach to Cross-Cultural Research", in Anderson P F and Wallendorf M (eds.), Advances in Consumer Research, United States: Association for Consumer Research, 1986.
26. Tan, C T and C Y Y Chua, "Intention, Attitude and Social Influence in Bank Selection: A Study in an Oriental Culture", International Journal of Bank Marketing, 4, no.2, 1986. (United States).
27. Tan, C T, C H Wee and A K Kau, "Marketing Orientation of Firm: Implication to Multinational Operation", in Proceedings, 3rd International Conference on Multinational Business, October 1985, Taipei, pp.291-300, Taiwan, AIB, 1985.
28. Shamdasani, Prem N P and C T Tan, "Adoption of a New Food Product: A Study in the Oriental Culture, in Mun K C and Chan T C (eds.), Proceedings of the Inaugural Meeting of South-East Asia Academy of International Business, pp229-238, July 1985, Hong Kong.
29. Wee, C H, A K Kau and C T Tan, "Marketing Research in Singapore: With Special Reference to Academic Research", in Tan C T and Sheth J (eds.), Historical Perspective in Consumer Research: National and International Perspective, pp.100-104, Association for Consumer Research International Conference, June 1985, Singapore.
30. Ang, S H and C T Tan, "Consumer Trends in Singapore", in Tan C T and Sheth J (eds.),

- Historical Perspective in Consumer Research; National and International Perspectives, pp.112-116, Association for Consumer Research International Conference, June 1985, Singapore.
31. Tan, C T and C Ngui, "Ethnic Differences in Reaction to Children's Advertising", International Marketing Review, 2, no.4, 1985. (United States).
 32. McCullough, J M and C T Tan, "Effects of Stereotyping in Cross-Cultural Research: Are the Chinese Really Chinese?", in Lutz R (ed.), Advances in Consumer Research, United States: Association for Consumer Research, 1985.
 33. Tan, C T and W Tsui, "Models in Advertising and Products' Country of Origin Effects on Attitudes and Intention", in Researches on Communication/Promotions, France: Institute D'Administration Des Enterprises, 1985.
 34. Tan, C T, J M McCullough and J Teoh, "Oriental Values and Consumption Values" in Tan C T and Kujawa D (eds.), Proceedings of the Academy of International Business Meeting, June 1984, Singapore: AIB/NUS, 1984.
 35. Tan, C T and W Tsui, "Consumer Evaluations of Standardised Versus Localized Advertisements", in Tan C T and Kujawa D (eds.) Proceedings of the Academy of International Business Meeting, June 1984, Singapore: AIB/NUS, 1984.
 36. Tan, C T, J Y L Teoh and J M McCullough, "An Exploratory Study of Family Buying Behavior in an Oriental Culture", in Tan C T and Kujawa D (eds.) Proceedings of the Academy of International Business Meeting, June 1984, Singapore: AIB/NUS, 1984.
 37. Tan, C T and J M McCullough, "Relating Ethnic Attitudes and Consumption in an Asian Context", in E C Hirschman and M B Holbrook (eds.), Advances in Consumer Research, Vol 13, United States: Association for Consumer Research, 1984.
 38. Ellis, S, J M McCullough, C T Tan and M Wallendorf, "Cultural Values and Behavior: Chineseness Within Geographic Boundaries", in E C Hirschman and M B Holbrook (eds.), Advances in Consumer Research, Vol 13, United States: Association for Consumer Research, 1984.
 39. Tan, C T and C Ngui, "Children's and Mothers' Responses to Advertising: A Comparison of Ethnic Differences", in Cross-Cultural Consumer Psychology, in C F Keown and A G Woodside (eds.), United States: American Psychological Association, 1984.
 40. Tan, C T and I Dolich, "A Comparative Study of Consumer Information Seeking: Singapore Versus USA", Journal of the Academy of Marketing Science, 1983. (United States).
 41. Tan, C T and J K H Lim, "Cognitive Structure in Buying: Its Generality in Another Culture", in An Assessment of Marketing Thought and Practice, in B J Walker et al (eds), 1982, United States.
 42. Tan, C T, "Complexity of Cognitive Structure: A Discrimination Using Risk and Confidence Variables", American Institute for Decision Sciences Proceedings, November

1981, Boston, United States.

43. Tan, C T, "Prediction of Evoked Set Size Using Cognitive and Personality Variables", American Institute for Decision Sciences Western Proceedings, March 1981, Hawaii, United States.
44. Tan, C T and I Dolich, "The Moderating Effects of Cognitive Complexity and Prior Product Familiarity on the Predictive Ability of Selected Multi-Attribute Choice Models for Three Consumer Products", in K Monroe (ed.) Advances in Consumer Research, Vol 8, 1980, United States.
45. Tan, C T and I Dolich, "Cognitive Structure in Personality: An Investigation of Its Generality in Buying Behavior", in J Olson (ed.) Advances in Consumer Research, Vol 7, 1979, United States.
46. Wilson, D T and C T Tan, "Dimensional Complexity of Cognitive Structure: A Personality Trait in Decision Making? American Institute for Decision Sciences Proceedings, October 1977.
47. Tan, C T and Ira Dolich, "Accuracy in Consumer Preference Prediction: An Empirical Test of Products Class and Sex Difference for Several Choice Models", American Institute for Decision Sciences Proceedings, October 1977.
48. Mathews, H L, D T Wilson, T Sweeney and C T Tan, "An Exploratory Study of the Effects of Unit Pricing and Nutritional Labelling Upon Supermarket Choice", Advances in Consumer Research, in S Ward and P Wrights (eds.), United States, 1973.

International Refereed Conference Presentations

1. Lalwani, A K, Mehta, S C, and Tan, C T, "Family Influence Structure in the Choice of Housemaid: An Investigation of Sub-Cultural Differences", paper presented at the Asian Academy of Management Conference, Hong Kong, 28-30 December, 1998.
2. Lalwani, A K, Mehta, S C, and Tan, C T, "Effect of Interpersonal Orientation on Family Roles in the Decision Process of Visiting Fine Dining Restaurant", paper presented at the American Marketing Association Annual Research Symposium in Marketing, Hong Kong, June, 1998.
3. Tan, C T, "Regional vs Global Integration: An Asian Perspective", paper presented at 6th Bi-Annual World Marketing Congress, July 1993, Istanbul, Turkey.
4. Kulwant, S, C T Tan, K C Wong and S M Leong, "Political Marketing: An Exploratory Survey of International Practices", paper presented at 1989 Annual Meeting of the Academy of International Business, 19-22 November 1989, Singapore.
5. Leong, S M and C T Tan, "Locus of Corporate Activity in the Year 2000: An International Perspective", paper presented at 1989 Annual Meeting of the Academy of International Business, 19-22 November 1989, Singapore.

6. Tan, C T, "The Entrepreneurship in Singapore", paper presented at World Congress of the Academy of Marketing Science, May 1989, Singapore.
7. Tan, C T and S M Leong, "Development of Singapore Retail System", paper presented at Academy of Marketing Science Annual Conference, May 1987, Miami, United States.
8. Tan, C T and S M Leong, "The Development of Marketing Systems in Singapore", paper presented at Academy of Marketing Science Annual Conference, 27-30 May 1987, Miami, Florida, United States.
9. Tan, C T, J M McCullough and J C S Wong, "Marketing Research Practices in Asean Countries", with special reference to Singapore, paper presented at Academy of Marketing Science Annual Conference, May 1986, Anaheim, California, United States.
10. McCullough, J M and C T Tan, "Advantages of Home Interviews in Ethnic Research", paper presented at American Marketing Association Marketing Educators' Conference, August 1985, Washington D.C., United States.
11. Wee, C H, A K Kau and C T Tan, "Marketing Research in Singapore: An Overview", paper presented at Academy of Marketing Science Annual Conference, 22-25 May 1985, Miami Beach, Florida, United States.
12. McCullough, J M and C T Tan, "Ethnicity and Family Buying Behavior", paper presented at Academy of International Business Annual Meeting, October 1984, Cleveland Ohio, United States.
13. Tan, C T, "Executive Development Courses in Asia: Problems and Issues", paper presented at Academy of International Business Annual Meeting, October 1984, Cleveland Ohio, United States.
14. Tan, C T, "Cross-Cultural Consumer Research in Marketing", paper presented at International Congress of Anthropological and Ethnological Sciences, August 1983, Canada.
15. Tan, C T and C Y Y Chua, "Effects of Attitude and Social Influence in Bank Selection: A Study in an Oriental Culture", paper presented at Academy of International Business Annual Meeting, October 1982, Washington D.C., United States.
16. Tan, C T and C Y Y Chua, "Foreign Versus Local Banks: A Study of Depositors' Attitudes, Intentions and Social-Demographic Characteristics", paper presented at Academy of International Business Annual Meeting, October 1981, Montreal, Canada.
17. Tan, C T, "An Effective Programme to Solve Teaching Problems at Foreign Business School: The Case Analysis Competition Approach", paper presented at Academy of International Business Annual Meeting, October 1981, Montreal, Canada.
18. Tan, C T, I Dolich and B Rammonhan, "A Cross-Cultural Comparison of Consumer Information Seeking Behavior", paper presented at Academy of International Business Annual Meeting, October 1980, New Orleans, United States.

19. Tan, C T and I Dolich, "Consumer Perception of Risk in Products: A Cross-Cultural Perspective", paper presented at Academy of International Business Annual Meeting, June 1979, United States.

Other Refereed Publications

1. Tan, C T and J M McCullough, "Comparison of Family Buying Behaviour in the U.S. and Singapore", *Singapore Marketing Review*, 1983.
2. Tan, C T, "Demographic Differences of Bank Depositors of Local and Foreign Banks", *Singapore Marketing Review*, 1984.
3. Tan, C T, "Applying Discriminant Analysis: A Study of Bank Customers' Demographic Variables", *Singapore Management Review*, 1982.
4. Tan, C T and J K H Lim, "The Process of Consumer Satisfaction: A Regression Analysis Approach", *Singapore Management Review*, 1982.
5. Tan, C T, S H Khoo and I Dolich, "Consumer Perception Risk in Products: A Comparison of Singapore and U.S. Consumers", *Singapore Management Review*, 2, no.1, 1980.

Non-Refereed Publications

1. Singh, K, S M Leong, C T Tan and K C Wong, "A Theory of Reasoned Action Perspective of Voting Behaviour: Model and Empirical Test", #89-27, Singapore: NUS Occasional Paper Series, April 1989.
2. Tan, C T, "Social-Psychological Dimension in Marketing", *Marketing Direction*, 1984.
3. Tan, C T and C Y Y Chua, "A Study of Bank Selection Decisions in Singapore", Department of Business Administration, NUS Occasional Paper Series, Singapore, 1982.
4. Tan, C T and I Dolich, "The Effects of Cognitive Complexity and Prior Products Familiarity on Usage of Choice Models: Some Initial Findings", Department of Business Administration, NUS Occasional Paper Series, Singapore, 1982.
5. Tan, C T, "Case Analysis Competition at Foreign Business School", *Marketing News*, 17, no.16, 1983. (United States).
6. Tan, C T, C Chua and S M Leong, "Use of Consumer Research in Bank Marketing", *Singapore Banking & Finance*, 1982/83, pp.64-68.
7. Tan, C T, S M Leong, G T Lau and Y T Sim, "Consumer Risk Reduction Methods: A Study of Two Products", *Journal of Marketing* (Singapore), 6, 1982, pp.3-5.

8. Tan, C T, "Market or Personal Sources: Where do Consumers Seek Product Information?", Journal of Marketing (Singapore), 5, 1981.
9. Tan, C T and S H Khoo, "An Investigation of Consumer Brand Loyalty and Perception of Risk in Products", Journal of Marketing (Singapore), 4, 1979.

Other Conference Presentations

1. C T Tan, "Plenary Panel Session on Harmonising Expectations in University – Industry Partnership", British Council Global Education Dialogue 2016, 16 June 2016, Ho Chi Minh City, Vietnam.
2. Chaired session on "Educating Tomorrow's Global Citizens" for the Asia-Pacific Association for International Education (APAIE), 1-4 March 2016, Melbourne, Australia.
3. C T Tan, "Panel Session on Government, Business and Trust: The Story of Singapore", International Academy of Management Conference, 5-7 January 2016, Santiago, Chile.
4. C T Tan, "Plenary Panel Session on How Can Asian Universities Build a Strong Global Brand? Does Innovative Collaborations Help?", 2015 EFMD Global Network Asia Annual Conference, 20-22 November 2015, Phuket, Thailand.
5. C T Tan, Keynote Address II: "How Singapore Transformed its University Landscape: SMU Story Plus More", presented at the QS Worldwide Conference and Exhibition, 28-30 September 2015, Nizhny Novgorod, Russia.
6. Chaired the 23rd CEEMAN Annual Conference - Localization vs Globalization of Management Development in Dynamic Societies, 23-26 September 2015, Almaty, Kazakhstan.
7. C T Tan, "Development of a New University and Business Model in the Context of a Diverse and Competitive Environment", presented at The Singapore Experience II Conference, 16-17 June 2015, Port of Spain, Trinidad and Tabago.
8. C T Tan, "Developing a New National Landscape for Universities in Singapore", presented at The Singapore Experience II Conference, 16-17 June 2015, Port of Spain, Trinidad and Tabago.
9. C T Tan, "The Fostering of Future Leaders Taking the Lead of Asian Era" presented at ASEAN-Korea Rectors' Conference, 11 November 2014, Busan, South Korea.
10. C T Tan, "Changes and New Developments in the Singapore Higher Education Landscape: Not Just Any Graduate", presented at the Asia-Pacific Association for International Education Conference (APAIE), 18-20 March 2014, Seoul, South Korea.
11. C T Tan, "Internationalization in the Asia-Pacific Region", presented at the NAFSA 2013 Annual Conference (Association of International Educators), 27-31 May 2013, Missouri, USA.

12. C T Tan, “Reinventing the University of Tomorrow: Sharing Singapore’s Experiences”, presented at the Asia-Pacific Association for International Education Conference (APAIE), 4-6 April 2012, Bangkok, Thailand.
13. C T Tan, “The Evolving Higher Education Landscape in Singapore”, presented at the ASEAN-Australia-New Zealand Free Trade Area (AANZFTA) Business Seminar, 3 June 2011, Wellington, New Zealand.
14. Chaired the 16th CEEMAN Annual Conference - Management Education for the Realities of Emerging Markets, 25-27 September 2008, Tirana, Albania.
15. C T Tan, “Globalization of Business Education: Are Schools ahead or behind the Business”, presented at 15th CEEMAN Annual Conference – Globalization and its Implications for Management Development, 27-29 September 2007, Istanbul, Turkey.
16. C T Tan, “Is Asia Ready for Marketing 101?”, presented at the Asia Pacific Marketing Proprietors’ Forum, 11-12 November 2006, Beijing, China.
17. C T Tan, “Making Teaching Relevant”, presented at workshop of the 14th CEEMAN Annual Conference – Creating Synergy between Business Schools and Business, 28-30 September 2006, Berlin, Germany.
18. C T Tan, “Faculty Development Challenges”, presented at the CEEMAN Deans’ and Directors’ Meeting of the 13th CEEMAN Annual Conference – Innovations in Management Development, 22-24 September 2005, Kiev, Ukraine.
19. C T Tan, “New Learning Partnerships”, presented at the 13th CEEMAN Annual Conference – Innovations in Management Development, 22-24 September 2005, Kiev, Ukraine.
20. Chaired plenary panel discussion on “Removing Barriers to Trans-Generational Wealth Management”, Wharton Global Family Alliance Conference, 14-16 March 2005, Dubai, U.A.E.
21. C T Tan, “Business and Education: Strengthening the Relationship”, presented at the Asia-Europe Colloquy on Universities of Tomorrow, 16-19 February 2005, Luxembourg.
22. Frank R, and Tan C T, “Faculty Recruiting Strategy”, presented at the Global Forum on Management Education 2002, 10-11 June 2002, Bangkok, Thailand.
23. Frank, R, and Tan C T, “Faculty Recruiting Strategy”, presented at the AACSB International 2002 Annual Meeting, 7-9 April 2002, Chicago, USA.
24. Tan, C T, “Trade and Business Opportunities in Asia-Pacific”, presented at the New Zealand Trade Development Board’s Roundtable Meeting, 8 February, 1999, Christchurch, New Zealand.
25. Tan, C T, “Doing Business in Asia-Pacific for New Zealand Companies”, Workshop Presentation at APEC Business Conference, 5 February, 1999, Wellington, New Zealand.

26. Tan, C T, "Setting the course for Asia- Pacific Recovery", Keynote Speech at the APEC Business Conference, 5 February, 1999, Wellington, New Zealand.
27. Tan, C T, "Relationship Marketing – Learning From The Best of East and West", Keynote Speech presented at Management Center Europe's 8th Global Marketing Conference, 7-8 December, 1998, London, UK.
28. Tan, C T, "East and West Marketing Paradigm", presented at National Sales and Marketing Conference, 14-15 October, 1998, Singapore.
29. Tan, C T, "Strategic Marketing in South East Asia", presented at Management Center Europe's Global Conference on Marketing, 8-9 December, 1998, London, UK.
30. Tan, C T, "Towards Tomorrow's Marketing", presented at Japan World Marketing Conference, 13-14 April 1998, Tokyo, Japan.
31. Tan, C T, "A New Management Paradigm", paper presented at the University of Otago Open Lecture, June 1997, New Zealand.
32. Tan, C T, "Marketing Management in Asia", paper presented at the New Zealand Chamber of Commerce Meeting, June 1997, New Zealand.
33. Tan, C T, "East Meets West", paper presented at the Annual Marketing Conference of New Zealand Direct Marketing Association, Auckland, New Zealand, September, 1997.
34. Tan, C T, "Is Marketing in Asia Different?", paper presented at MBA Alumni Meeting of the University of Witwatersrand, July 1995, University of Witwatersrand, Johannesburg, South Africa.
35. Tan, C T, "Marketing Experience of Singapore", paper presented at Seventh Biennial World Marketing Congress, 6-10 July 1995, Melbourne, Australia.
36. Tan, C T, "The Singapore Story - New Marketing Realities", paper presented at Singapore Tourist Promotion Board Strategic Marketing Conference, 9 June 1995, Shangri-la Hotel, Singapore.
37. Tan, C T, "Metamorphosis in Marketing", paper presented at European Marketing Confederation Conference, 15-16 December 1994, Athens, Greece.
38. Tan, C T, "New Paradigm in Marketing", paper presented at Singapore Tourist Promotion board Strategic Planning Conference, November 1994, Singapore.
39. Tan, C T, "New Paradigm in Marketing for South East Asia", paper presented at Malaysian Institute of Marketing Annual Conference, Kuala Lumpur, Malaysia, October 1994.
40. Tan, C T, "Factors of Success of New Competitors From East Asia", paper presented at the CEO Forum, July 1994, Johannesburg, South Africa.

41. Tan, C T, "Professionalism, CPM and Marketing", paper presented at Philippines Marketing Association Annual Conference, May 1994, Manila, Philippines.
42. Tan, C T, "Regionalization Strategy for Asian Business", paper presented at Asia-Pacific International Marketing Conference, April 1993, Singapore.
43. Tan, C T, "Key Factors of Success for Local Business Development", paper presented at Enterprise 92, 1992, Singapore.
44. Tan, C T, "Beyond Marketing Orientation: A Human Resource Driven Marketing", paper presented at Hong Kong Marketing Association Annual Conference, November 1992, Hong Kong.
45. Tan, C T, "Key Success Factors for Local Business Development", paper presented at Total Business Development for Local Enterprise, August 1992, EDB, Singapore.
46. Tan, C T, "Direction of Organisational Renovation Toward the Coming Generation: Case of Singapore", paper presented at Japan Marketing Association World Conference, November 1991, Tokyo, Japan.
47. Tan, C T, "Is Global Marketing Relevant to the South East Asian Market", paper presented at AIESEC - NTU Annual Conference, September 1991.
48. Tan, C T, "Marketing in South East Asia", paper presented at Australian Marketing Institute Annual Conference, June 1991, Melbourne, Australia.
49. Tan, C T, "Training International Marketers", paper presented at Going Global - Business & Educational Partnering Conference, October 1990.
50. Tan, C T, "Competitive Strategy in Retailing", paper presented at Retailing in Indonesia Conference, July 1990, Jakarta, Indonesia.
51. Tan, C T, "Marketing Orientations as Way of Life", paper presented at PUB Marketing Conference, March 1990.
52. Leong, S M and C T Tan, "Survey Findings", in Global Strategies Conference Proceedings: The Singapore Partnership", pp. 93-97, Singapore: Times Periodicals, 1989.
53. Tan, C T, "Strategic Planning and HRM", in Human Resource Development Conference, November 1989, Bangkok, Thailand.
54. Tan, C T and S M Leong, "Marketing in the Year 2000: Implications for the Singapore Economic Development Board, paper presented at National Marketing Workshop, 22-24 August 1989, Singapore.
55. Leong, S M and C T Tan, "Economic Planning as Strategic Marketing Planning: An Importance- Performance Matrix Analysis", paper presented at National Marketing Workshop, 22-24 August 1989, Singapore.
56. Tan, C T, "Strategic Planning & Implementation", paper presented at Phelp Dodge's

International Marketing Conference, January 1989, Bangkok, Thailand.

57. Leong, S M and C T Tan, "Singapore's Competitiveness for Attracting Foreign Investments: A Performance-Importance Matrix Analysis", paper presented at EDB Corporate Planning Session, January 1989, Singapore.
58. Tan, C T, "Marketing Orientation & Customer Service", paper presented at Avon Regional Marketing Conference, December 1988, Hong Kong.
59. Tan, C T, "Value-Chain Analysis for Trading Houses", paper presented at Regional Product Strategy Conference, May 1988, Singapore.
60. Tan, C T, "Social Psychological Dimensions in Marketing", paper presented at MEG of the Singapore Institute of Management's Seminar on New Dimensions in Marketing, October 1982, Singapore.
61. Tan, C T, "Survey of Selected Products for Exports: Singapore", paper presented at Asian Productivity Board's Symposium on Marketing Research for Exportable Product Development, August 1982, Hong Kong.
62. Tan, C T, "Identification of Exportable Products in Singapore", paper presented at Asian Productivity Board's Survey on Market Research for Exportable Product, 1981, Bangkok, Thailand.

Unpublished Papers

1. Tan, C T, Royal Brunei Airlines Training Plan, Technical Report Prepared for Royal Brunei Airlines, Singapore, February 1996, 37 pp.
2. Gan, S K, C T Tan, F C C Koh, S M Leong, S H Ang, S S Lam and A Koh, Strategic Plan Maybank (S) Volume II, Technical Report Prepared for Malayan Banking Berhad, Singapore, September 1992, 68 pp.
3. Gan, S K, C T Tan, F C C Koh, S M Leong, S H Ang, S S Lam and A Koh, Strategic Plan Maybank (S), Technical Report Prepared for Malayan Banking Berhad, Singapore, September 1992, 175 pp.
4. Richmond, D, and C T Tan, Toa Payoh Retail Analysis, Research Report for Economic Development Boards' Retail Project Team, Singapore, 1991.
5. Richmond, D, and C T Tan, Study of Singapore Shopping Patterns and Preferences: Special Reference to Toa Payoh, Research Report for Economic Development Boards' Retail Project Team, Singapore, 1991.
6. Tan, C T, A C Joseph and S M Leong, Consumer Evaluation of Service and Service Elements in Three Electronic Product Classes, Technical Report Prepared for Hagemeyer Electronics (S) Pte Ltd, Singapore, 1989.

Updated January 2020