



## **Dr Ooi Pei Boon**

*PhD., CHt., K.B., P.A.*

### **Position:**

Head, Operations

### **Email:**

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Ooi Pei Boon obtained her PhD in Guidance and Counselling from Universiti Putra Malaysia (UPM). Sincere in her desire to help the people around her and for her presence to be meaningful to society, Pei Boon strives to strike a happy balance between her teaching, research and administrative duties. While she loves to share her 16 years of counselling experience with her students and clients, Pei Boon's passion has been always about making a difference in the individual life. Her position as the Senior Director of a Higher Learning Institution (HLI) provided her with an excellent opportunity to assist in impacting on the individual who comes through her office. Pei Boon served as the Chief Operating Officer for the branch campus and provided strategic directions to a team of 70 staff to enrich and enhance the student's experience of the HLI. She is currently the Head of Operations for the Sunway Institute for Healthcare Development, focuses on regional healthcare development, research and leadership program with the Harvard Medical School.

Believing passion and integrity are the keys to the door of success, being a certified hypnotherapist with the American Board of Hypnotherapy and registered and practitioner counsellor with the Board of Counsellors (Malaysia) have equipped her with the essential skills and tools to make this strategic move in a holistic manner a reality.

### **Teaching Experience:**

During her tenure, Pei Boon developed the curriculum, process and the online portal of the three credit hour programs of the MPU subject- Extra curriculum Learning Experience Course. This three-year course measured and equipped the students with the soft skills demanded by the employers and industrial. The Course produced the Extra curriculum Activities resume as complementary resume for the students. Pei Boon taught University Life, Professional Development, Counselling and Psychology subjects for both undergraduate and graduate programs.

### **Industrial Experience:**

Besides teaching, Pei Boon is often sought to be the speakers by the community for various talks and workshops. She is also actively involved as the organizing committee of conferences. She has conducted talks and seminar to both corporate companies such as Robert Bosch (M) Penang, Petronas Caligali and schools.

#### Research Interests:

- Counselling
- Self-Efficacy
- Psychology
- Organizational behaviour

#### Selected Publications:

Ooi P.B., Wan Jaafar, W.M., and Baba, M. (2016). Differences in counselors' career outputs in view of licensure status in Malaysia. *International Journal of Social Science and Humanities*, Vol 6(4): 251-255. DOI: 0.7763/IJSSH.2016.V6.653

Ooi P.B., Wan Jaafar, W.M., and Baba, M. (2015). Factors contributing to job satisfaction among school counselors. *Procedia - Social and Behavioral Sciences* 211, 803 – 810

Ooi P.B., Wan Jaafar, W.M., and Baba, M. (2015). Factors contributing to job satisfaction among school counselors. In *Proceedings of the 2<sup>nd</sup> Global Conference on Business and Social Science* "Multidisciplinary Perspectives on Management And Society" (pp. 18) [CD]

#### Professional Membership/ Affiliations:

1. Registered and practitioner counselor with the Board of Counselors (Malaysia)
2. Certified hypnotherapist with the American Board of Hypnotherapy
3. DISC Human Behaviourist