

ONG Siow Heng

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Date of CV revision: 19 May 2009

Citizenship: Singapore



Education

1994	PhD, Northwestern University
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Position(s) Held

May 2008 - Now	Associate Dean of Admissions and Undergraduates Singapore Management University
01 Jun 2006 - Now	Director of Lee Kong Chian Scholars Program Singapore Management University
2002 - Now	Associate Professor of Corporate Communication, Practice Lee Kong Chian School of Business Singapore Management University
01 Jun 2006 - 30 Apr 2008	Director of Wee Kim Wee Centre Singapore Management University
01 Jun 2005 - 31 May 2006	Deputy Director, Lee Kong Chian Scholars Program Singapore Management University
01 Jun 2005 - 31 May 2008	Deputy Director of Wee Kim Wee Centre Singapore Management University

Research Interests

- Intercultural Communication
- Public Campaigns
- Communication and Popular Culture

Grants

- EU/ASEAN Grant for Research on Cross-Cultural Learning Styles, 2005 - 2006
Amount: (186.000) One hundred and eighty thousand Euros

Journal Articles (Refereed)

1. "Cross-Cultural Differences in Learning and Education: Stereotypes, Myths and Realities", by Siow Heng ONG, 2005, 12, 5, *Learning and Teaching Across Cultures in Higher Education, International Journal of Learning*, Common Ground Publisher, 247-256
2. "Allusion As Trope", by Siow Heng ONG, 2000, 1, *Journal of Language, Society and Culture*
3. "Lee Kuan Yew and His Use of Spatial-Oriental Metaphors", by Siow Heng ONG, 1998, *Journal of Language, Society and Culture*

Journal Articles (Non-refereed)

1. "Humane Resource: The Ethics of Hiring and Sales Practice", by Siow Heng ONG, 03/2003, *Human Capital*
2. "An Honest Perspective on Ethics", by Siow Heng ONG, 10/2002, *Today's Manager*, 33-36
3. "The Fly On The Wall, The Telescope, And Narrowed Options", by Siow Heng ONG, 06/2000, *Scribes*

Conference Papers (Refereed)

1. "Cross-Cultural Learning Styles", by Siow Heng ONG, 06/2006, *Association of Business Communication Conference*, Oslo, Norway
2. "A Hotel's Endeavour in Promoting Organizational Culture", by Siow Heng ONG, 04/2004, *Association of Business Communication Conference*, La Jolla, California, USA
3. "Imagery and Persuasion", by Siow Heng ONG, 12/2003, *Association of Business Communication Conference*, Auckland, New Zealand
4. "Appropriating the Language of Business", by Siow Heng ONG, 04/2003, *Association of Business Communication Conference*, Toronto, Canada
5. "The Language of Overcoming Economic Woes", by Siow Heng ONG, 2002, Presented at New Zealand Linguistic Society "Language and Society Conference"
6. "English as a Unifying Language in Multi-Racial Singapore", by Siow Heng ONG, 12/2000, Presented at the 5th English in Southeast Asia Conference: "Communication, Identity, Power and Education", Curtin University of Technology, Perth, Australia
7. "The Discourse of Representation in Euthanasia", by Siow Heng ONG, 11/1999, Conference paper presented at the Eighth International Conference on Narrative, University of Kentucky, USA.
8. "The Tale of Titanic: An Unsinkable Story", by Siow Heng ONG, 11/1998, Conference paper presented at the Seventh International Conference on Narrative, University of Kentucky, USA.
9. "Narrative in Popular 90s Singapore Advertisements", by Siow Heng ONG, 11/1997, Conference paper presented at the Sixth International Conference on Narrative, University of Kentucky, USA.
10. "Allusion as Metaphor", by Siow Heng ONG, 07/1996, Conference paper presented for the Conference on Narrative and Metaphor, University of Auckland, New Zealand.
11. "Thematic and Visual Literacy in Film", by Siow Heng ONG, 09/1995, Conference paper presented for the conference on Meaning as Production: The Role of the Unwritten, National

University of Singapore, Singapore

12. "A Pentadic Analysis of "Fatal Attraction"", by Siow Heng ONG, 11/1993, Conference paper presented on Speech Communication Association Convention, Miami Beach, Florida, USA.

Books and Monographs (Authored or Co-authored)

1. "Metaphor and Public Communication: Selected Speeches of Lee Kuan Yew and Goh Chok Tong", by Siow Heng ONG and Nirmala Govindasamy ONG, *Singapore: Marshall Cavendish Academic*, 2nd Edition, 2006
2. "Intercultural Communication Competencies in Higher Education and Management", by Siow Heng ONG, Gerhard APFELTHALER, Katrin HANSEN, and Nirundon TAPACHAI., *Singapore: Marshall Cavendish Academic*, 2006
3. "Training for Personal Effectiveness", by Siow Heng ONG, *Institute of Public Administration and Management*, Singapore, 1998
4. "Metaphor and Public Communication: Selected Speeches of Lee Kuan Yew and Goh Chok Tong", by Siow Heng ONG and Nirmala Govindasamy ONG, *Graham Brash*, Singapore, 1996

Books and Monographs (Edited or Co-edited)

1. "Intercultural Communication Competencies in Higher Education and Management", by Siow Heng ONG, *Marshall Cavendish*, Singapore, 2006, 415

Chapters in Books

1. "The Virgin Group: Richard Branson", by Siow Heng ONG, Management, Campling, Poole, Wiesner and Schermerhorn, 3rd Asia Pacific Edition, *John Wiley & Sons, Australia, Ltd.*, Australia, 2007
2. "NTUC Income: A CEO Epitomizes Open Communication", by Siow Heng ONG, Management, Campling, Poole, Wiesner and Schermerhorn, 3rd Asia Pacific Edition, *John Wiley & Sons., Ltd.*, Australia, 2007
3. "Cross-Cultural Differences in Learning and Education: Stereotypes, Myths and Realities", by G. APFELTHALER, K. HANSEN, S. KEUCHEL, C. MUELLER, Siow Heng ONG, and N. TAPACHA, *Learning and Teaching Across Cultures in Higher Education*, David Palfreyman and Dawn McBride, 2007
4. "Asians and Europeans - Similar and Yet Different: A Comparison of Students' Attitudes Towards Learning and Studying Across Four Countries", by Siow Heng ONG, *Intercultural Communication Competencies in Higher Education and Management*, *Marshall Cavendish Academic*, 2006, 11-35

Other Published Articles

1. "TIME Magazine Education Program (38 pedagogical articles/worksheets in a year; samples uploaded)", by Siow Heng ONG, *TIME Magazine*, Hong Kong, 04/2008
2. "TIME Magazine Education Program (38 pedagogical articles/worksheets in a year; samples uploaded)", by Siow Heng ONG, *TIME Magazine*, Hong Kong, 03/2008

3. "Case Studies for Teaching Stylistics for Business Communication, Education Review for Business Communication", by Siow Heng ONG, 2004

Newspaper and Magazine Articles

1. ""Time to Face Up to Reality"", by Siow Heng ONG, 04/2007, TODAY

Conference Program Committee and Advisory Services

- Panel Respondent:-
"Market Access and Competition", Beijing International Conference on Applied Business Research, Beijing, December 2005
- Panel Respondent:-
"Corporate Governance and Business Ethics" and "Globalization and International Business", by Siow Heng ONG, 12/2004, Bangkok International Conference on Applied Business Research, Bangkok
- Panel Respondent:-
"Corporate Culture and Sustainability", by Siow Heng ONG, 06/2003, Culture In The Globalization Process Conference, Freie Universitat Berlin

Committees

- Assoc Dean, University of Student Life Committee, SMU, 01 November 2008 - 31 October 2011

Courses Taught - Undergraduate

- Term 1: "COMM101 Management Communication, August 2007 - December 2007
- Term 1: COMM210/210Z Intercultural Communication, August 2007 - December 2007
- Term 2: COMM101 Management Communication, January 2008 - April 2008
- Term 2: COMM210/210Z Intercultural Communication, January 2008 - April 2008
- Term 3A: COMM210/210Z Intercultural Communication, April 2008 - June 2008
- Term 3B: COMM210/210Z Intercultural Communication, June 2008 - July 2008
- Term 1: COMM101 Management Communication, August 2008 - November 2008
- Term 1: COMM210/210Z Intercultural Communication, 2008 - 2009
- Term 2: COMM101 Management Communication, January 2009 - April 2009
- Term 2: COMM210/210Z Intercultural Communication, January 2009 - April 2009

Courses Taught - Masters

- MBA (Part-time) in Leading Across Cultures, 2008
- MBA (Full time) in Leading Across Cultures, 11 May 2009 - 28 June 2009