

HUM, SIN HOON

OFFICE ADDRESS

Department of Analytics and Operations
NUS Business School
National University of Singapore
15 Kent Ridge Drive
Singapore 119245

EMAIL ADDRESS

bizhumsh@nus.edu.sg

Tel: 6516-3025

EDUCATION

- 1983-1988** **Ph.D.** (Production and Operations Management), John E. Anderson Graduate School of Management, University of California, Los Angeles
- 1975-1979** **B. Commerce, B. Industrial Engineering (Honours Class I)**, University of Newcastle, New South Wales, Australia

EMPLOYMENT

1982- Senior Tutor, Lecturer, Senior Lecturer, Associate Professor; and currently, **Professor**, Department of Analytics and Operations, NUS Business School.

1991-2000 Served as Assistant Dean, Vice-Dean, Head of Department, and then as Dean of the NUS Business School. Also served as member on the University Council and Senate.

2004-2008 Served as Executive Dean, NUS-Fudan Joint Graduate School (Suzhou, China).

2009- Served as Vice-Dean, and currently as **Deputy Dean** of NUS Business School.

1986 Teaching Assistant to Professor A. M. Geoffrion and **1984-1985 Research Assistant** to Professor R. K. Sarin, Graduate School of Management, UCLA.

1980-1982 Systems Engineer, Ministry of Defence, Singapore.

AREAS OF SPECIALIZATION

Japanese Manufacturing Systems; Strategic Operations; Production Planning & Inventory Control of Bottleneck Operations; Logistics & Supply Chain Management; Strategy Implementation & the Balanced Scorecard; and Asian Management and Leadership (Zheng He's Art of Collaboration vs Sun Zi's Art of War).

HONOURS

- 2020** Public Service Medal
- 2014** Public Administration Medal
- 1983-1988** National University of Singapore's Overseas Graduate Scholarship.
- 1979** First Class Honours and University Medal for Excellence in Industrial Engineering, Newcastle University, Australia.
- 1975-1979** Colombo Plan Overseas Merit Scholarship.
- 1973-1974** Singapore Government Ministry of Education Pre-University Merit Scholarship.

PROFESSIONAL AFFILIATIONS/ACTIVITIES

Institute for Operations Research and Management Science (INFORMS)
National Productivity Council
Singapore Standards Council
Efficient Consumer Response (ECR) Board of Singapore
Advisory Board of the Singapore Logistics Association
Qualification Review Board of the Chartered Institute of Logistics and Transport
Advisory Panel for Publications of the Ministry of Information and the Arts
Singapore National Committee for the Pacific Economic Cooperation Council
Quality Steering Committee of Teck Wah Industrial Group

Served as Consultant and/or Executive Trainer to both Public and Private Organisations including:

National Computer Board, Port of Singapore Authority, Trade Development Board, Civil Service College, Jurong Town Corporation, Productivity and Standards Board, National Science and Technology Board, Ministry of Defence, Land Transport Authority, Maritime Port Authority, Civil Aviation Authority of Singapore, Institute of Technical Education, National Environment Agency, National Healthcare Group, National University Health System;

Degussa Electronics, Acer Computer International, Sunway Computers Malaysia, Apple Computer Singapore, Smithkline-Beecham Pharmaceuticals, Singapore Airlines, Royal Brunei Airlines, Hong Kong Hotels Association, Amari Hotels and Resorts Thailand, Sun International Group Mauritius, Hiap Huat Holdings Ceramics Production China, ITPL Technology Park India, Teck Wah Group, CWT Distribution, Unilever Singapore, Ascendas Group, RCL Group.

RESEARCH

PUBLICATIONS (Selected)

Journal Articles

Hum Sin Hoon, Mahmut Parlar and Yun Zhou, 2018, "Measurement and Optimization of Responsiveness in Supply Chain Networks with Queueing Structures", *European Journal of Operational Research*, Vol 264, No 1, pp106-118.

Hum Sin Hoon and Mahmut Parlar, 2014, "Measurement and Optimization of Supply Chain Responsiveness", *IIE Transactions*, Vol 46, No 1, pp1-22.

Books

Hum Sin Hoon, 2012, *Zheng He's Art of Collaboration: Understanding the Legendary Chinese Admiral from a Management Perspective*, ISEAS Publishing, Institute of Southeast Asian Studies, Singapore, 293pp.

Hum Sin Hoon, 2012, *Memenangkan Persaingan Cara Cheng Ho*, PT Kompas Media Nusantara, Jakarta, Indonesia, 308pp. (Bahasa Indonesia Translation).

Books (Eds)

Tan Seow Kuan Ruth and Hum Sin Hoon (eds), 2019, *Enterprise 50 – The best SMEs in Singapore 2018/2019*, Corporate Relations & Communications, NUS Business School,

Singapore, 210pp.

Tan Seow Kuan Ruth and Hum Sin Hoon (eds), 2018, *Enterprise 50 – The best SMEs in Singapore 2017/2018*, Corporate Relations & Communications, NUS Business School, Singapore, 238pp.

Chapters in Book

Hum Sin Hoon, Tan Seow Kuan Ruth, Suresh Kumar Sarad and Zheng Zinan, "Celebrating 20 years of E50 Awards", in *Enterprise 50 – The best SMEs in Singapore 2013/2014*, edited by Tan Seow Kuan Ruth and Hum Sin Hoon, Corporate Relations & Communications, NUS Business School, Singapore, 2014, pp xv-xx.

Sin Hoon Hum and Swee Koon Tan, "Assessing Air Hubs: The Hayes-Wheelwright Framework Approach", in *Strategic Management in the Aviation Industry*, edited by Werner Delfmann, Herbert Baum, Stefan Auerbach and Sascha Albers, Ashgate Publication England, 2006, pp 557-581.

TEACHING

COURSES TAUGHT

Statistics
Applied Statistics
Quantitative Methods
Simulation Modelling
Production Planning and Control
Operations Management and Information Systems
Operations Management
Logistics and Operations Management
Purchasing and Supply Management
Operations and Technology Management (at UCLA)
Effective Leadership in Action
Asian Management and Leadership: Learning from Zheng He

RESEARCH STUDENTS SUPERVISED

Leow Lay Hon
Ng Yong Tjoon
Lee Chee Kwong
Hengky Oeni
Chia Yee Ling
Lim Teng Sherng
Sim Hoon Hong, Cheryl
Siew Pui Fong
Tay Leng Hua
Ker Hong Yeow
Wang Huan Ran, Ricardo
Ho Ying Ying, Catherine
Ng Chin Hong, Alex
Yee Kok Liang

Choo Souw Chin, Adrian
Chia Boon San, Adrien

TEACHING AWARDS

1. Dean's Letter of Commendation for Teaching Excellence
(Best Tutor and Second Best Lecturer for Second Level Modules, 1994/95)
2. Dean's Letter of Commendation for Teaching Excellence
(Second Best Tutor for Second Level Modules, 1995/96)
3. Dean's Letter of Commendation for Teaching Excellence
(Second Best Tutor and Second Best Lecturer for Second Level Modules,
1996/97)
4. Dean's Letter of Commendation for Teaching Excellence
(Third Best Tutor for Second Level Modules, 1997/98)
5. NUS Business School Best Thesis Award (MSc): Honorable Mention for
Supervisor of Adrian Choo (Time-Based Modeling in Customer-Vendor
Relationship); 1998/99
6. Department Outstanding Educator Award 2004
7. Faculty Outstanding Educator Award 2005
8. Faculty Outstanding Educator Award 2008
9. NUS Business School Outstanding Educator Award 2010
10. NUS Annual Teaching Excellence Award 2010

SERVICE

UNIVERSITY SERVICE

Deputy Dean, NUS Business School (2012-)

Vice-Dean, NUS Business School (2009-2011)

Executive Dean, NUS-Fudan University Joint Graduate School (2004-2008)

Dean, Faculty of Business Administration (1999-2000)

Director, Graduate School of Business (1999-2000)

Member, University Council (1998-2000)

Member, University Senate (1993-2000)

Sub-Dean, Faculty of Business Administration (1991-1992)

Vice-Dean, Faculty of Business Administration (1993-1995)

Head, Department of Decision Sciences (1996-1998)

Resident Fellow, Sheares Hall (1988-2000)

Chairman, AACSB & EQUIS Re-Accreditation Committee, NUS Business School (2013;
2018); Member, Accreditation Committee, NUS Business School (2002)

Member, Departmental Evaluation Committee, NUS Business School (2003; 2005-2007)

ACADEMIC SERVICE

External Moderator, Universiti Teknologi Brunei (UTB) School of Business: Management Programme Area (2016-)

External Assessor, University of Malaya Faculty of Business and Accountancy: MBA Programme (2019-)

EXTERNAL SERVICE

Member (and Chairman), Board of Management, Paya Lebar Methodist Girls' Schools (1999-)

Tembusu Partners Pte Ltd (Independent Non-Executive Director) (2013-)

National University Health System Fund Limited (Independent Director) (2020-)

National University Hospital Health Research Endowment Fund (Trustee) (2020-)

Member, National Productivity Council (2012-2016)

Co-Chairman, Standards Technical Committee for Supply Chain Management, SPRING Singapore (2007-2011)

Member, Singapore Standards Council, and Vice-Chairman of General Engineering and Safety Standards Committee (2004-2006)

Member (Board of Trustees), ISEAS (1999-2001)

Member (Board of Management), East-Asian Institute (1999-2000)

Member, The Enterprise Challenge Panel, PS21 Office (2000)

Member, Singapore National Committee for Pacific Economic Cooperation Council (SINPEC) (1999-2010)

Member, Advisory Panel for Publications, Ministry of Information and the Arts (1993-2004)

Member/Deputy Chair, Singapore Youth Awards Entrepreneurship Advisory Committee, National Youth Council (1996-2001)