

Dr Cheah You Sum

LL.B (Hons) (Wolv.), MSc (Glasgow Caledonian), DBA (Southern Cross)

Position: Senior Lecturer

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Dr Cheah You Sum has gained many years of working experience in the financial services industry which includes experience in an established bank, general and life insurance companies. A large part of that experience is gained at middle to senior management level. He has gained overall exposure ranging from technical knowledge to business development and being the Chief Executive Officer with the overall responsibility for the bottom line performance of the company. He has worked with and led teams from diverse background, religious beliefs and culture as a result of his working experience in local companies, a foreign based company and foreign university partner.

Dr Cheah is a Fellow of The Chartered Insurance Institute (FCII), Fellow of The Institute of Chartered Secretaries and Administrator (FCIS) and a Fellow of The Chartered Institute of Marketing (FCIM).

Teaching Experience:

Dr Cheah has experience in the education industry that spans a period of more than ten years, beginning with a lecturing stint on a part-time basis with The Malaysian Insurance Institute which provide lectures and tutorials for adult working students preparing for The Chartered Insurance Institute, United Kingdom professional examinations.

His involvement with The Malaysian Insurance Institute is extensive, in that, apart from conducting lectures, he prepares examination questions, mark examination scripts and co-author the localisation of text books. This culminated with his appointment as a lecturer for the Asean Insurance Training Fund (AITF). The programme is promoted by ASEAN as a means of disseminating insurance technical knowledge to participants selected the member of ASEAN countries under a scholarship programme of AITF.

Dr Cheah has also trained many managers in well-established organisations such as Shell, Pacific Bank Berhad, MICPA and CIMB Aviva Life. Training programmes conducted includes financial services technical matters, managing effectively, managing change and leadership skills.

For the last five years, he has lectured on a full-time basis at Sunway University in subjects such as Entrepreneurship, New Business Development, Contemporary Regional Issues, Business and Community Project. He has also lectured in the Victoria University, Australia, MBA programme conducted at Sunway University in subjects such as Managing Innovation and Entrepreneurship and Strategic Management.

Research Interests:

- Advanced Contracts – Insurance and Banking Contract; and
- Corporate Governance

Professional Membership / Affiliation:

- The Chartered Insurance Institute (CII), Fellow, 1995 – present
- The Institute of Chartered Secretaries and Administrator (ICSA), Fellow, 2010 – present
- The Chartered Institute of Marketing (CIM), Fellow, 2009 - present