



14TH SMU OBHR SOCIETY YEARBOOK

AY 2022/2023



ABOUT US



Organisational Behaviour and Human Resources (OBHR) Society is made up of students who are passionate about OBHR. The 14th EXCO has aimed to bring back physical events during our term.

The OBHR Society creates a network of people for people, and has established a quadripartite relationship with various relevant constituencies – Students, Faculty, Alumni and Industry.

OUR OBJECTIVES

- Serve fundamentally as the voice of OBHR students to SMU Administrative and Faculty communities
- Create and maintain the relationship with these constituencies to benefit the student community
- Organise networking events and activities to promote OBHR as a major and foster closer bonds among OBHR students

MEMBER INTRODUCTION



Ng Xian Ting
President



Lionel Teo Jun Kai
Vice President



Katherine Tan
Honorary General Secretary



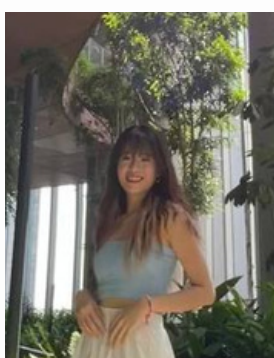
Cindy Chua Wan Ting
Finances Director



Titus Goh Yu Wei
Events Director



Nidhi Jayaraman
Marketing Director



Toh Pei Shi
Marketing Director



Charvi Reddy Chilveru
Marketing Director

OUTREACH



VIVACE

VIVACE is one of SMU's biggest event. It offers an opportunity and platform for our Society to raise awareness among the undergraduates. We set up a physical booth and successfully engaged undergraduates to join our events and subscribe to our social media channels. We increased our followings by **50** on our platforms in 2 days.



Know-Thy-Major

The program is held by SMU to help undergraduates better understand the different majors. We attended both sessions in Term 1 & 2 to share our insights and experiences as EXCO of OBHR Society and how they could look forward to joining us.

WELFARE DRIVE



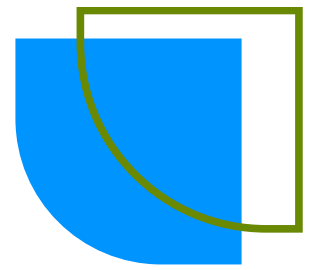
Our first signature event was the Welfare Drive to motivate our students during the exam period.

We gathered **more than \$8000** of in-kind donations from various sponsors.

We distributed welfare packs to **163 students**.



ALUMNI NETWORKING NIGHT



Panelists

We had invited the following speakers - [Nicholas Lu](#) (HR Director at P&G), [Ian Lee](#) (Head of Talent Acquisition at Foodpanda), and Professor [Paul Lim](#) (Senior Lecturer of Organisational Behaviour & Human Resources at Singapore Management University)

Participants

We had **70 participants** in total.



Event Highlights

Our first physical networking event Post-Covid allowed our students to have a better understanding of the HR industry and the various HR functions.

HRISING SYMPOSIUM



This year's HRising Symposium was jointly organized with NUS Human Capital Society and Young NTUC at NTUC Centre. **More than 200 participants from NUS, NTU, SMU, SIT, SUSS, SIM and the industry attended this event.**

This year's theme was **"Working towards the Great Re-Engagement"**. The interactive panel discussion allowed participants to gain better understanding towards new engagement trends and learning from the experiences of seasoned HR professionals.

We invited 4 distinguished panelists to grace our event:

Fermin Diez

(Deputy CEO & Group Director at NCSS)

Won Xue Ling

(HR Director at P&G)

Teo Siew Pan

(Executive Secretary at Advanced Manufacturing Employees' Union)

Bill Lu

(Head of HR SEA, Hilton Group)

HRISING SYMPOSIUM

We piloted the Masterclass series, where we engaged masterclass speakers and undergraduates to learn in-depth regarding the following topics:



HOW DO WE RECRUIT AND RETAIN TOP TALENT?

led by: **Andrew Teo** (HR Director at Baxter), **Kenneth Goh** (Head, Talent Acquisition Advisory at OCBC) & **Timothy Yong** (Senior HR Consultant at Kerry Consulting)



HOW HAS DIGITAL HR EVOLVED TO BECOME MORE RELEVANT?

led by: **Yvonne Tan** (Lead People Scientist at EngageRocket), **Samantha Seng** (APAC Resource Management and Strategic Workforce Planning Lead at Dentsu International) & **Kieran Karuna** (Head of Operations & Analytics at ChangeLeader)

HRISING SYMPOSIUM



IMPORTANCE OF A COMPANY'S EMPLOYEE VALUE PROPOSITION FOR RE-ENGAGEMENT

led by: **Kelly Lim** (Principal, Global Employer Branding and Organisation Culture at OKX)



ARE CURRENT TALENT DEVELOPMENT STRATEGIES ATTRACTIVE ENOUGH?

led by: **Desmond Chen** (HR Director - Emerging Asia and Global Travel Retail at Beam Suntory) & **Adrian Tan** (Chief Marketing Strategist at Marketing Sumo)



OTHER COLLABORATIONS

Future of Work

We collaborated with Mr Kumar Abhishek to facilitate the panel discussion for undergraduates. To amplify the impact of the event, we crafted a post that encapsulated the key highlights from the discussion and posted it on Instagram and LinkedIn. The content covered points on staying current, interdependency, emerging trends, and the workplace as a growth habitat.

Special mention to our distinguished speakers:

Peck Kem Low (CHRO & Advisor, Workforce Division, Public Service Division), **Patrick Tay** (Member of Parliament & Asst Secretary-General NTUC), **Sarah Philippart** (Director, Google Experience & APAC Lead People Consultant)



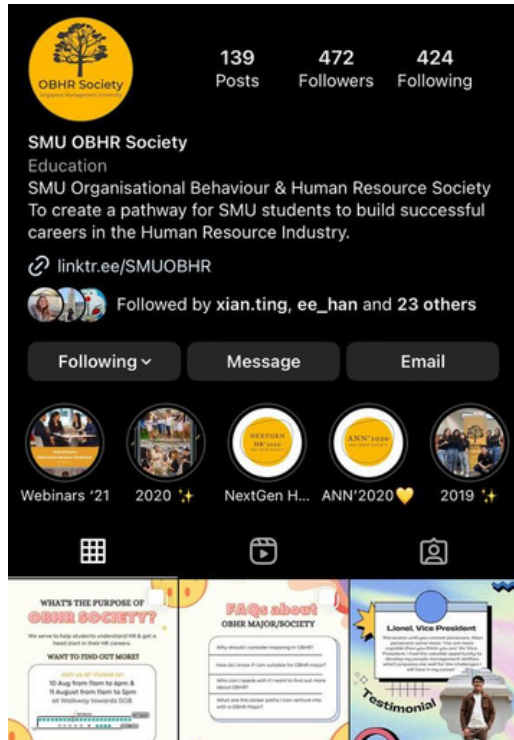
Bank of America
Global Human Resources Fireside Chat

BOA Fireside Chat

We partnered with Bank of America to present undergraduates the BOA Fireside chat. This platform allowed undergraduates to gain valuable and insightful sharing by Bank of America's Human Resource Vice-Presidents.

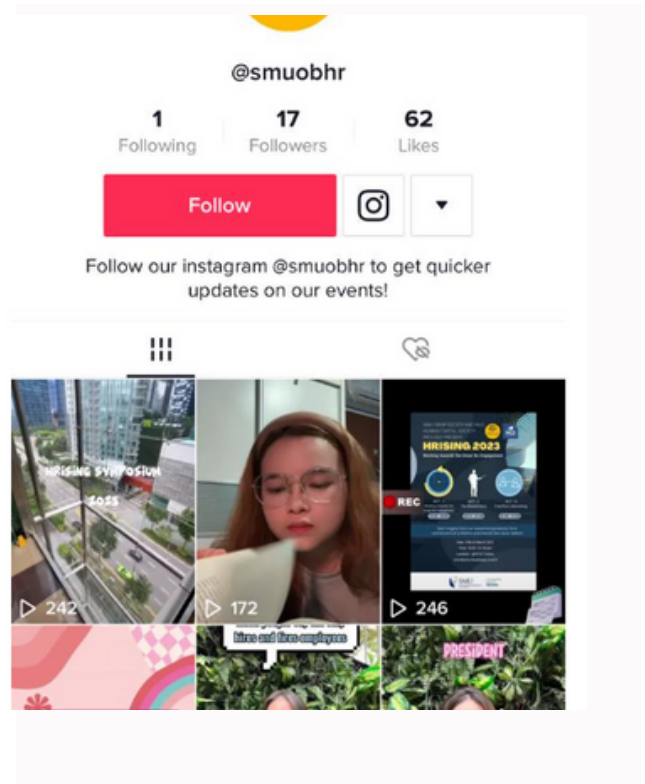
OTHER INITIATIVES

Instagram



Instagram served as our club's central hub for communication and event promotion, allowing us to effortlessly share information and showcase our activities with our members and the public.

TikTok



We launched a new TikTok initiative aimed at raising awareness for the club while delivering educational content through popular trends. Our TikTok videos have garnered up to 2400 views. The account helped to increase event visibility & sponsorship outreach.

SMU OBHR Society
547 subscribers

Pinned message
GHR Fireside Chat 2022 (SG).pdf

!! Dear OBHR Majors !!

The OBHR faculty is proposing to launch two new OBHR Tracks for students, and we would love to get feedback and opinions from all of you before we move forward.

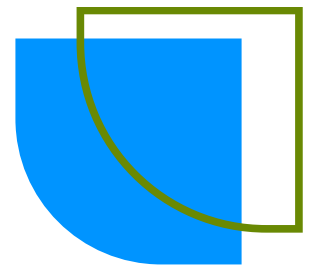
Earn a \$10 CapitalLand e-Voucher by helping us to complete this short survey. The responses from this survey are crucial for determining whether the OBHR Tracks will be launched.

1 . Please complete the survey here: <https://forms.gle/7nKhwFtRnSnAa2hG6>

OBHR Major Survey

We collaborated closely with the OBHR Faculty to streamline the process of gathering responses for the OBHR Major Survey. We achieved a commendable response rate of at least 50% from the students, ensuring valuable input for the survey.

OUR SPONSORS



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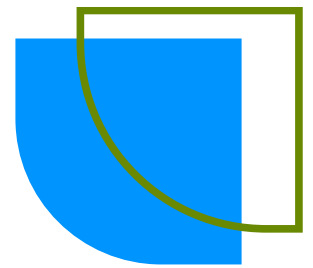


ROOKI



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OBHR 14TH EXECUTIVE COMMITTEE SIGNING OFF!



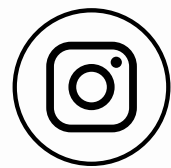
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