

Dr Cheng Boon Liat

BBA Hons (CU), MSc (RGU), PhD (UNIRAZAK)

Position: Senior Lecturer

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Profile:

Dr Cheng Boon Liat has more than fifteen years of work experience in the tertiary institutions in Malaysia, his duties and responsibilities have covered various areas of academic and administrative work. Besides delivering lectures in marketing and management, he also supervises students' dissertations, and research projects at both undergraduate and postgraduate levels. Dr Cheng has a strong enthusiasm for research and publication; he has published his research in academic journals and presented papers in conferences, both locally and internationally.

Teaching Experience:

Dr Cheng teaches undergraduate and postgraduate subjects in services marketing, marketing management, marketing strategy, product management, international marketing etc.

Research Interests:

Services marketing, customer relationship management and consumer behaviour.

Professional Membership / Affiliation:

The Chartered Institute of Marketing, United Kingdom
Membership Status: Full Membership (MCIM)

Selected Publications:

- **Cheng, B. L.**, Mansori, S., & Cham, T. H. (2014). The associations between service quality, corporate image, customer satisfaction and loyalty: Evidence from Malaysian hotel industry. *Journal of Hospitality Marketing and Management*. 23(3), pp. 314-326.
- **Cheng, B. L.**, Md. Zabid, A. R. (2013). Service quality and the mediating effect of corporate image on the relationship between customer satisfaction and customer loyalty in the Malaysian hotel industry. *Gajah Mada International Journal of Business*. 15(2), pp. 99-112.
- **Cheng, B. L.**, Nor Khalidah, A., & Yusof, M. (2013). BUJ Technology Enterprise Sdn. Bhd.: More than just managing waste. In Malaysia Knowledge Content in Key Economic Sectors (MyKe): Casebook on intervention programme (pp. 1-9). Petaling Jaya: Malaysia Productivity Corporation (MPC).
- Yusof, M., **Cheng, B. L.**, & Nor Khalidah, A. (2013). Inforana Holding Sdn. Bhd.: Changing mindsets. In Malaysia Knowledge Content in Key Economic Sectors (MyKe): Casebook on intervention programme (pp. 67-74). Petaling Jaya: Malaysia Productivity Corporation (MPC).
- Mansori, S., **Cheng, B. L.**, & Lee, H. S. (2012). A study of e-shopping intention in Malaysia: the influence of generation X & Y. *Australian Journal of Basic and Applied Sciences*. 6(8), pp. 28-35.
- Lee, T. H., Lim, Y. M., & **Cheng, B. L.** (2012). Entrepreneurial inclination among business students in Malaysia. *The South East Asia Journal of Management*, 6(2), pp. 103-114.