Summary of Service Achievements

A post-tenured faculty member's contribution to service extends beyond the department to the university and the community.

At the department level, during my tenure as the department's Deputy Head (Research and Administration) from July 2021 to August 2024, I closely worked with the Department Head in organizing the annual Information Systems summer research workshops in 2022, 2023, and 2024, providing a platform for junior faculty, PhD students, and graduates to engage with senior scholars. Additionally, I chaired the review and update of the department's publication lists and reviewed Faculty Research Committee (FRC) grant applications biannually, ensuring our research remained cutting-edge. My efforts also included showcasing faculty research achievements and mentoring junior faculty members. In my previous role as Deputy Head (Degree Programs and teaching) of DISA from July 2016 to June 2021, I oversaw the undergraduate and postgraduate degree programs, managing curriculum changes and public promotion. I facilitated partnerships with Standard Chartered and IBM, supported by MAS, to design and promote digital transformation courses, which garnered significant media attention. I also played a key role in shortlisting prospective undergraduate students for admission and providing academic advice on workload planning and career development. As Curriculum Chair, I revamped several curricula to align with technological advancements and proposed new degree programs, including double degree programs.

At the university level, as a member of the NUS Project Prioritization Committee (PPC) from September 2022 to August 2024, I played a crucial role in reviewing and approving IT project proposals from various faculties and units within NUS. My contributions included aligning the IT project approval policy with NUS's ITSP Strategic Plan (2023-2027) and ensuring that our IT initiatives supported the university's strategic goals. This alignment was essential in prioritizing projects that would significantly impact the university's technological advancement and operational efficiency. Additionally, in my capacity as a URC Expert Panel member, I served on multiple panels, including the URC Expert Panel for Accountancy, Business, Humanities, and Social Science from October 2022 to September 2024, and the URC Informatics and Mathematics Expert Panel from October 2019 to September 2022. My responsibilities involved providing insightful comments and suggestions on grant proposals, which were instrumental in fostering innovation and excellence in research across various disciplines. By contributing to the evaluation and approval of competitive grant applications, I hope to pave the way for future research endeavors that align with the university's strategic objectives.

Beyond the university, I have contributed extensively to the broader academic and professional community. Since 2017, I have served as an external assessor, reviewer, and mentor for various institutions. This includes providing digital transformation consultancy for HaiDiLao Group. I also evaluated organizations' technological capabilities and business operations as a business excellence assessor for Enterprise Singapore. My participation in numerous panels and workshops, such as those organized by the Singapore Accreditation Council and the Chief Data & Analytics Officer Singapore, allowed me to share my expertise on digital transformation and data skills recruitment, furthering discussions on these critical topics.

Department/Faculty/University

1. **Deputy Head (Research and Administration) of DISA [2021.07 ~ 2024.08]**
   - Promote research excellence through
     - Collaborated closely with the department head to spearhead the annual Information Systems summer research workshop in 2022, 2023, and 2024, creating a vibrant platform for junior faculty members, PhD students, and graduated PhD students to engage in academic exchanges with invited senior scholars of the field.
     - Chaired the review and update of the department's publication lists for journals and conferences, ensuring our research remains at the forefront of the field.

- o Reviewed Faculty Research Committee (FRC) grant applications biannually, contributing to a vital mission of supporting innovative research proposals and shaping the future by deciding on FRC funding for deserving applicants.
  - o Collaborated with the school's communication unit to showcase the research achievements of our faculty members.
  - o Mentored junior faculty members, such as Assistant Professor Varun Karamshetty.
- Nurture future researchers
  - o Revamped the PhD student experience by redesigning the curriculum and graduation requirements and successfully transitioned the PhD students to a newly established lab in COM3, fostering a more dynamic and collaborative environment.
  - o Collaborated with PhD coordinators to market and promote the PhD program, and review and shortlist applications for PhD admission.
  - o Championing the well-being of our PhD students, I organized a series of engaging workshops to promote social interaction and strengthen connections between students and faculty, cultivating a supportive academic community.

2. **Deputy Head (Degree Programs and Teaching) of DISA [2016.07 ~ 2021.06]**
   - Overseeing the undergraduate and postgraduate degree programs hosted within the department, including curriculum changes (for approval) and promotion to the public.
   - Fostered the signing of MOUs with Standard Chartered Bank and IBM and garnered support from MAS to design and promote innovative NUS courses under the genre of digital transformation. Media attention was captured, for example,
     - o Times Higher Education Reveals Academia is Adopting Blockchain Technology, ETH News (https://www.ethnews.com/times-higher-education-reveals-academia-is-adopting-blockchain-technology), 08-Sep-2017.
     - o NUS Computing and Standard Chartered to Equip Students with Digital Transformation Skills, MIS Asia (https://www.mis-asia.com/tech/industries/nus-computing-and-standard-chartered-to-equip-students-with-digital-transformation-skills/), 11-May-2017.
     - o Standard Chartered, NUS Partner to Offer Digital Transformation Module, Fintech Innovation (https://www.enterpriseinnovation.net/article/standard-chartered-nus-partner-offer-digital-transformation-module-1791370663), 10-May-2017.
     - o S'pore's Tertiary Bodies Revamp Courses to Meet Needs of Future Economy, The Business Times (http://www.businesstimes.com.sg/government-economy/spores-tertiary-bodies-revamp-courses-to-meet-needs-of-future-economy), 28-Mar-2017.

- Shortlisting prospective undergraduate students for admission (under Aptitude-based Admission) and bringing the students on board to the degree programs. Provided academic advice to undergraduate students on workload planning and career development.

3. Curriculum Chair of DISA [2016.07 ~ 2021.06]
- Revamped Bachelor of Science (Business Analytics) curriculum, Master of Computing (Information Systems) curriculum, Bachelor of Computing (Information Systems), and Minor in Information Systems curriculum to align with the rapid development of the technological scene in Singapore and globally.
- Proposed and designed six double degree programs.
- Proposed and designed second major in business analytics.
- Proposed and designed the Bachelor of Technology (Business Analytics), a part-time degree, and co-designed the Master of Science in Industry 4.0.

4. NUS Project Prioritization Committee (PPC) Member [2022.09 ~ 2024.08]
- Served on the committee to review and approve IT project proposals received from the faculties and units within NUS.
- Aligned the IT project approval policy with NUS's ITSP Strategic Plan (2023~2027).

5. URC Expert Panel [2024.10 ~ 2026.10], URC Expert Panel for Accountancy, Business, Humanities and Social Science [2022.10 ~ 2024.09], and Resident Member of the URC Informatics and Mathematics Expert Panel [2019.10 ~ 2022.09]

- As an expert panel member at the university, I provided insightful comments and suggestions on grant proposals, paving the way for future competitive applications. I contributed to two of the four panels within the NUS at different times since 2019, fostering innovation and excellence in research.

6. **Department Evaluation Committee (DEC) and Mid-Term Advisory Report (MTAR) [2021-present]**
   - During this period, I have chaired three Development and Evaluation Committees (DECs) for promotion to associate professor appointments and served on one Mid-Term Advisory Report (MTAR) committee. Furthermore, I have participated as a committee member in the DEC, contributing to reviewing cases for promotions across various academic ranks.

Professional Services

1. External Assessor/Reviewer/Mentor

2017~now	Reviewer, Hong Kong Research Grant Council (RGC)
2025.03	External Examiner for PhD Dissertation, City University of Hong Kong
2024.09	Examiner for PhD Comprehensive Exam, Hong Kong Baptist University
2024.07	Invited IS Scholar to comment on PhD Students' Research Works, University of Nottingham, Ningbo
2024	External Assessor, Monash University
2023, 2018, 2025	Invited IS Scholar to comment on PhD Students' Research Works, Hong Kong Baptist University
2018.03~2019.02	Distinguished Professional, Republic Polytechnic (primary role: evaluating Diploma in Business Application's curriculum)

2.1 Profession/Industry/Country

2020-12~2021.11	Digital transformation Consultant for HaiDiLao Group
	The consultancy engagement involves comprehensively evaluating the digital infrastructure and transformation roadmap. The objective is to recommend enhancements to the digital transformation strategy and plan and provide on-site transfer of knowledge to the senior IT personnel of HaiDiLao Group.
2018~2020.09	Business Excellence Assessor, Enterprise Singapore

This engagement is strictly by invitation. I was appointed to serve as an assessor for business excellence. Throughout my tenure, I undertook comprehensive evaluations of various organizations, including for-profit entities, non-profit organizations, and governmental bodies, focusing on their technological capabilities, business operations, and overall organizational functions. I contributed my digital expertise to the assessment team. The evaluation process included off-site activities, such as analyzing submitted organizational reports and conducting extensive research on the organization, as well as on-site activities, which involved inspections, interviews, and feedback sessions.

Nov 22, 2022	Invited expert panel member on digitization and automation, organized by Singapore Accreditation Council
July 23~24 2019	Invited panel moderator for 5th annual Chief Data & Analytics Officer Singapore on the topic of "Data Skills Recruitment Interactive – Bridging the Data Talent Gap- How Universities and Industry Can Partner to Unlock Deep Insights and Recruit, Develop and Retain Top Talent"
May 25~26 2019	Invited keynote speaker for Huawei ICT Competition 2018-19 Global Final and Award Ceremony at Huawei headquarters in Shenzhen, China
July 28, 2018	Judge for PolyFintech API Hackathon, hosted by MAS
July 18~29 2011	Invited panel member on the topic of "Consumerization of the Enterprise IT" in the 24th Chief Information Officer Workshop, Hong Kong