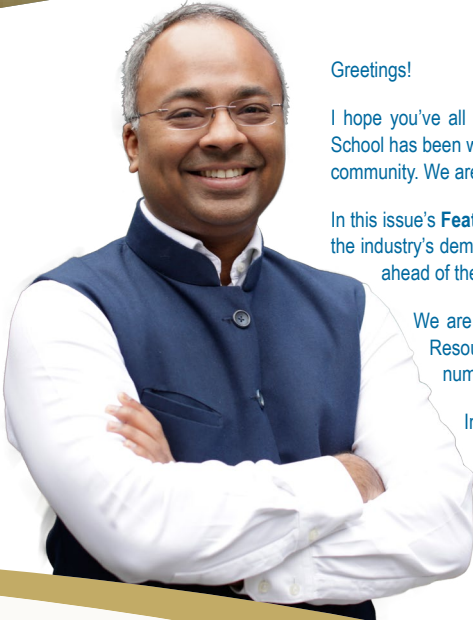


Dean's Message



Greetings!

I hope you've all had an enjoyable Easter holiday, whether you spent them with family or friends, or took some personal time. The School has been working tirelessly as we endeavor to deliver excellence to our students and improve our standing in the global academic community. We are doing well, and I'm proud to share our many accomplishments.

In this issue's **Feature**, we briefly introduce the new kid on the block, the new major in Entrepreneurship. The new major is a nod towards the industry's demand for more innovative and entrepreneurial minds, even as we have reviewed the current curriculum to stay one step ahead of the ever changing needs of the business environment.

We are happy to share some highlights from the CARMA Workshop, organized by the Organisational Behaviour & Human Resources group under **LKCSB Research News**. Also featured are our faculty, whose research continues to excel, and the numerous research awards they receive!

In our **Student Club and Students' Achievements** section, we are proud to applaud 3rd year Business student Melissa Cheok who has been awarded runner-up in the International New York Times Writing Competition 2015. Have a read through of her winning article via the link shared in the article. We also announce the new LKCSB student club, Eagles Inc, founded by a generous donation from our alumni.

Finally, I am pleased to report the launch of our long-awaited Executive Master of Business Administration (EMBA) Alumni Group! Enjoy some pictures of the sign-off ceremony in our **Alumni Corner**.

Yours in service,

Professor Gerard 'Gerry' George
Dean
Lee Kong Chian School of Business

Issue Feature

Lee Kong Chian School of Business' Curriculum Gets an Update



The Academic Year starting August 2015 saw LKCSB revising, adjusting and reinventing the Business curriculum to give our Business students a greater edge as they enter the fact-paced business industry. In this issue, we highlight a brand new major and showcase how the school has worked hard at revamping the current curriculum.

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Alumni Corner

SMU Executive Master of Business Administration Alumni Group Launch

Launched in April 2011, the Executive Master of Business Administration (EMBA) course is proud to launch the official SMU Executive Master of Business Administration Alumni Group (SMU-EMBAAG), aimed at building and maintaining a strong and cohesive EMBA alumni identity and community across all cohorts. The group will also facilitate connecting and fostering interaction between students and alumni, with the goal to strengthen the value and brand name of the SMU EMBA degree.

>> [Read More](#)

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Lee Kong Chian School of Business' Curriculum Gets an Update

As the school continues to reflect on the needs of the progressing business environment, the necessity for graduates to be skilled and technically proficient is prominent. To ensure that the curriculum provided is able to address these needs, the Lee Kong Chian School of Business is proud to introduce a new major and its refurbished curriculum.

New Entrepreneurship Major to Meet Singapore's Growth Aspirations



The new Entrepreneurship major is to cater to undergraduates who plan to embark on creating new businesses or those who wish to bring entrepreneurship to existing organisations. Students will be nurtured with an enterprising mindset, and will be broadly and deeply developed in technology, family business, and social entrepreneurship business ideas. This curriculum is to give them a strong grounding in understanding problems, creating solutions and options that they can apply to their new business ventures or business projects within existing organisations. Through a slew of targeted electives, entrepreneurship study missions to places such as Silicon Valley and Atlanta, and the entrepreneurship practicum, students will become familiar with tools, techniques, theories, and practices that will enable students to identify, refine, incubate and grow business ideas.

For more information on the new Entrepreneurship major, please click [here](#).

Revised Current Majors to Adapt to Evolving Industries

In its fifteenth-year, the curriculum at the Lee Kong Chian School of Business has been refreshed to adapt to the ever-changing business environment. To deepen the specialised knowledge of the students in their various majors, the current curriculum offered to students who matriculated from Academic Year 2015/16 requires students to complete 6 courses within a major, an increase from the previous 5. Check out other changes that affect the majors below:

Finance: An additional compulsory course, Corporate Finance, in addition to the original 2, Corporate Reporting and Financial Analysis and Financial Instruments, Institutions and Markets

Quantitative Finance: Adjustment of 11 compulsory courses to 3 compulsory courses, including 2 completely new courses, Quantitative Finance and Investment Statistics

Strategic Management: Change of the compulsory course from Entrepreneurial Management to Introduction to Organisations

For more information, click [here](#).



Photographs Courtesy of SMU's Office of Corporate Communication and Marketing

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Faculty Honours, Promotions and Appointments

Honours and Achievements

LKCSB is proud to congratulate:



Senior Lecturer of Organisational Behaviour and Human Resources, Dr Rani TAN on receiving two awards for her app, GameLead, at the distinguished Wharton-Quacquarelli Symonds Stars Reimagine Education Conference & Awards 2015.



Associate Professor of Operations Management, Onur BOYABATLI and **Assistant Professor of Operations Management, Daniel ZHENG Zhichao** on receiving the 2015 Management Science Meritorious Service Award from INFORMS.

Faculty Promotions & Appointments

LKCSB would like to congratulate the following faculty on their promotions and new appointment:



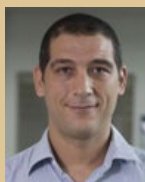
TEE Chyng Wen
Academic Director, MSc in Quantitative Finance



Ekkehart BOEHMER
Interim Director, SKBI (Sim Kee Boon Institute)

LKCSB Research News

Research Awards



Awardee: Assistant Professor [Gennaro BERNILE](#) together with Anand Shankar and Rahul Rajani

Award: Top 10 in ISB-Ivey Global Case Competition, Honorable Mention, 2015

Project/Paper: Case-study "Alchemy of a Private Equity Deal in India: Shriram Transport Finance"



Awardee: Assistant Professor of Finance [LIANG Hao](#)

Award: Zephyr Prize for the Best Paper in Corporate Finance at the 28th Australasian Finance and Banking Conference 2015

Project/Paper: "Peer Effects of Corporate Social Responsibility" (Together with Jay Cao and Xintong Zhan)

Award: Winner of the 2014 Moskowitz Prize for Socially Responsible Investing

Project/Paper: "Socially Responsible Firms" (Together with Allen Ferrell and Luc Renneboog)

Award: Tilburg University Best PhD Thesis – First Prize (2015; Tilburg)

Award: FIR-PRI Best PhD Thesis Award on Finance and Sustainability (2015; Paris)

Project/Paper: PhD Thesis "Finance and Society: On the Foundations of Corporate Social Responsibility"



Awardee: Associate Professor of Operations Management [LIM Yun Fong](#) together with Yunzeng Wang, and Yue Wu

Award: The CSAMSE Annual Conference Best Paper Award, Honorable Mention, 2015

Project/Paper: "Consignment contracts with revenue sharing for a capacitated retailer and multiple manufacturers"



Awardee: Assistant Professor of Marketing [Anirban MUKHERJEE](#) together with Andre Bonfere

Awards: Best paper in the marketing analytics track and best paper overall, at the Australian & New Zealand Marketing Academy Conference 2016.

Project/Paper: "Does economic growth lead to consumers purchasing more energy efficient appliances?"



Awardee: Associate Professor of Finance [TU Jun](#) together with David Rapach, Jack Strauss and Guofu Zhou

Award: The ASX Prize at the 28th Australasian Finance and Banking Conference in December 2015

Project/Paper: "Industry Interdependencies and Cross-Industry Return Predictability"



Awardee: Assistant Professor of Operations Management [Daniel ZHENG Zhichao](#) together with Y. Zhong, M. C. Chou, and C. P. Teo

Award: The CSAMSE Annual Conference Best Paper Award, Second Prize, 2015

Project/Paper: "Pooling and Dynamic Allocation Policies to Deliver Differentiated Service"



Awardee: Assistant Professor of Corporate Communication (Education) [CHUNG Siyoung](#) together with Assistant Professor of Corporate Communication Kim Soojin and Assistant Professor of Corporate Communication Shim Kyu Jin



Award: 3-year External Grant from Media Development Authority (Jan 2016 – Jan 2019)

Project/Paper: "The Effects of Singaporeans' Media Use on Civic Engagement and Communication Behaviours" that will investigate the impact of traditional and new media (ie. social media) on political and civic engagement and also on organisational reputations.

Key Research Events

CARMA Workshops

The LKCSB Organisational Behaviour & Human Resources group, together with the Consortium for the Advancement of Research Methods and Analysis (CARMA) – the world's leading provider of research methods education for organisational scholars – organised two short courses at SMU: Longitudinal Designs and Analysis held from November 16 – 18, 2015, and Meta Analysis held from November 19 – 21, 2015.

Both workshops were well-received and attended by the SMU community, as well as faculty members and PhD students from other universities including, NTU, INSEAD and Ghent. The short courses included both lectures and hands-on experiential activities conducted by instructors from Georgia State University and the University of Iowa.

For more information, click [here](#).

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Alumni Corner

Student Clubs and Students' Achievements

Cognitare at the Champions Trophy Case Competition 2016



Team Cognitare (From left to right: Sally Tan, Tan Tze Heng, Advisor Prof Ma Kheng Min, Justin Bay and Phua Su Ann) came in as 2nd runners-up at the Champions Trophy Case Competition (CTCC) 2016 organised by the University of Auckland Business School in New Zealand.

Tueur Capital at the CFA Institute Research Challenge 2016

The team from SMU, Tueur Capital, (From left to right: Sebastian Seow, Sim Yi Jun, Feng Luwei, Samuel Tan and Cheong Wen Quan) came in as runners-up at the CFA Institute Research Challenge 2016. Feng Luwei was also awarded the Best Individual Speaker of the entire Challenge.



Young Southeast Asian Leaders Initiative (YSEALI) Competition 2016

4 SUTD-SMU Dual Degree Programme (DDP) students were selected to participate in the Young Southeast Asian Leaders Initiative (YSEALI) generation start-up weekend in August 2015. Among the 11 finalists representing Singapore, the DDP team came up with a social entrepreneurial app that helped users identify the safest route for travelling in developing countries. Out of approximately a hundred ideas, the app was picked as one of the top 30.

YSEALI is U.S. President Barack Obama's signature program to strengthen leadership development of youth and networking in



Southeast Asia. Participants submitted a one-minute video to pitch ideas for community solutions that addressed the YSEALI themes of civil engagement, economic development, environment and education.

For more information, click [here](#).

LKCSB Student is 2nd Prize Winner in *International New York Times Writing Competition 2015*

We are proud to congratulate 3rd year Business student Melissa Cheok (pictured in the light blue cardigan) on being the 2nd prize winner in the University category of the *International New York Times Writing Competition 2015* with her article entitled "Can We Achieve Quality Education For All?". Her piece was chosen out of hundreds of entries from 14 Asian countries.

Melissa shares: "I titled my article [that] because I felt that I could not begin to write about the topic of global education if I was not addressing those not fortunate enough to go to school and receive one. Education and poverty alleviation are two issues that I hold dear and I wanted to write a piece that expressed my thoughts on them and how much I truly believe in the power of education to uplift and transform societies. I hope to



be a journalist one day and to me nothing is more meaningful than writing about something important and encouraging people to see why they should care so I am truly grateful to the INYT for giving me the chance to do so and for granting me this award."

To check out her article, please click [here](#).

Launch of Eagles Inc.

On October 10, 2016, two LKCSB alumni, Mr. Jeff Tung and Mr. Benjamin Tsoon, presented a cheque of \$1 million to Professor Gerry George, Dean of the Lee Kong Chian School of Business for the formation of the Passion, Action, Kickstart (P.A.K.) Fund. According to Jeff, the key objective of the fund is to ignite the entrepreneurial spirit amongst SMU students and to support the growth of the entrepreneurial ecosystem in SMU.

The fund will support the LKCSB Entrepreneurship Club, Eagles Inc. The club is to be an entrepreneurial haven that builds a community of dare devils using innovation, creativity, adventure, and experience. Mentored by Associate Professor Reddi Kotha, activities



Photograph Courtesy of the SMU Office of Alumni Relations

organized by the club will include networking and mentoring events for students, alumni entrepreneurs and faculty members.

For more information, click [here](#).

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SMU Executive Master of Business Administration Alumni Group Launch



On 14 January 2016, as part of the retro theme for the event, alumni donned colourful afro wigs as the SMU EMBA Alumni Group (SMU-EMBAAG) was officially launched. The launch was commemorated with a signing-off ceremony by the executive committee, joined by LKCSB Dean Gerry George, Associate Professor Low Aik Meng and EMBA Programme Director Lieven Demeester, of the Group charter. The launch marked the EMBA alumni's first step on their SMU alumni journey.

For more information, please click [here](#).



"...We would like to be the 'catalysts' to help galvanise them and get them to feel a sense of belonging within the group and the SMU community."

- SMU EMBA Class of 2013 Alumnus and Executive Committee Member, Wong Ju Han



Photographs Courtesy of the SMU Office of Alumni Relations