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| Personal Details            | <b>YEOH SHWU CHYI</b>  |
| Academic Qualifications     | <ul style="list-style-type: none"> <li>- Doctor of Philosophy (Universiti Sains Malaysia)</li> <li>- Master in Business Administration (Universiti Utara Malaysia)</li> <li>- Bachelor of International Business Management (Universiti Utara Malaysia)</li> </ul>   |
| Administrative Duties       | Postgraduate Coordinator (July 2016 – July 2019)   |
| Publications (last 5 years) | <ol style="list-style-type: none"> <li>1) Proceedings of Regional conference on tourism research. This work is published by social transformation platform by USM (2010)<br/>“A STRATEGIC MARKETING TOOL TO PROMOTE SUSTAINABLE TOURISM in Malaysia”</li> <li>2) Proceeding of Kuala Lumpur International Business and Social Sciences Research conference. This work is published by the AUSTRALIAN ACADEMY of Business Leadership (2015)<br/>“Linking the green entrepreneurs in ASEAN”</li> </ol> |
| On-going Research           | NIL  |
| Completed Research          | NIL  |
| Research Grants             | NIL  |
| Consultancy                 | NIL  |
| Awards                      | NIL  |
| Professional Membership     | Corporate Membership – Institute Marketing Malaysia (IMM)  |
| Supervision                 | None   |
| Teaching                    | <ul style="list-style-type: none"> <li>- Foundation of Marketing</li> <li>- Service Marketing &amp; Management</li> <li>- Marketing Planning and Management</li> <li>- Sales Management</li> <li>- Promotional Strategy</li> <li>- Marketing Management (PG)</li> </ul>  |
| Areas of Expertise          | Marketing, entrepreneurship, business and management   |
| Contact Details             | <p>Email: <a href="mailto:dr_yeoh@aimst.edu.my">dr_yeoh@aimst.edu.my</a></p> <p>Extension: 8148</p>  |