

Research & Publications

April 2010

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Research News and Events

Case Research Grant

The Case Research Grant provides funding of up to S\$3,000 per case project. The duration for each project is up to six months. The grant aims to encourage faculty to interact productively with industry and to facilitate the generation of pedagogical material with Asian content.

Eligibility

Applicants for the Case Support Grant must meet all of the following requirements:

- Principal Investigators (PIs) must be full-time NUS academic staff (Asst Prof / Assoc Prof / Prof, Senior fellows)
- Priority will be given to cross-disciplinary projects that address issues relevant to doing business in Asia.
- Only two projects per PI can be submitted in each academic year.
- Successful applicants of previous case research grants can apply, but will be required to show how the first award had strengthened teaching.

Application form

- The application form can be downloaded from the following location:
<http://research.nus.biz/Guidelines/Academic%20Staff/Forms/AllItems.aspx>

Submission

- The PI shall be responsible for the completeness of the proposal.
- Only proposals properly completed with relevant supporting documents attached will be accepted for grant evaluation and assessment.
- There is no fixed time period for submission of proposals. PIs should submit their proposals to Ms. Kwok Siew Geok at bizksg@nus.edu.sg once they have obtained formal approval from the authorized personnel of the company for case development.
- As funds for case research are limited, applications will be reviewed on a competitive basis.
- Any further queries may be addressed to either Ms. Lim Cheow Loo (at bizlcl@nus.edu.sg) or Ms. Kwok Siew Geok (at bizksg@nus.edu.sg).

RISE Days 2010

Innovation and entrepreneurship are the micro-fundamentals of sustained growth in incomes and living standards. Absent innovation and productivity growth, economic growth would depend on increases in factor inputs, which would generate more economic activity but not yield higher incomes.

The NUS Business School established the Research in Innovation and Entrepreneurship (RISE) initiative as an intellectual platform to support and stimulate future economic and business growth. The NUS Business School is pleased to host RISE Days on May 10 and 11, 2010. This 1.5-day workshop aims to encourage interaction and collaboration among scholars of innovation and entrepreneurship. The first full day of the program comprises faculty presentations, while the second half day consists of doctoral presentations.

Date:	10 May 2010 (8:30 AM -4:45 PM)
	11 May 2010 (8:45 AM -2:00PM)
Venue:	Mochtar Riady Building, Seminar Room, BIZ1 5-3 15 Kent Ridge Drive

A key factor in the success of RISE Days will be active participation by all in both presentation and discussion. The workshop capacity is deliberately limited to foster close and lively interaction and attendance throughout the workshop.

Registration for RISE Days is now open. Please use the following link to register:

<https://www.bschool.nus.edu.sg/ap/eregistration/bp/RiseDays/regform.aspx>

Registration closes on **30 April 2010**.

For enquiries on RISE Days, please email [Emily Jothidas](mailto:Emily.Jothidas@nus.edu.sg) or call her at +65 6516 7343 / email [Esther Yuen](mailto:Esther.Yuen@nus.edu.sg) or call her at +65 6516-1321

New Research Projects under AcRF Tier 1 Grant (Jan 2010)

The FRC is pleased to announce that the School's Academic Research Fund (AcRF): FY2009 Tier 1 budget allocation of S\$580,000 was fully allocated.

The total amount allocated for the first and the second call was S\$ 187,391.50 and S\$ 392608.50 respectively. Successful research proposals for the second round of funding were as follows:

PI	Dept.	Project Title	Approved \$ (FRC Funding)	Duration of RP
Shih, Michael	AC	Problems with Using ROA-Adjusted Estimates of Discretionary Accruals to Detect Earnings Management	8,000.00	2 years
Chou, Mabel	DS	Distribution Strategy for the Liquefied Natural Gas Business	65,800.00	3 years
Wang, Tong	DS	Interface of Marketing and Supply Chain Management	45,200.00	2 years
Qian, Meijun	FN	Silent Runs, Runs, and Payoff Complementary in the Mutual Fund Industry	32,500.00	3 years
Tan, Soo Jiuan	MKTG	Singapore Quality of Life Index	85,620.00	2.25 years
Narayanan, Jayanth	MO	Social Power and its Consequences	29,000.00	3 years
Song, Zhaoli	MO	Identifying Genetics Causes of Psycho-Social and Economic Behaviours.	34,000.00	1 year
Wang, Cynthia	MO	Cross-cultural Differences in Sense-Making under Conditions of Uncertainty	18,810.00	2 years
Wu, Pei Chuan	MO	Essential Competencies for Business Graduates: Study 1	43,478.50	0.5 year
Lan, Luh Luh	SP	An empirical study of debt covenants: legal system, enforcement and corporate governance	30,200.00	2 years

Case Seminar

The NUS Business School is trying to instil greater emphasis on case teaching and research, and the Research Office has set aside some grant money to this end and has called for proposals for case development.

To provide a further boost to this initiative, we hold an informal seminar involving previous participants to the Harvard PCMPCL (HBS Program on the Case Method and Participant-Centered Learning). The primary aim of the seminar is information sharing and discussion of key learning points from PCMPCL.

Speakers:

Case Teaching by A/P Jochen Wirtz, A/P Brian Hwang and Mr Lowe Joo Yong
Case Writing by A/P Lau Geok Theng

Day: Friday

Date: 30 April 2010

Venue: Seminar Room 5-3

Timing: 11am to 1pm (with lunch inclusive at 12pm at Seminar Room 5-5)

Asian Research Portal

As a part of our ongoing efforts to showcase our research and effectively connect with the business community, the Research Office is putting together the Asian Research Portal. This portal will also aim at building up strategic research partnerships with institutions within NUS in Asia which share our aspirations and values. The Asian Research Portal would be an important element of our web strategy to disseminate our Asian research findings. The portal can be accessed from <http://research.nus.biz/Pages/Default.aspx> after the estimated completion in end April 2010.

Faculty Research Accomplishments

Cynthia Wang: HSS Faculty Research Fellowship



We congratulate Dr Cynthia S. Wang of the Department of Management and Organization for winning the HSS Faculty Research Fellowship for 2010. The Fellowship recognizes Dr Wang's past research contributions and future potential. The duration of the award shall be from September 2010 to December 2010. The award would remit to the Department of Management and Organization the cost of hiring a replacement teaching staff at a rate of not more than 65% of her salary for the award period or \$50,000, whichever is lower. Winning this extremely competitive award

will help Dr. Wang focus on research activities during the aforementioned period. Dr. Wang's research involves comparing people's reactions to deception and honesty.

Lam Swee Sum: External Research Grant

We congratulate Associate Professor Lam Swee Sum of the Department of Finance for securing an external research grant amounting to \$592,530 from the Temasek Foundation. Her project is entitled "Collaboration on Curriculum Development: Entrepreneurship for Sustainable Development," and focuses on the emerging domain of social enterprise research.

Jochen Wirtz: Asian Service Research



Researchers from the Industrial Engineering and Systems Engineering at the National University of Singapore conducted a bibliometric analysis of service research from Asia. Published in the *Managing Service Quality*, the paper investigated the contribution of Asian researchers towards the literature on service science. Results of the authors' review of papers published in five top service research journals showed that Jochen Wirtz ranked first among contributors in the field of service science. Based in part on Jochen's influence, NUS was ranked first.

Thompson Teo and Vivien Lim: Mizuho Corporate Bank



(From left) Assoc Prof Vivien Lim and Assoc Prof Thompson Teo

exchanges knowledge with top industry players.

Thompson Teo and Vivien Lim were recently featured in Mizuho Corporate Bank's internal newsletter. An article in the Bank's December 2009 newsletter entitled, "Bosses And Their E-Manners: Sex, Emails, And Incivility," was based on their joint research with Chin Jen Yuin, a graduate student at the Department of Decision Sciences. This is one example of how the School

The relationship between the School and Mizuho Corporate Bank has been ongoing since the MOU signing in July 2008. The MOU outlines potential areas of collaboration between both parties. These may include joint research projects and opportunities for Mizuho to share their expertise with students.

Besides the establishment of endowed Mizuho scholarships and bursaries, the Bank has been working closely with the School to provide top business undergraduates with the opportunity to learn the ropes through internship opportunities at the Bank.

PhD Program News

Alumni Achievements: Irene Ng

Irene Ng (*PhD, NUS, 2005*), Professor of Marketing Science, the University of Exeter Business School has been awarded a Placement Fellowship with Cambridge University Hospitals NHS Foundation Trust, funded by the jointly by the Trust, the National Institute for Health Research, and the Economic & Social Research Council (ESRC). As part of the fellowship, Professor Ng will act as an academic advisor to the Cambridge University Health Partners and engage with national networks



for NHS/university partnerships.

Professor Ng commented, 'This Fellowship is right at the cutting edge of the new NHS models of partnership and indeed, new models of healthcare partnerships globally. Partnerships between the NHS and universities are complex and involve multiple stakeholders collaborating to achieve multiple outcomes. The challenge is to construct a framework of performance monitoring in such complex service collaborations and I am very much looking forward to furthering their development.'

Placement of Recent PhD Graduates



Student: Zhang Su, Department of Decision Sciences

Candidature Date: 31-01-2010

Company: Business School, Nankai University, China.

Designation: Assistant Professor

Department: Institute of Modern Management

New PhD Students

Dept	Name	Citizenship	University	Qualification
ACC	CHONG STEPHANIE JEMIMA TAN	SINGAPORE PR	National University of Singapore	Bachelor of Business Administration
ACC	NI CHENKAI	CHINESE	Singapore Management University, Peking University, Peking University	Bachelor of Mechanical Engineering, Bachelor of Economics
DS	LIM CHUN CHAI	SINGAPORE	National University of Singapore, Cornell University	Master of Business Administration, Bachelor of Science
DS	XIAO LI	CHINESE	Wuhan University	Bachelor of Mathematics
DS	ZHAO CHAOYUE	CHINESE	Fudan University	Bachelor of Mathematics
FIN	LIU XIN	CHINESE	University of Minnesota, University of Science & Technology of China, University of North Carolina, Kenan-Flagler	Dual/Double Master's Degree, Bachelor of Science, Doctor of Business Administration
FIN	XIE JING	CHINESE	University of Hong Kong, University of Science & Technology of China	Master of Philosophy, Bachelor of Computer Science
FIN	XU WEIBIAO	CHINESE	National University of Singapore, Sun Yat Sen University	Master of Science, Bachelor of Science
MKT	CHU YANLAI	CHINESE	Wuhan University	Bachelor of Science
MKT	WANG YUE	CHINESE	National University of Singapore, Huazhong University of Science & Technology	Master of Economics, Bachelor of Economics
MO	SONG JUHUN (JESSICA)	KOREAN, SOUTH	Washington University of St. Louis, University of Yonsei	Bachelor of Psychology, New Qualification
MO	ZHU JINLONG	CHINESE	Shanghai Jiaotong University, Wuhan University	Master of Education, Bachelor of Management
S&P	ANANT PRAKASH SRIVASTAVA	INDIAN	Indian Institute of Mgt, Calcutta, Indian Institute of Technology, Kanpur, University of Gorakhpur	Postgraduate Diploma, Master of Technology, Bachelor of Electrical Engineering
S&P	GREGORY JORDAN DUNN	AMERICAN	University of Hawaii at Manoa	Bachelor of Arts
S&P	KIM YOUNGBIN	KOREAN, SOUTH	Nanyang Technological University, Seoul National University, Seoul National University	Master of Business Administration, Bachelor of Business Administration, Bachelor of Science in Engineering
S&P	KIT YING SZETO	CHINESE	Hong Kong Polytechnic University	Dual/Double Bachelor's Degree

PhD Students' Chinese New Year Lunch



The PhD Program Office organized a Chinese New Year Lunch for the PhD students on 4 Feb 2010. The event started with a welcome speech by Vice Dean of Research Prof. Leong Siew Meng.

The PhD & Research Office was honored to have Dean Prof. Bernard Yeung, Acting Deputy Dean Prof. Teo Chung Piaw, Associate Prof. Catherine Yeung, and Associate Prof. Chung Chi Nien celebrate this festive occasion with the PhD students.



PhD Students enjoying their lunch



Lucky Draws

End Notes

Short-Term Visiting Professors

The School welcomed 7 visiting faculty members during November 2009-April 2010:

Visiting Faculty	Home Institution	Department	PhD Courses Taught
Michael Walter Willenborg	University of Connecticut	AC	Accounting Theory
Jumana Zahalka	Tel Aviv University	FN	Corporate Finance, Advanced corporate Finance

Vidhan Goyal	Hong Kong University of Science and Technology	FN	Empirical Corporate Finance
Durairaj Maheswaran	New York University	MKTG	Nation Equity and Globalization
Remus Ilies	Michigan State University	M&O	Seminar in Advanced Quantitative Research Methods
William Mitchell	Duke University	SP	Special Topic in Strategy Research
J Myles Shaver	University of Minnesota	SP	Seminar in International Business

Qualtrics Update and User Feedback



Qualtrics is a provider of enterprise feedback management and survey software solutions. It provides a platform for designing, distributing and evaluating survey results to keep the research

process in-house and immediately actionable. Qualtrics claims to be robust and easy-to-use online survey tool on the market and claims to offer a straightforward, sophisticated option for professional research. Since Qualtrics was adopted in January 2009, faculty members, administration and students have been commenting on the utility, ease of use and other aspects.

USER FEEDBACK:

Assistant Professor Yan Zhang (MKTG): “I use Qualtrics for experiments. I have been using it for a while, and now I have transformed almost all my paper-and-pencil studies into computerized studies through Qualtrics. I definitely recommend Qualtrics to everyone, whether for a survey, a pool, or an experiment. It’s the best online survey software I have been used so far. In addition, their customer service is rather responsive. Whenever you have a question, send them an email and you will get their feedback within about 24 hours.”

Assistant Professor Song Zhaoli (M&O): “I have only tested the product a couple of times and found it really powerful. Most of my web survey needs are simple so I haven’t used it so far. However, I recommend it to other colleagues who often have more complex survey to design. I believe I will use it in real study soon. I just need to figure out all other functions with my RAs. Definitely I think we should keep it.”

Mr Song Liang (PhD Student): “From what I have learnt, it should be easy for anyone to start with it. Its basic functions are quite easy to master. As to more advanced functions, I still have no idea whether it is easy or not. I should be using it quite often in the future and I strongly recommend it to others based on my current knowledge. The customer service from Qualtrics is amazingly good. For more advanced functions, the website does not have add-on buttons and we have to use java language to make our own. But if you call the service (free number with Skype) and describe what you need, they will write it for you!”



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All details provided are correct at the time of printing and are subject to change.

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