

Derek Ong Lai Teik



General Information

Present title: Senior Lecturer / Programme Chair BSc (Hons) Business Studies, Department of Marketing, Sunway University Business School

Qualification : BSc (Hons) Computer Science(USM), M Applied Statistics (UM), PhD in Management (Marketing Intelligence), Multimedia University

Example:

Dr. Derek Ong holds a PhD in Management (Marketing Intelligence) and a Master degree in Applied Statistics and has been teaching subjects on Business Statistics and Marketing Research for over 8 years. Prior to his current engagement as Senior Lecturer in the Marketing Department, Sunway University Business School, he has since worked as a Research Executive and Operations Manager with a market research company and has served as an Application Consultant with SPSS Malaysia. He has presented papers in both local and international conferences on quantitative methodology analysis of marketing data. Derek has been invited by international academic institutions to collaborate and present on Marketing Intelligence topics. He has also served as track chair and paper reviewer for numerous local and international conferences. Derek has supervised final year students' projects and successfully helped publish in international refereed journals. Derek also is a fellow member of the Higher Education Academy of UK upon completion of his Certificate of Academic Practise from Lancaster University. He was also conferred the Fellow of the Royal Statistical Society, UK and both Chartered Statistician (CStat) and Chartered Scientist (CSci) statuses. His research interest includes innovative teaching and creative learning. In line with his PhD interest in the fitness industry, Derek is also currently active as an internationally certified Les Mills BodyBalance™ fitness instructor.

Professional Membership / Affiliation

Royal Statistical Society (RSS), UK

- Fellow member
- Chartered statistician (CStats)
- Chartered scientist (CSci)

Academy of World Business, Marketing and Management Development (AWBMMD)

- Senior Associate Fellow

Higher Academic Association (HEA), UK

- Fellow Member

World Academy of Researchers, Educators and Scholars in Business, Social Sciences, Humanities and Education (WARES)

- Fellow Member

Academy of World Finance, Banking, Management and Information Technology (AWFBMAI)

- Fellow Member

Malaysian Economic Association (MEA)

- Life Member
- Assistant Secretary (2004-2008)
- Participant in Federation of ASEAN Economic Associations Conferences (2004 - Emcee in Kuala Lumpur, 2005 – Delegate in Makati, Phillipines, 2006 – Delegate in Singapore, 2007 Delegate in Bangkok, Thailand.
- Emcee for Malaysia Post Budget Panel Discussion 2004, 2005, 2006, 2007.

SPSS User's Group of Selangor and Kuala Lumpur

- Speaker and Life Member

Teaching Experience

Dr. Derek Ong's teaching interests are in Business Statistics and Marketing Research. Given his academic background in Computer Science, and Applied Statistics and his industry experience in Marketing Research, he has taught Diploma, Degree and Masters in Information technology, Quantitative subjects and Marketing Research. He believes that teaching should always be innovative and in recent years successfully co-organized with the Sunway University Marketing Society four themed Sunway University Business School Marketing Research Poster Exhibition to showcase students work in creatively. He has also used this achievement to run workshops on creative teaching using posters.

Research Interest(s)

Dr Derek Ong's research interests focus generally on applied marketing research especially in the area of consumer motivation behaviour analysis. His research is very quantitative in nature and has published in the international journals for several industries particularly in retail and services. His core focus is on quantitative analysis of marketing data and heuristic segmentation, targeting and positioning of consumer behavioural relationships.

Selected Publications

Book Chapter:

1. **Ong, L.T.** and Nagaraj, S. (2006). Investigating The Relationship between Brain Size and Intelligence, *Stats In Action*, UM Press, Chapter 4, pp77-100.

Journal Articles:

1. **Ong, L. T.**, Gan, Y. H., Juniaty, I., Wong, J. L. J., Ling, A. R. and Gullantheivello, S. (2015) Investigation of Mall Atmosphere in Experiential Shopping During Holiday Season: A case of Malaysian Shopping Malls, *International Review of Business Research Papers* 11(1), 133-146
2. **Ong, L. T.** (2015) Enhancing the Experience of Needs Satisfaction Through Service Engagement: A Case of Commercial Fitness Centers in Malaysia, *Journal of Global Scholars of Marketing Science: Bridging Asia and the World*, 25(2), **2163-9159 (Print), 2163-9167 (Online)**, 109 - 121 **DOI: 10.1080/21639159.2015.1012808**

3. **Ong, L. T.**, Ong, P. C., Lim, H. Z., Pua, S. H., and Tiong, S. H. (2014) Expressions of Fresh Graduates: Employee Loyalty in Malaysia, *World Journal of Management*, 5(2), September 2014, 92 – 106 **ISSN:1838-3726(Online)**
4. **Ong, L. T.**, Ong, P. C., Ho, O. T., Liew, C. L. and Liew, W. C. (2014) Understanding Consumers' Intention in Socially Responsible Purchasing in Malaysia Using the Theory of Reasoned Action, *Journal of Business and Policy Research*, 9(1). July 2014, 207 – 218
5. **Ong, L. T.**, Kamaruddin, A.K.A., Bulathsinghalage, C. N., and Seneviratne, L. A. (2013). The Influence of Materialistic and Ethical Values on the Purchase Intention of Counterfeit Luxury Goods: The Case of Malaysian Undergraduates, *Journal of Marketing Research & Case Studies*, Vol. 2013 (2013), 1-15
6. **Ong, L. T.** and Ho, J. S. Y. (2012). International Marketing Segmentation Modeling of Malaysian Online Customers' Profile: Preference of E-Product Bundles and E-Service Quality, *Journal of International Marketing and Exporting*, 17(1), 1-13
7. Ho, J.S.Y., **Ong, L.T.**, Tiffany, F., Kok, L. F., and Teh, T.Y. (2012). The Moderating Effect of Local VS. Foreign Courier Service Providers on Logistic Service Quality (LSQ), *International Journal of Trade, Economics and Finance*, 3(4), 257-261
8. Wang, P.I., Tay, T.P., New, C. P., Ho, J. S. Y., and **Ong L. T.**, (2012). Global versus Local Brand: Perceived Quality and Status-Seeking Motivation in the Automobile, *World Review of Business Research*, 2(4), 1-12
9. **Ong, L. T.** and Andrews, E. (2011). A Study of Service Expectations and Perceptions of Customers in The Fitness Industry in Malaysia: Bundling and Enhancing Marketing Intelligence, *Journal of Management and World Business Research*, 8(1), 26-38
10. Munisamy, S. & **Derek, O.L.T.** (2007). Predicting Academic Performance in an Introductory Operations Research Course, *Journal of Educational Research*, 27(2), 89-98

Conference Proceedings:

11. Ong, Z. Q and **Ong, D. L. T.** (2015), The Impact of Celebrity Credibility on Consumer's Purchase Intention toward the Footwear Industry in Malaysia: The Mediating Effect of Attitude toward Advertisement, 7th International Conference on Economics and Social Sciences (ICESS-2015) Hotel Rainbow Paradise, Penang, Malaysia May 16 - 17, 2015
12. **Ong L. T.** (2015). Consumer Decision Making Style Towards Online Purchase Intention and the Mediating Effects of Purchase Behaviour and Security, Proceedings of the Oxford University 4th Annual Southeast Asian Studies Symposium, 20th – 24th March 2015, Sunway University, Malaysia, p. 42
13. **Ong L. T.** (2014). Needs Bundle Analysis for Segmentation and Profiling: A Case of the Malaysian Fitness Industry, Proceedings at the 18th Advanced Analytics and SPSS User's Group Conference, 10th December 2014, Eastin Hotel, Petaling Jaya, Malaysia.
14. **Ong, L. T.**, Koay, K. Y., Chuah, S. L. and Yap, S. Y. (2014). An Exploratory Study of Factors Influencing Generation-Y's purchasing intention within the Toy Industry in Malaysia. 12-13 August 2014, Proceedings of the 6th Academy of World Business

Marketing and Management Development (AWBMAMD) Conference, Dubai, United Arab Emirates, Volume 6, No. 1, August 2014, pp. 176-188.

15. Chin, A.T.H. and **Ong, L. T.** (2014). Airport Revenue Management: Does Airport Size Matter? 12-13 August 2014, Proceedings of the 6th Academy of World Business Marketing and Management Development (AWBMAMD) Conference, Dubai, United Arab Emirates, Volume 6, No. 1, August 2014, pp. 132-143.
16. **Ong, L. T.** (2014), 'Needs Analysis and the Role of Engagement of Commercial Fitness Centres in Malaysia', Proceedings 2014 Global Marketing Conference at Singapore, 16 – 27 July, 2014, Marina Bay Sands, Singapore, pp. 1789-1809
17. **Ong, L. T.**, Gan, Y. H., Juniaty, I., Wong, J. L. J., Ling, A. R., and Gullantheivello, S. (2014), 'Effects of Mall Atmosphere towards Consumer Behaviour during Christmas', Proceedings of 6th Asia-Pacific Business Research Conference, 19 – 20 May, 2014, Mercure Ambassador Gangnam Hotel, Seoul, South Korea
18. **Ong, L. T.**, Ong, P. C., Ho, O. T., Liew, C. L. and Liew, W. C.(2013), Understanding Consumers' Intention in Socially Responsible Purchasing in Malaysia Using the Theory of Reasoned Action, Proceedings of 23rd International Business Research Conference, 18 – 20 November, 2013, Marriott Hotel, Melbourne, Australia. (**BEST PAPER- MARKETING**)
19. **Ong, L. T.**, Chan, Y. Y., Cho, W. H., Koh, T. Y. (2013). Motivation of Learning: An Assessment of the Practicality and Effectiveness of Gamification Within a Tertiary Education System in Malaysia'. 22-25th July, 2013, Proceedings of the World Academy of Researchers, Educators and Scholars in Business, Social Sciences, Humanities and Education (WARES) in Association with the Academy of World Finance, Banking, Management and Information Technology (AWFBMAIT), Cape Town, South Africa, Volume 1, July 2013, pp. 131 – 146 (Paper no 20).
20. **Ong, L. T.**, Al-Mashoor, S. A., Siew, W. C., Ng, Q. S. (2013). A Study of Malaysian Accounting Education in Higher-Learning Institutions: Is Malaysia Preparing Undergraduates for a Tsunami of Fraud?', 22-25th July, 2013, Proceedings of the World Academy of Researchers, Educators and Scholars in Business, Social Sciences, Humanities and Education (WARES) in Association with the Academy of World Finance, Banking, Management and Information Technology (AWFBMAIT), Cape Town, South Africa, Volume 1, July 2013, pp 68-84 (paper no.9).
21. Lee, Y.Y., Kong, Y. W., Lee, S. L., **Ong, L. T.** (2013). The Recent Shift of Focus from Foreign Direct Investment (FDI) to Domestic Direct Investment (DDI) in Malaysia's Economic Transformation Programme (ETP): Is it the Right Move?, 22-25 July 2013, 8th Annual International Symposium on Economic Theory, Policy and Applications, Athens, Greece.
22. **Ong, L. T.**, Kamaruddin, A.K.A., Bulathsinalage, C. N., and Seneviratne, L. A. (2013). The Purchase Intention of Malaysian Undergraduate Students in Regards to Counterfeit Luxury Goods and Its Relationship with Materialistic and Ethical Values', Proceedings of the 20th International Business Information and Management Association Conference (IBIMA), Special Edition : Entrepreneurship Vision 2020: Innovation, Real Estate Investment, Development Sustainability, and Economic Growth, Swiss Garden Hotel, Kuala Lumpur, Malaysia, ISBN: 978-0-9821489-9-0, pp. 857 – 869.

23. **Ong, L. T.**, Ong, P. C., Lim, H. Z., Puah, S. H., Tiong, S. H. (2013), Expression of Fresh Graduates: Employee Loyalty in Malaysia', Proceedings of 3rd Asia-Pacific Business Research Conference 25 - 26 February 2013, Kuala Lumpur, Malaysia, ISBN: 978-1-922069-19-1
24. **Ong, L. T.**, Andrews, E. and Tan, S.L. (2012). A Study of Customer Retention and Churn Management through Data Mining and Customer Profiling of Malaysian Mobile Users. 16-19 July 2012, Proceedings of the Academy of World Business Marketing and Management Development (AWBMAMD) Conference, Budapest, Hungary, Volume 5 No. 1, July 2011, pp. 197-210.
25. **Ong, L. T.**, and Ho, J. S. Y. (2012). Product Bundling and Customer Segmentation Based on E-Service Quality and Demographic Characteristics among Malaysian Online Shoppers. 16-19 July 2012, Proceedings of the Academy of World Business Marketing and Management Development (AWBMAMD) Conference, Budapest, Hungary, Volume 5 No. 1, July 2012, pp. 90-105
26. Ho, J. S. Y., **Ong, L. T.**, Tiffany, F., Kok, L. F., and Teh, T. Y. (2012). Logistic Service Quality among Courier Services in Malaysia. 5-6 May 2012, Proceedings of 2012 International Conference on Economics, Business and Innovation (ICEBI 2012), Kuala Lumpur, 6 pages. (**BEST PAPER AWARD**)
27. **Ong, L. T.** (2011). Needs Analysis Of Fitness Members And Service Bundling For Competitive Sustainable Development Of Fitness Industry In Klang Valley, Proceedings (Abstract) of the 2011 International Conference on Applied Social Science (ICASS 2011), Changsha, China, Information Engineering Research Institute, USA, pp, 294 – 302
28. **Ong, L. T.** (2010). Using Humor To Bridge Fear and Anxiety of Business Statistic with Understanding and Performance, Proceedings of the International Conference of Education, Research and Innovation (ICERI 2010), Madrid, Spain, pp 538-545
29. **Ong, L. T.** & Andrews, E. (2010). Understanding Fitness Industry Customers in Malaysia through Business Intelligence: A Data Mining Application in Marketing, Proceedings of the 4th Biennial Conference of the Academy of World Business, Marketing and Management Development, Oulu, Finland, Vol 4, No.1, pp 294-305
30. Munisamy, S. & **Ong, L.T.** (2006). Predicting Academic Performance in an Introductory Operations Research Course, Proceedings of the 14th National Science and Mathematics Symposium, Kuala Lumpur, pp. 577-584

Consultancy Work

Tan, S. L., Ho, J. S. Y., **Ong L. T.** (2013). **Sunway Pyramid Psychographic Survey Project**, Sunway Pyramid

Grants

National Research Foundation of South Africa, 3 years with a maximum of R40 000 per annum including all costs for travel and subsistence and/or any other costs.

Funding Body : **Government of South Africa**

Title: A Measuring Instrument for the Creation and Presentation of Identity in Online Social Networks: An Organisational Management Perspective, in collaboration with Prof Rachel Barker, Research Professor, University of South Africa, Muckleneuk, Pretoria, South Africa.

Professional Appointments

Track Chair and Paper Reviewer (2014):

- Sport Marketing and Media Track, 2014 Global Marketing Conference at Singapore, 16 – 27 July, 2014, Marina Bay Sands, Singapore
- Business Management and Marketing Track, 6th Biennial Conference of the Academy of World Business Marketing and Management Development (AWBMAMD), Dubai, UAE, 12-13 August 2014
- Marketing and Management Track: *6th Asia-Pacific Business Research Conference, 19 – 20 May, 2014, Mercure Ambassador Gangnam Hotel, Seoul, South Korea*
- Marketing Track, Regional Conference on Sciences, Technology and Social Sciences 2014, Cophorhorne Hotel, Cameron Highlands, Pahang, November 23, 2014 – November 25, 2014

Track Chair and Paper Reviewer (2013):

- World Academy of Researchers, Educators and Scholars in Business, Social Sciences, Humanities and Education (WARES) in Association with the Academy of World Finance, Banking, Management and Information Technology (AWFBMAIT), Cape Town, South Africa, 22-25th July, 2013
- 20th International Business Information and Management Association Conference (IBIMA), Special Edition : Entrepreneurship Vision 2020: Innovation, Real Estate Investment, Development Sustainability, and Economic Growth, Swiss Garden Hotel, Kuala Lumpur, Malaysia, 25-26th March 2013

Invited Guest Speaker (2013):

- Invited Guest Lecturer/ Speaker, Title: “**Enlightenment: Understanding the Discovering What, Who and How of Customer Relationship Management with Data Mining**” Department of Communication Science, University of South Africa (17th July 2013); and Department Of Marketing Management, University of Johannesburg (18 and 19th July 2013) – Faculty of Management Annual Report 2013, p.44
<http://www.uj.ac.za/EN/Faculties/management/Documents/FoM%20annual%20report%202014.pdf>

Track Chair and Paper Reviewer (2012):

- 5th Biennial Conference of the Academy of World Business Marketing and Management Development (AWBMAMD), Budapest, Hungary, 16-19 July 2012

Track Chair (2010):

- 4th Biennial Conference of the Academy of World Business, Marketing and Management Development (AWBMAMD), Oulu, Finland, 12-15 July, 2010