

Assoc. Prof. Dr. Teh Phoey Lee

Position: Associate Professor  
E-Mail: phoyleet@sunway.edu.my  
Office Extension: 7151



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**Education:**

Ph.D in Management Information Systems, Universiti Putra Malaysia, Malaysia.

M.sc. in Information Technology, Universiti Sains Malaysia, Malaysia.

B.sc.(Hons) of Remote Sensing, Universiti Teknologi Malaysia, Malaysia.

**Teaching:**

Information Systems Concepts

Enterprise Risks Management

Research Methodology

**Brief Employment History:**

Sunway University: Senior Lecturer/Associate Professor

UCSI University: Lecturer/Senior Lecturer/Head of Department

E-business Exchanged Sdn. Bhd: Web Designer

Fisheries Research Institute: Remote Sensing Specialist Trainee

**Research Interests:**

I am interested in visualization and sentiment analysis. I would welcome approaches from prospective Ph.D. students, researchers and collaborators who are interested in working in such areas as:

**Text & Sentiment Analysis**

This area of research includes exploring user behaviour and the impact of Social Network Channels using aggregated data. For example, written free text language often comes in multiples formats, including the use of capital letters, punctuation - marks particularly exclamation marks - and emoticons, all of which affect the value expression. Currently, we are researching mechanisms that can help us determine the value expression, and hence test the underlying sentiment of peoples' online comments.

**Information Extraction & Visualisation**

Research in this area includes extracting information from a variety of sources through taggers and keyword

searches. Searches can be based on for example, metadata (specifically in XML or RSS aggregator) or full-text indexing (specifically Website and Weblogs). Current research is aimed at exploring the different types of Natural Languages used (e.g English, Malay, Mandarin etc.) to try to understand them semantically, from a Business perspective.

\*My first degree is in Remote Sensing (Geo-information analysis), and I hold a Master in Information Technology and a PhD in Management Information Systems.

\* I am fluent in several languages and dialects, including English, Mandarin, Malay, Hokkien and Cantonese: projects related to language analysis are also of interest.

### **Selected Publications:**

1. S. Piao, P. Rayson, **P.L. Teh** *et.al*, Lexical Coverage Evaluation of Large-scale Multilingual Semantic Lexicons for Twelve Languages, LREC, Slovenia. 2016 (Accepted)
2. **P. L. Teh**, P. Rayson, I. Pak and S. Piao, Exploring fine-grained sentiment values in online product reviews," Open Systems (ICOS), 2015 IEEE Conference on, Melaka, pages 114-118, 2015.
3. **P. L. Teh**, P. Rayson, I. Pak, and S. Piao, Sentiment analysis tools should take account of the number of exclamation marks!!! In: The 17th International Conference on Information Integration and Web-based Applications & Services (iiWAS2015), 2015-12-11 to 2015-12-13, Brussels. 2015.
4. T. Sander, **P. L. Teh** and S. Biruta. The use of Social Network Sites for the Employment Seeking Process. International Journal of Social Sciences, Vol. IV (1), pages 99-107. 2015.
5. T. Sander, **P. L. Teh** and S Biruta. A Reliable Method to Analyse Social Network Sites with Interviews. European Scientific Journal, pages 114-120, 2015.
6. **P.L. Teh**, and W. Kosasih. Exploring the Distance, Location, and Style of ‘Selfies’ with the Self-Pano Mobile Application.” In New Contributions in Information Systems and Technology, 875–284. 2015.
7. **P.L. Teh**, P. H. Lim, Y. Si, The Intention To Share And Re-shared Among The Young Adults Towards A Posting At Social Networking Sites, New Perspectives in Information Systems and Technologies, Advances in Intelligent Systems and Computing 275. Springer International Publishing Switzerland, Volume 1, Page 13-21, 2014.
8. T. Sander and **P. L. Teh.**, A Concept to Measure Social Capital in Social Network Sites, International Journal of Future Computer and Communication, Volume 3, No. 2, Pages 105-107, 2014.