Deloitte Global, in its Global Powers of Luxury Goods 2014 report, stated that the global luxury goods sector remains resilient despite a slowdown in the global economy. This is good news for Singapore as the country is well poised to capitalise on the luxury goods sector because of strong demand for luxury goods among its neighbours. It is therefore timely and strategic that LKCSB’s Centre for Marketing Excellence in collaboration with LVMH has launched the LVMH-SMU Asia Luxury Brand Research Initiative. This initiative underscores the significance of LVMH’s commitment to Singapore, and speaks volumes about the quality of SMU’s research.

And LKCSB is rapidly expanding! A record number of new faculty have joined us this year. In August, the first batch of students in the SUTD-SMU Dual Degree Programme took their first course at SMU. Two new postgraduate programmes were launched this year, including the ten-month IE-SMU MBA which is delivered on a blended-learning platform. Several faculty clinched research grants from local and international agencies.

It’s the collective efforts of LKCSB’s students, faculty, alumni, staff, and partners that make LKCSB’s achievements so remarkable. I look forward to your continuing support as we aspire to be among the top business schools in Asia.

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

Launch of LVMH-SMU Asia Luxury Brand Research Initiative

LVMH has gifted a significant donation over five years to SMU in a collaboration to produce quality research in the area of luxury brands, specifically in Asia. SMU is privileged to be the first university in Asia to be engaged in a research partnership with the LVMH Group. It underscores the Group’s long term commitment to Singapore, and exemplifies the growing importance of Asia-Pacific as a region of quality and great potential.
Launch of LVMH-SMU Asia Luxury Brand Research Initiative

In March this year, Singapore Management University (SMU) and LVMH established a five-year strategic partnership via the new LVMH-SMU Asia Luxury Brand Research Initiative which aims to produce and deliver independent high quality academic research dedicated to the luxury brand sector, with a focus on Asian markets and consumers. Professor Srinivas K. Reddy, Director of Centre for Marketing Excellence, has been appointed as the Academic Director of this Initiative which has received a significant term donation from LVMH over five years.

The Initiative aims to be the source for thought leadership in luxury marketing and markets in Asia. It will also develop a pool of talents by giving students the opportunity to develop a strong working knowledge of the luxury industry and engage in authentic research experiences, as well as providing internships and career opportunities within the luxury sector.

Click here for more information.

School Highlights

Faculty Expansion

SMU recruits selectively from around the world to build an experienced, committed and talented faculty pool. LKCSB, being the largest school at SMU, supports this vision by attracting, developing and retaining quality faculty. This year, the school welcomes a record number of 15 new faculty members from diverse research backgrounds. A majority of the new faculty attended the latest faculty induction held on 15 August, in the group photo shown.
School Highlights

Faculty Honors, Promotions and Appointments
LKCSB is pleased to congratulate the following faculty on their achievements.

Honours

- Associate Professor Kapil TULI on being conferred the Lee Kuan Yew Fellowship for Research Excellence
- Assistant Professor Yuehua TANG on being conferred the DS Lee Foundation Fellowship

Promotions

- Gary GREGURAS Professor of Organisational Behaviour and Human Resources
- WANG Heli Professor of Strategic Management
- ZHAO Yibao Senior Lecturer of Quantitative Finance
- Gokhan ERTUG Associate Professor of Strategic Management

Appointments

- Lieven DEMEESTER Associate Professor of Operations Management on his appointment to Academic Director, IE-SMU MBA
- Associate Professor of Organisational Behaviour & Human Resources Michael BENOLIEL on his appointment to the Faculty Advisory Committee for Teaching and Learning (FACTL) of the Centre for Teaching Excellence

Research News

Research Grants

- Recipient: Professor of Finance Melvyn Teo (PI) and Assistant Professor of Finance Yuehua Tang (co-PI)
- Grant: MOE Tier-2 Grant (3-year grant)
- Project: What Drives Alpha in Asset Management? Evidence from Hedge Funds and Private Equity Partnerships
- Synopsis: The proposed trio of papers will deepen the understanding of the alpha generation in the context of hedge funds and private equity. The protective effect in hedge funds will be tested, exploring the importance of investment discipline for hedge fund managers, and analysing the value of human capital in the private equity industry.

- Recipient: Assistant Professor of OBHR Ronald Bledow
- Grant: “Singaporean-German Researcher Mobility Scheme” External 2-year Grant
- Project: Dynamics of Self-Regulation and Creativity at Work
- Synopsis: The goal of the project is to further the understanding of the self-regulatory dynamics underlying creativity and well-being. The project builds on the collaborators’ published work on the affective shift phenomenon, which has shown that high creativity and motivation result if people transition to a positive state after experiencing adverse events and negative affect.

- Recipient: Professor of OBHR Thomas Menkhoff
- Grant: “Singaporean-German Researcher Mobility Scheme” External 2-year Grant
- Project: Building Innovation Clusters for Competitive Advantage – The German Experience in Carbon Composites and Opportunities Ahead for Singapore
- Synopsis: The project is aimed at examining what makes successful innovation clusters tick by conducting a comparative study of selected economic clusters in Germany and Singapore with a focus on carbon composites and to bring together a group of experts from both countries in the form of a new (cluster) community of interest.

Key Research Event

Global Finance Doctoral Consortium
LKCSB’s Finance Group held an inaugural one-day Global Doctoral Consortium, incorporated as part of the Finance Summer Camp on 24 June 2014. Seven PhD students from Fudan University, Shanghai Jiao Tong University and Indian Institute of Management joined our eighteen PhD in Business (Finance) students for the doctoral consortium, during which 6 papers were presented.

Prof Bruce Grundy, a world class researcher and experienced professor who has taught in Stanford, Chicago, and Wharton, gave a short talk to the PhD students on doing quality research. The doctoral consortium provided an opportunity for both intellectual discourse and quality discussion, creating a strong, yet friendly network amongst the scholars and visiting researchers.

Postgraduate Programmes Updates

New PhD in Business (Strategic Management & Organisation)
LKCSB launched a new PhD in Business (Strategic Management & Organisation) which had its inaugural intake in August 2014. This programme is designed to train students to acquire skills, knowledge, and competencies to conduct high quality research in the areas of strategic management and organisation. Students can choose their research topics from a variety of sub-areas within the domains of strategic management and organisation theory, entrepreneurship, and corporate governance.
Click here for more information.

IE-SMU Blended MBA
On September 27, 2014, LKCSB and the IE business school welcomed the pioneer intake of the IE-SMU MBA programme to their online and brick-and-mortar campuses. The joint 10-month MBA programme consists of five face-to-face periods: four in Singapore and one in Madrid, Spain, and four eight-week online periods in between. The flexibility of this blended-learning approach and the IE and SMU fusion of curricula, faculties, alumni networks and career services provide a unique opportunity for professionals in South-East Asia.
Click here for more information.
The pioneer batch of students from the Singapore University of Technology & Design - Singapore Management University Dual Degree Programme (SUTD-SMU DDP) started their first term at the Lee Kong Chian School of Business on 18 August 2014. Modelled after the prestigious Jerome Fisher programme at the University of Pennsylvania, DDP students pursue degrees from the two universities concurrently. They will graduate with both an SUTD Engineering degree and a Business Management degree from SMU at the end of four calendar years. Intake for this unique interdisciplinary programme is limited to just 45 a year, and all students in the first cohort were offered a scholarship.

Scholars are known to be good in their studies, but LKCSB scholars are apparently great in the kitchen too. Over 60 newly minted LKCSB scholars attended a networking session held at the University Lounge, designed to foster a close-knit community. The event on 28 August 2014 was officially opened by Dean Howard Thomas, and quickly moved towards mayhem – the scholars had to cooperate as a team and decorate a cake while blindfolded. This unusual activity helped break the ice, and scholars were seen actively mingling among their newfound friends by the day’s end. Some even engaged in an impromptu game of pool.

LKCSB hopes to encourage, through these gatherings, a culture of giving back to the School and community. They are also a form of recognition of the scholars as role models for other students.

In 2003, the idea of a LKCSB Students’ Fund was proposed by then Dean of LKCSB, Professor David Montgomery. The fund serves multiple purposes: as an Emergency Relief Fund for students who encounter sudden financial needs that arise from unexpected circumstances; as bursaries for business students from financially disadvantaged backgrounds; and as book voucher prizes. To date, BONDUE has had two initiatives to raise funds for the Students’ fund, drawing positive responses and creating a greater awareness of the fund among the community. Click here for more information.

Congratulations to the following LKCSB students and club for winning recognition at the 2014 University Student Life Awards!

SMU Excellence in Student Life President’s Award (Individual)
Daniel Lee Zhen Rong

SMU Excellence in Student Life Silver Award (Individual)
Koh Hong Ghee (Arts)

SMU Outstanding Achievement in Student Life Award (Individual/Club)
Danny Yeo Kai Quan (Sports & Adventure)

SMU Alumni Association CCA Award (Club)
Banking & Finance Interest Group (BFIG)

Tan Tee Chee & Tsan Kah Ngooh
Excellence in Student Life Silver Award (Individual)

SMU Excellence in Student Life Bronze Award (Individual)
Ang Kun Rong (Arts)

Casslyn Koh Si Ying (Arts)

Desmond Wong Yao Sen (Sports & Adventure)

Cherie Neo (Student Leadership / Community Integration)

Ivfen Foong Mun Yee (Student Leadership / Community Integration)

Lee See Kai (Arts)

Sherri Chang Xiangyi (Arts)

Nikaela Lim Ai (Student Leadership / Community Integration)

Tan Li Wei (Arts)

Timothy Tan Kian Heng (Arts)

Photograph Courtesy of OSL and Hong Huazheng Photography
Master of Science in Wealth Management Celebrates 10 Years!

This year marks the 10th anniversary of LKCSB’s Master of Science in Wealth Management. To celebrate the occasion, the programme office has lined up a series of activities to reach out to its 450-strong alumni and students.

The celebratory series kicked off with an alumni dinner in Hong Kong on 9 May 2014. Academic Director Professor Francis Koh reunited with about a dozen alumni who flew in from various cities in China for a night of reminiscence and great company.

It was soon followed by a talk delivered by Dr Aaron Low on 21 July 2014. The event drew warm response from the alumni who showed up in force to meet one of their favourite teachers.

MWM Celebrates 10 Years!

The celebration will close with a bang with a Grand Dinner on 10 Oct 2014. One of the highlights of the event is the launch of the MWM Study Award Fund. The Fund aims to support financially needy students, either undergraduates who have an interest in Finance / Wealth Management or postgraduates undertaking the MWM programme.

Date: 10 October 2014
Time: 6.30pm
Venue: Peach Garden @ OCBC Centre

Click here for more information on the MWM Grand Dinner event.