DEAN’S MESSAGE

Business schools today face the daunting task of meeting industry demands for top-notch graduates who can stay relevant and competitive in various work contexts. Mr Ho Kwon Ping, Chairman of the SMU Board of Trustees, spoke at the recent Association of Asia-Pacific Business Schools (AAPBS) Conference, saying that it is vital for business schools to keep up with the times and to broaden the knowledge of students in this multifaceted society. You can read more about his inspiring comments in the feature section.

As LKCSB celebrates its first batch of graduates in the Executive Master of Business Administration (EMBA) programme, we also welcome other new postgraduate programmes this year – the Master of Communication Management, Master of Innovation, Master of Quantitative Finance, PhD in Business (General Management) and PhD in Business (Organisational Behaviour & Human Resources). In addition, I am delighted to note that on August 21st, LKCSB welcomed its largest freshman cohort ever - 752 new undergraduates for this coming academic year – a ‘well done’ to the admissions team as well as all faculty and staff involved in the admissions process. You can learn more about other happenings at LKCSB in this issue’s school highlights.

With the threat of a financial tsunami hovering over the global economy, this could be a challenging year. But, as the saying goes, “When the going gets tough, the tough get going.” Whatever the year may bring, I’m sure we will be able to come through it well. I wish everyone good health and good luck in their endeavors.

Carpe Diem!

Professor Howard Thomas
Dean
LKCSB Chair in Strategic Management
Lee Kong Chian School of Business

ISSUE FEATURE:

Thoughts on Business Education from Mr Ho Kwon Ping

Chairman of SMU’s Board of Trustees, Mr Ho Kwon Ping, gave an inspiring speech at this year’s AAPBS Conference, hosted by LKCSB. Highlighting the important role that business schools play in moulding the future leaders of the economy, he shared his thoughts on the kind of education Asia’s future business leaders should have.

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SCHOOL HIGHLIGHTS

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Entrepreneurship – An Alumni Special

Pursuing one’s interest in business is indeed a great challenge. Find out more from some of our LKCSB alumni who have struck out on their own.

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LKCSB Would Like to Congratulate...

… the following LKCSB advisory board members:
- Mr David Conner, former CEO of OCBC Bank
- Mr Ron Sim, Founder and CEO of OSIM International
- Prof Ivy Ng, Chief Executive Officer of Singapore Health Services
For being named Her World Woman of the Year 2012.

>>More
This year’s AAPBS Conference focused on leadership issues in the region, both in terms of status quo and future perspectives. The business world is experiencing accelerated globalisation. In order to provide firm and fundamental value in Asian business environments, schools need to explore management ways and leadership styles inherent to the region.

For the first time in the history of the AAPBS, there was a “roundtable discussion” at the conference. This format was to encourage the participation of attendees in exchanging views, ideas and formulation of action plans instead of one-sided communication. This was in addition to the keynote speech delivered by Mr Ho Kwon Ping.

A Business Student … is also a student of history, politics, cross-border communication and cultural exchange

Chairman of the SMU Board of Trustees, Mr Ho Kwon Ping, delivered a rousing and provocative speech at the AAPBS Conference 2012 hosted by LKCSB.

Entitled Asian Business Leaders with a Global Mindset, Mr Ho’s speech touched on the economic situation in Europe, asking the billion dollar question, “How could an entire generation of responsible, respectable business and political leaders have acted with such self-interest and short sightedness?”

In order for Asia to avoid a similar development, he emphasised, “The current challenge for Asia-Pacific business education is to be able to evolve new paradigms of business education which can avoid the pitfalls that led to the collapse of Lehman Brothers and the ongoing Euro crisis, at the same time, being able to help students to navigate a business, ethical and cultural environment vastly different from a decade ago.”

Since research excellence is presently still measured and modelled according to Western norms, to avoid the evident failings of the West, future leaders in Asia must be taught according to new patterns of learning. Mr Ho remarked that to be able “to rise to this challenge, a fundamental starting point is that business education cannot be divorced from the historical and cultural context within which it is taught. A business student has to go beyond the basic memorisation of formulas, rules and business functions; he or she also needs to be a student of history, of politics, of cross border communication and cultural exchange. This is particularly pertinent given the diversity of the Asian continent.”

Mr Ho concluded his compelling speech by saying, “Business schools’ curricula need to be more holistic and not just business-specific. Especially for undergraduate schools, the need is more than ever to teach the liberal arts, social sciences and humanities, so that our graduates are not just financial analysts or business managers, but people whose management skills have been built around a solid knowledge of what has driven, and will drive, society.

Our role as business school leaders is to create future generations of business leaders who are knowledgeable about or at least cognizant of their ancestors’ successes and failures, so that the Asian century is not just a re-used template from the Western world, with us simply producing yellow or brown-skinned Gordon Geckos.”

About Mr Ho Kwon Ping

Mr Ho Kwon Ping is the Founder and Executive Chairman of Banyan Tree Holdings, a Singapore-listed company engaged in the development and management of hospitality and residential projects. In addition, Mr Ho is the Founder and Executive Chairman of Laguna Resorts and Hotels. He is also the Chairman of several listed and private family companies engaged in agricultural processing and foodstuffs manufacturing.

He was appointed the Founding Chairman of Singapore Management University (SMU) in 2000. For this contribution he was awarded the Singapore Government’s Meritorious Service Medal in 2010.

He has also been Chairman of Singapore Power, the national utility; MediaCorp, the national broadcaster; and a director with several companies including the Government of Singapore Investment Corp (GIC), Singapore Airlines, and Standard Chartered Bank.
HONORS

Congratulations to Professor Francis Koh, Deputy Dean of LKCSB and Director of the Msc in Wealth Management, on being conferred a Doctor Honoris Causa in Economics by the University of St. Gallen in Switzerland! This is in recognition of his outstanding contributions to Corporate Finance and Wealth Management, and he is also the first Singaporean to receive this award from the esteemed Swiss University.

AWARD HIGHLIGHTS

Congratulations to Professor Benedict Koh and Professor Lim Kian Guan for being among this year’s National Day Award winners to receive the Public Administration Medal.

Achievements

LKCSB would also like to congratulate the following faculty on their recent achievements:

SING LUN FELLOWSHIP:

ROGER LOH
Assistant Professor of Finance

MICHAEL BASHSHUR
Assistant Professor of Organisational Behaviour & Human Resources

LIM YUN FONG
Assistant Professor of Operations Management

NOL FELLOWSHIP:

PROMOTIONS

LKCSB would like to congratulate the following faculty on their recent promotions:

PROMOTION TO FULL PROFESSOR:

DON FERRIN
Professor of Organisational Behaviour & Human Resources

THOMAS MENKHOFF
Professor of Organisational Behaviour & Human Resources (Education)

PROMOTION TO ASSOCIATE PROFESSOR WITH TENURE:

TU JUN
Associate Professor of Finance

KAPIL TULI
Associate Professor of Marketing

JOE ZHANG
Associate Professor of Finance

Strategic Management Society Hosts Special Conference with LKCSB

Themed Globalisation of Innovation Strategies: Novel Moves for a Global Game, LKCSB was one of four major Singaporean business schools co-sponsoring and participating in the organising of the Strategic Management Society’s (SMS) two-day conference in Singapore at Marina Bay Sands in June.

Both academics and executives came together to discuss the latest theories and practical insights in the field of strategic management. This was the second largest SMS special conference thus far, and over 100 presentations on topics such as the globalisation of innovation and strategy in emerging markets were presented.

The conference was opportune as Asia’s place as a significant economic and industrial power has long been recognised, but is only now being recognised by the academic community and in the literature.

Deans and presidents of global leading institutions delivering their opening speech at the recent SMS conference

From left: Professor Gillian Yeo, Dean, Nanyang Business School (NTU); Professor Jay Barney, President, SMS; Professor Howard Thomas, Dean, LKCSB (SMU); Professor Bernard Yeung, Dean, NUS; Professor Ilian Mihov, Deputy Dean, INSEAD.
SMU joins EMBA Council and Celebrates its First EMBA Graduation

What a great first half our EMBA programme has had this year! SMU recently became a member of the EMBA Council, the professional association for business schools throughout the world that offer high-quality EMBA programmes. This attests to the value proposition of LKCSB - offering excellence in the EMBA programme to the students. In addition, LKCSB commemorated the pioneer batch of senior executives to complete their EMBA.

The EMBA Alumni Chapter was also initiated, with support from LKCSB and the Office of Advancement & Alumni. Mr Allan Foo, Managing Director of Meijo Singapore Pte Ltd and General Manager of Meijo Skincare Wellness, has been nominated by the Class of 2012 to spearhead the EMBA Alumni Chapter.

LKCSB Postgraduate & Professional Programmes Updates

Three new master & two doctorate programmes were introduced this year: Master of Communication Management, Master of Innovation, Master of Quantitative Finance, PhD in Business (General Management) and PhD in Business (Organisational Behaviour & Human Resources). Find out more about their latest developments!

- **PhD in Business**
  These doctorates involved over 12 months of planning and LKCSB is very proud to announce that both the PhD in Business (General Management) and the PhD in Business (Organisational Behaviour & Human Resources), started this year, with the former in May and the latter in August.

- **Master of Communication Management (MScomm)**
  The MScomm programme started February 2012 with 31 master students and six graduate diploma students. The students recently returned from the UCLA Anderson School of Management in Los Angeles, and will spend another week on overseas exchange in Switzerland.

  MScomm students during their recent week-long course at UCLA Anderson School of Management in Los Angeles

- **Master of Innovation (MI)**
  Beginning the first week in August, the class comprises 50 students and 13 nationalities of diverse backgrounds, from entrepreneurs to marketing directors, and even a music teacher!

  Part of the inaugural batch of MI students having a great time at the recent orientation session

- **Master of Quantitative Finance (MQF)**
  The Memorandum of Understanding between LKCSB and City University London, a partnership between these two universities to offer the MQF, was inked in June 2012. The MQF programme is slated to begin in September 2012 and currently has a class size of 31 students.

  The MOU signing ceremony between Professor Howard Thomas, Dean of LKCSB (centre left), and Professor Steven Haberman, Director and Deputy Dean of Cass Business School, City University London (centre right). Witnessed by Academic Director of MQF Christopher Ting (far left) and SMU President Professor Arnoud De Meyer (far right)

• **Master of Quantitative Finance (MQF)**

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  The MOU signing ceremony between Professor Howard Thomas, Dean of LKCSB (centre left), and Professor Steven Haberman, Director and Deputy Dean of Cass Business School, City University London (centre right). Witnessed by Academic Director of MQF Christopher Ting (far left) and SMU President Professor Arnoud De Meyer (far right)

Kudos to our pioneer MScomm student Priscilla Soh Huiyi who recently won the individual award in the Outstanding Young Public Relations Professional category for the PRISM Awards 2012! A total of six students from the MScomm programme were shortlisted this year.

**ALUMNI ALERT!**

SMU alumni enjoy an exclusive 10% tuition subsidy for the full-time and part-time MBA programme.
EXCITING UPDATES FROM OUR LKCSB STUDENTS AND CLUBS

UNIVERSITY STUDENT LIFE AWARDS

Congratulations to the following LKCSB faculty, staff and students for being recognised at the recent University Student Life Award 2012!

- **Excellence Award:**
  - Shaun Toh Hong Yi (Individual)
  - E.y.E Investment Club (Group)

- **Tan Tee Chee & Tsan Kah Ngooh Award:**
  - Rachel Teo Liling (Arts)
  - Chung Peiquan (Sports and Adventure)
  - Nah Yu Siang Kenneth (Student Leadership and Community Integration)

- **Luxasia VIE Award:**
  - Cheong Fu Shang
  - Gay Zheng Cai

- **SMU Malay Language & Cultural Club Student Achievement Award:**
  - Nurul Asyikin Binte Mohd Nasir

- **Dean of Students Award:**
  - Crystal Wong You Min (Arts)
  - Lorna Lim Zhi Yin (Arts)
  - Alexi Lim Zongwei (Sports and Adventure)
  - Christopher Lim Zijie (Sports and Adventure)
  - Lau De Loong Benjamin (Sports and Adventure)
  - Quek Li Jun Gwenn (Sports and Adventure)
  - Calvin Lim Zhi Yang (Sports and Adventure)
  - Ryan Tan Yong Ding (Student Leadership and Community Integration)
  - Leonard Li Yuan Jian (Student Leadership and Community Integration)
  - Glenn Ang (Student Leadership and Community Integration)
  - Koh Qi-wei Alroy (Student Leadership and Community Integration)

- **OBHR Society triumphs at the Singapore Human Resource Institute HR Challenge 2012 (University Category)** From left to right: Jonathan Tan, Deepu D/O Pannirselvam, Uma Devi D/O Krishna Moorthy, Archana Devi Gupta, Irfanaaazmin Bte Abdul Jabbar, with faculty advisor Professor Thomas Menkhoff. Not in picture: Lim Chia Teo

- **Team Rojak! from LKCSB was crowned champion at the L’Oreal Brandstorm Singapore 2012 National Finals. From left to right: Shawn Leong, Jolene Kang, Tan Jui Bian

- **SMU Sports Award:**
  - Sara Tan Li Ching

- **Levin Angsana Award:**
  - Eric Loh Wai Keong

- **Lee Foundation Student Life Scholarship:**
  - Alina Chia Hui Yi
  - Ivan Ng Ee Han
  - Ishita Saraf

- **AMLow Trailblazer Award:**
  - Chuah Sun Soon
  - Gary Lee Ruijie

- **SMUAA CCA Award:**
  - E.y.E Investment Club

- **Endowment Society Award:**
  - E.y.E Investment Club

- **Outstanding Achievement Award:**
  - Tan Jin Yang Joel (Sports and Adventure)
  - Chen Mei Chuen Samantha (Sports and Adventure)
  - Ryan Tan Yong Ding (Student Leadership and Community Integration)
  - Luo Dachuan (Student Leadership and Community Integration)

- **Student Life Recognition Award (staff/faculty):**
  - Associate Dean Tom Estad
  - Derek Chiang

- **Dean of Students Award:**
  - Crystal Wong You Min (Arts)
  - Lorna Lim Zhi Yin (Arts)
  - Alexi Lim Zongwei (Sports and Adventure)
  - Christopher Lim Zijie (Sports and Adventure)
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  - Quek Li Jun Gwenn (Sports and Adventure)
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**Alumni Column**

Being an entrepreneur is by no means an easy feat. There is no one correct formula for success and this is a test of one’s business acumen and the experience one has gathered in SMU and throughout one’s life. In this special alumni column, we meet up with some of our LKCSB alumni who struck out on their own after graduation. Hear from them about their exciting journeys, and their words of wisdom for aspiring entrepreneurs.

**Lion and Lamb Soft**

*I like the freedom that comes with innovating and pursuing my own ideas, so I started my own company. Finding funding and customers for a new set-up has not been easy as sales and marketing are a challenge for me. The advice I would like to give to aspiring entrepreneurs is to have a vision that motivates and drives your personal interest, do not over-analyse, ensure that you have good business partners, and spend time to build a solid sustainable business infrastructure. Most importantly, network widely to gain a foothold in the industry.“*

**PlusPink.sg**

*I had this business idea when my long-time friend experienced difficulties in planning her own wedding, and she found that most wedding planning websites were unable to provide much help. Realising the potential for such a wedding planning website, Wedding Tweets was conceived. Setting up the business was not easy as I had to vie with established competitors in the market. Furthermore, managing my time, finances and clients was an even greater challenge. However, when you hear a person on the street mentioning Wedding Tweets as the go-to resource for planning their wedding, it is truly gratifying. Being an entrepreneur demands a great deal of drive and motivation to succeed.“*

**Marcella Holdings**

*“As we felt that there was a market for affordable yet quality custom made shirts, we were confident that we could overhaul the entire industry’s supply chain model and create such a product. We were undermined by many in the industry who said it could not be done, and we had to trust in ourselves and learn the entire trade so that we could create the necessary algorithms. To those wanting to venture out, starting your own company means you are the CEO, the board of directors, the toilet cleaner, the driver, and the manual labour. You will need tremendous discipline to continually improve the business.”*

**Potato Film, Music and Post Production**

*“I started at a stage when online retail was starting to bloom. My current business partner, Wai Yi, a fellow SMU graduate, saw an opportunity and the both of us decided to go ahead with it. We faced many challenges when we first started out as we were inexperienced, had no contacts, with limited capital and everything was done from scratch. Both of us also left our day jobs to focus on PlusPink.sg. Being an entrepreneur does require a certain amount of risk-taking. Most importantly, be passionate about your dreams and believe in yourselves. This will see you through the many challenges you will face.“*

**Richmanclub Studios Pte Ltd**

*“I developed a passion for film making at the age of 11. This soon became commercially viable when I received my first film commission at 19. I started my company to create and work under my own conditions and workflow. The biggest challenge was to be in-charge of all business processes, and giving up expectations of a monthly fixed salary. Passion remains a potential or just a daydream or coffee talk if you don’t act on it. You’ll never know the extent of your passion, until you take the risk. And a passion not worth risking for is rarely a strong passion.“*