



Dr Prem Shamdasani (aka Dr Love) is Associate Professor of Marketing; Academic Director, NUS Executive MBA Program; Co-Director, Stanford-NUS International Management Program; Director, NUS Marketing Strategy in A Digital World Program at the NUS Business School, National University of Singapore.

He was the former Associate Dean and Vice-Dean of Executive Education, Academic Director of the UCLA-NUS Executive MBA, Master of Science (Marketing) Program; NUS

General and Advanced Management Programs; and the NYU Stern-NUS Doing Business in Asia Program.

He holds a BBA degree with first class honours from the National University of Singapore (1984) and received his PhD in Marketing from the University of Southern California, Los Angeles (1990). His research and teaching interests include Marketing Strategy, Customer Centricity, Brand Management, Purpose-led Marketing, Retail Strategy, and Relationship Marketing.

He has also taught internationally (USA, Japan, China, India, S. Korea, Australia, Thailand, Malaysia, Indonesia, Philippines, Vietnam, Brazil, Sri Lanka, S. Africa, and Ghana). He has received **22** (6 university and 16 business school) awards for teaching excellence. He has also received the distinguished honour of being in the NUS Honour Roll (Teaching Hall of Fame) twice in 2007 and 2024.

Aside from teaching EMBA, MBA and MSc courses, Dr Shamdasani is active in executive development and training and has worked with over **125** organizations - MNCs, SMEs, Universities, Government Agencies and Non-for-Profits - domestically and internationally over the past 33 years. He has consistently received one of the highest ratings for executive teaching across all open enrolment and customized executive programs.

These companies include *Caterpillar, J&J, Abbot, GE, L'Oreal, Gucci, McDonalds, Nokia, Oppo, Sony, Samsung, Daikin, Olympus, IBM, Microsoft, Google, 3M, DuPont, Asahi Glass, Philips, Siemens, Telenor, Alcatel-Lucent, Yokogawa, Exel (DHL), MHE-Demag, Royal Brunei Airlines, Singapore Airlines, Sembcorp, Fuji Xerox, CA Technology, Genpact, AP Moeller Maersk, Roche China & South Africa, Bayer Healthcare, GlaxoSmithKline (GSK), B. Braun, NUHS, Deutsche Bank, Sompo (Japan), Mizuho, HSBC, Barclays, Ernst & Young, KPMG, Deloitte, Suntory, Nestle, Danone, Dole, Cerebos, Julie's (Malaysia), Boshi Fund Mgt (China), Bank of China, DBS Indonesia, SBI Life (India), Jardine Matheson, MCL Land (Hong Kong Land), Nedbank (S. Africa), Old Mutual (S. Africa), DaimlerChrysler, Volvo, Ikea, AEON, Carrefour, Royal Ahold, NTUC Fairprice, Dairy Farm International, Berle Jucker (Thailand), Incheon Int'l Airport (S.Korea), Axis Bank (India), Sime Darby (Malaysia), Kalbe (Indonesia), Sinarmas (Indonesia), CentrePark (Indonesia), Ceylinco Insurance, Sampath Bank (Sri Lanka), John Keells (Sri Lanka), Aitken Spence (Sri Lanka), ThaiBev, Siam Commercial Bank (Thailand), Siam Cement Group (Thailand), Sasol (S. Africa), KNPC (Kuwait), Petronas (Malaysia), BarloWorld (S. Africa), KS Drilling, Wipro-Unza (India), Hirdaramani (Bangladesh), Raymonds (India), Punjab National Bank (India), Axis Bank (India), Aditya Birla (India), FCM Travel, , Genting Resorts World Singapore Hagemeyer,*

United Parcel Service (UPS), Richland Logistics, Addicon Logistics, Aircel (Maxis), SingTel, and M1.

Government and non-for-profit clients include *Singapore Tourism Board, NS Affairs Dept (The Army), Third Flotilla (The Navy), UNICEF, Ministry of Foreign Affairs, Commonwealth Secretariat (UK), Singapore Subordinate Courts, Academic City (Ghana), University of Johannesburg, Keio Business School, Young Musicians' Society and the US Department of Agriculture (USDA).*

He has been an external resource expert on marketing, branding and retailing to various trade and government agencies such as the *Singapore Retailers' Association, IE (Trade Development Board), Singapore Tourism Board (STB), Productivity and Standards Board (SPRING), Institute of Policy Development, Prime Minister's Office, Ministry of National Development and BusinessWeek's CEO forums.*

He has co-authored two books including one of the leading books on focus group research entitled, *Focus Groups: Theory and Practice*, for Sage Publications (USA). He is also actively involved in focus group research for consumer products companies and social marketing programs. His research publications have appeared in the leading regional and international journals and include the *Journal of Consumer Research, European Journal of Marketing, Journal of Advertising Research, Journal of Advertising, Journal of Business Research, Asian Journal of Marketing, Asia Pacific Journal of Management, Asian Case Research Journal, Journal of Retailing and Consumer Services*, and the *Journal of Leadership Studies*.

His book and research have received **15,466** citations (Google Scholar, May 2024).

Dr Shamdasani is currently on the advisory board of two start-ups - DIBIZ (SaaS & Marketplace for Ethical & Sustainable Sourcing since 2019) and EMPWR.ED (Edtech Start-up since 2023); and Chair, Governing Council, Academic City University College, Ghana (since 2017).

Dr Prem Shamdasani

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CURRICULUM VITAE

PREM N SHAMDASANI

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CITIZENSHIP

Singapore Citizen

EDUCATION

- BBA Honours (First Class) National University of Singapore (1984)
- PhD Marketing University of Southern California (1990)

EMPLOYMENT (National University of Singapore)

- Associate Professor with tenure (1999 to present)
- Assistant Professor with tenure (1998)
- Senior Lecturer (1995-1998)
- Lecturer (1990-1994)
- Senior Tutor (1984-1990)

NATIONAL SERVICE

- Singapore Armed Forces (1978 to 1980)

ACADEMIC APPOINTMENTS

I. Executive MBA

- Academic Director, NUS Executive MBA (2004 to present)
- Academic Director, UCLA-NUS Executive MBA (2014 to 2016)

II. MSc Marketing

- Academic Director, MSc Marketing (1999 to 2002)

III. Executive Education

- Chairman, Executive Education (1999 to 2001)
- Co-Director, Executive Education – English (2002-2004)
- Vice-Dean, Executive Education (2005-2008)
- Associate Dean, Executive Education (2009-2014)

COURSES TAUGHT

- Principles of Marketing (BBA)
- Advertising and Promotions (BBA)
- Retail Management (BBA Honours)
- Marketing Management (MSc and MBA)
- Marketing Strategy (Executive MBA)
- Customer-centricity and Brand Alignment (MSc and MBA)
- Social Purpose Marketing (MBA)

INTERNATIONAL TEACHING EXPERIENCE

- Marshall School, University of Southern California (Undergraduate)
- Indian School of Business (ISB), Hyderabad (MBA)
- Gordon Institute of Business Science (GIBS), University of Pretoria (MBA)
- Keio Business School, Keio University, Japan (EMBA)

RECOGNITION AND AWARDS FOR TEACHING EXCELLENCE (UNIVERSITY AND SCHOOL)

- ***NUS Honour Roll (2024)***
- University Annual Teaching Excellence Awards (ATEA) - 2024
- NUS Business School Teaching Excellence Award - 2023
- University Annual Teaching Excellence Awards (ATEA) - 2023
- NUS Business School Teaching Excellence Award - 2020
- NUS Business School Teaching Excellence Awards - 2016
- NUS Business School Outstanding Educator - 2015
- University Annual Teaching Excellence Awards (ATEA) - 2015
- Faculty Outstanding Educator Award (NUS) - 2014
- Faculty Outstanding Educator Award (NUS) – 2013
- ***NUS Honour Roll (2007)***
- Nominee for University Outstanding Educator Award - 2006
- University Outstanding Educator Award Recognition List - 2005
- University Annual Teaching Excellence Awards - 2005
- University Annual Teaching Excellence Awards (ATEA) - 2004
- Faculty Outstanding Educator Award (NUS) - 2004
- University Annual Teaching Excellence Awards (ATEA) - 2003
- University Annual Teaching Excellence Awards (ATEA) - 2001
- Faculty Outstanding Educator Award (NUS) - 1999

Commendations for Teaching Excellence (Faculty)

- Commendation for Teaching Excellence - 1995
- Commendation for Teaching Excellence - 1997
- Commendation for Teaching Excellence – 1998 (Semester 1)
- Commendation for Teaching Excellence – 1998 (Semester 2)

Other Awards

- AMA Doctoral Consortium Fellow (1987)
- Long Service Medal (2016)
- Long Service Awards (10 Years, 15 Years, 20 Years, 25 Years, 30 Years, 35 Years and 40 Years)

PUBLICATIONS

(GOOGLE SCHOLAR: 15,380 CITATIONS)

Journals

- Mehta, S & Shamdasani P.N. (1986). Perceived attributes of the innovation and personal characteristics of as predictors of innovativeness in the adoption of technological innovation, *MBA Review*.
- Shamdasani, P. N., and Frazier G. L. (1988). Intrachannel Complaining Behavior and Conflict. *Journal of Consumer Satisfaction, Dissatisfaction and Complaining Behavior*, (1), 97-103.
- Shamdasani, P. N. and Rook D. W. (1989). An exploratory study of impulse buying in an oriental culture. *Singapore Marketing Review*, (IV) 1-14.
- Shamdasani, P. N., and Stewart, D. A. (1992). Analytical Issues in Focus Group Research. *Asian Journal of Marketing*, (1) 27-42.
- Koslow, S., Shamdasani, P. N., & Touchstone, E. E. (1994). Exploring Language Effects In Ethnic Advertising - A Sociolinguistic Perspective. *Journal of Consumer Research*, 20(4), 575-585.
- Shamdasani, P. N., & Ong Geok Yeow. (1995). An exploratory study of in-home shoppers in a concentrated retail market. The case of Singapore. *Journal of Retailing and Consumer Services*, 2(1), 15-23.
- Shamdasani, P. N., & Sheth, J. N. (1995). An experimental approach to investigating satisfaction and continuity in marketing alliances. *European Journal of Marketing*, 29(4), 6-23.
- Wirtz, J, & Shamdasani, P. (1997). Customer perception of service quality: Do we need industry-specific scales or can we use Servqual? An analysis in the context of the airline industry. *Asian Academy of Management Journal*, 17-27.
- Shamdasani, Prem (1999). SIA's Alliance: The 'Star' Attraction. *The Asian Case Research Journal*. 65-70
- Shamdasani, P. N., & Balakrishnan, A. A. (2000). Determinants of relationship quality and loyalty in personalized services. *Asia Pacific Journal of Management*, 17(3), 399-422.

- Shamdasani, P.N, Keh, H. T., & Chan, K. T. S. (2001). The efficacy of power and influence strategies in a conventional channel: A Singapore perspective. *Journal of Business and Industrial Marketing*, 16(1), 21-36.
- Shamdasani, P. N., Stanaland, A. J. S., & Tan, J. (2001). Location, location, location: Insights for advertising placement on the web. *Journal of Advertising Research*, 41(4), 7-21.
- Shamdasani, P., Keh, H.T., & Lee, Z.C. (2001) Influences on Store Patronage Behavior: A Comparison of Department and Discount Stores in Singapore. *Journal of Asian Business*, 17 (2), 63-84.
- Shamdasani, P., Mukherjee, A., & Malhotra, N. (2008). Antecedents and consequences of service quality in consumer evaluation of self-service internet technologies. *Service Industries Journal*, 28(1), 117-138.
- Mukherjee, Avinandan & Shamdasani, Prem & Limbu, Yam. (2012). Determinants of Brand Equity in Business-to-Consumer Services. SSRN Electronic Journal. 10.2139/ssrn.2167532.
- Prem Shamdasani & Kwon Jung (2011). "Relationship Quality between In-Groups and Out-Groups," *International Business & Economics Research Journal*, Vol. 10, 33-51.
- Stewart, D. W., & Shamdasani, P. (2017). Online Focus Groups. *Journal of Advertising*, 46(1), 48-60.
- Touchstone, E. E., Koslow, S., Shamdasani, P. N., & D'Alessandro, S. (2017). The linguistic servicescape: Speaking their language may not be enough. *Journal of Business Research*, 72, 147-157.
- Shamdasani, P. (2020). Internal Branding: The Asian Leadership Imperative. *Journal of Leadership Studies*, 14(2), 71-73.

Conference Papers/Presentations

- Shamdasani, Prem N. and TAN, Chin Tiong. Adoption of a New Food Product: A Study in the Oriental Culture. (1985). *Proceedings of the Inaugural Meeting of the Southeast Asia Regional Conference, Academy of International Business*, ed. K.C. Mun and T.C. Tan Hong Kong. 229-238.
- Shamdasani, Prem N. and S Mehta (1985). Perceived attributes of the innovation and personal characteristics as predictors of innovativeness in the adoption of a technological innovation. *Proceedings, Annual Conference of the Administrative Sciences Association of Canada – Marketing Division*, ed. J.C. Chebat. Montreal, Canada. 75-83.
- Mehta, S, A. K. Kau and P. N. Shamdasani (1986). Predicting materialistic consumers among Singapore Chinese: Adoption of cluster and discriminant analysis. *American Marketing Association International Conference on Marketing*. Singapore.

- Shamdasani, N.P. and A.K. Kau (1992). Singapore importers' perception of US exporters: An exploratory investigation. *Proceedings of the Academy of International Business South East Asia Regional Conference*, ed. H.M. Yau and W.F. Sheperd. Brisbane, Griffith University and University of Southern Queensland. 529-533.
- Shamdasani, N.P., Chonlin, G. O., & Richmond, D. (1993). Exploring Green Consumers in an Oriental Culture - Role of Personal and Marketing Mix Factors. *Advances In Consumer Research*, 20, 488-493. Vancouver, Canada: Association of Consumer Research.
- Shamdasani, N.P. and C. Rajam (1993). Retailer Alliances: Strategies for Small and Medium Scale Retailers in Niche and Mass Markets. *Proceedings of the International Symposium on Gaining Competitive Advantage Through Marketing*, ed. Nik Rahimah Nik Yacob et al. Kuala Lumpur, University Kebangsaan Malaysia. 223-229.
- Rajam. C. and P.N. and Shamdasani (1993). Interfirm linkages: The strategic role of brokers. *Proceedings of the International Symposium on Gaining Competitive Advantage Through Marketing*, ed. Nik Rahimah Nik Yacob et al. Kuala Lumpur, University Kebangsaan Malaysia. 187-193.
- Shamdasani, P.N. and D.W. Rook (1993). An exploratory investigation of impulse buying behavior in Hong Kong. *Proceedings of the Academy of International Business West and South Asian Regions*, ed. J. Frankenstein. Singapore, Hong Kong University. 1-14.
- Gan, H.T. and P.N. Shamdasani (1993). Government promotion of innovative services. The Singapore experience with televuew. *Proceedings of the Academy of International Business West and South Asian Regions*, ed. J. Frankenstein. Singapore, Hong Kong University. 1-13.
- Shamdasani, N.P. and J. Wirtz (1994). Identifying the determinants of service quality in the airline industry. *Proceedings of the 10th Academy of International Business South-east Asia Regional Conference*, ed. Feng Yuncheng and Wee Chow Hou. Beijing, China Aviation Press. 60-66.
- Wirtz, J and P.N. Shamdasani (1994). Development of a conceptual model on the impact of guarantees on service firms and their customers. *Asia Pacific Advances in Consumer Research*, ed. Joseph A Cote and Siew Meng Leong. Association for Consumer Research. Provo. UT. 13-16.
- Shamdasani, P.N., J. Wirtz & M. Chong (1995). An exploratory study of new product development activities of Singapore firms. *Proceedings of Academy of International Business South-east Asia Regional Conference*, ed. Greg Tower. Perth, Murdoch University. 327-330.
- Wirtz, J. and P.N. Shamdasani (1995). Development of a conceptual model on the impact of guarantees on operations and customer behavior. *Global Services, Competitive Technologies*. Maryland, INFORMS. 76.

- Shamdasani, P.N. and C.S. L. Ong (1996). Relationship ties and cultural values as moderators of relationship quality in services selling. *Proceedings of the Third Research Conference on Relationship Marketing*. Ed. A Parvatiyar and J.N. Sheth, Atlanta, Georgia. 120.
- Shamdasani, P. & Hasan Fiza (1997). Determinants of Green Retailing in an Emerging Green Economy: An Exploratory Study. *Academy of International Business – Asia Pacific Area Conference Proceedings*, Hawaii, University of Manou. 373-378.
- Shamdasani, Prem (1998). Retail development & trends in South-East Asia. Presented at University of Marketing & Distribution Sciences, Nishi, Kobe, Japan.
- Touchstone, E., S. Koslow and P.N. Shamdasani (1998). Comparing the symbolic and informational effects of language uses in ethnic targeting communication strategies. *Advances in Consumer Research*. Canada.
- Shamdasani, P. N. and Lwin, May O. (1999). Effectiveness of translated brand names in advertising: Chinese versus English brand names in bilingual context. *Proceedings of the 1999 Society for Marketing Advances Conference*, New Orleans, LA: Society for Marketing Advances. 14-17.
- Shamdasani, P.N. and S Lim (1999). Customer motivation for relationship maintenance in personalized services: A relational perspective. *Proceedings of the Third International Research on Marketing Communications and Consumer Behavior*, ed. Y. Evrard, W. D. Hoyer, A. Strazzier. France: IAE: Aix-en-Provence.
- Khoo, H. M., G. T. Lau and P. N. Shamdasani (1999). An empirical study on the taxonomy of guanxi: A research in progress report. *Global Perspectives in Marketing for the 21st Century*. Ed. A.K. Manrai and H.L. Meadow. Academy of Marketing Science.: Malta. 339-340
- Shamdasani, P. N. and M.O. Lwin (1999). Effectiveness of translated brand names in advertising: Chinese vs English brand names in a bilingual context. Society for Marketing Advances Conference. Atlanta, United States.
- Shamdasani, P.N. (1999). Asia global brands, ideas and network. *The CEO Forum*. Hong Kong.
- Shamdasani, P. N. and A.R. Eyring (2000). Organisation practices for strong brands. *Asian Corporate Branding Symposium. Business Week*. Singapore.
- Keh, H.T., P.N. Shamdasani and C.W. Teo (2001). Customer as employees: An empirical investigation of customer input and customer voluntary performance. *Society for Marketing Advances Retail Strategy and Consumer Decision Research Seminar*.
- Shamdasani, P.N., N Sabandi and S. Subrahmanyam (2001). Comparing browsing behavior in physical and virtual store: An exploratory study. *The 1st International Conference on Electronic Business*. Hong Kong.
- Shamdasani, P.N. & Mukherjee, Avinandan. (2002). Consumer Evaluation of Self-Service Internet Technologies: A Structural Equation Modelling Approach. Marketing Science Conference, Edmonton, Canada

Shamdasani, Prem and Kwon Jung (2003), Relationship Quality in Personal Life Insurance Services: A Comparison between Chinese In-group and Out-groups," 2003 AMA Summer Educators' Proceedings: Enhancing Knowledge Development in Marketing, (August 15-18, Chicago), 37-38.

Mukherjee, Avinandan & Shamdasani, Prem. (2005). An Experiment on Gift-Giving and Reciprocity in the Retail Relationship Context. AMA Summer Marketing Educators' Conference, San Francisco, USA

Mukherjee, Avinandan & Shamdasani, Prem. (2009). Effects of Retail Crowding on Shopping Satisfaction and Patronage Intentions of Asian Consumers. Conference: AMA Summer Marketing Educators' Conference, Chicago, USA

Khoo, H. M., Lau, G. T., & Shamdasani, P. (2015). An Empirical Study on the Taxonomy of Guanxi a Research in Progress Report. In *Developments in Marketing Science: Proceedings of the Academy of Marketing Science*, 337.

Books

Stewart, D. W., & Shamdasani, Prem N. (1990). *Focus groups theory and practice*. Sage Publications, Inc.

Stewart, D. W., Shamdasani, Prem N, & Rook, D. W. (2007). *Focus Groups Theory and Practice*. Sage Publications, Inc.

Stewart, D. W., & Shamdasani, Prem N. (2014). *Focus Groups Theory and Practice*. Sage Publications, Inc.

Swee Hoon Ang, Yanmin Gu, Geok Theng Lau, Siew Meng Leong, May Oo Lwin, M. A. Razzaque, Prem N. Shamdasani, S. Subrahmanyam and Jochen Wirtz (2000), *Principles of Marketing: An Asian Case Book*. Singapore: Prentice Hall, 217 pp.

Book Chapters

Stewart, D W and Prem Shamdasani (1998), "Focus group research: Exploration and discovery". In *The Handbook of Applied Social Research Methods*, ed. L Bickman & D J Rog, 505-526. California: Sage Publications.

Shamdasani, Prem (2005), Lane Crawford: To be or not to be In Singapore. In M. Cant & R. Machado (Eds.), *Marketing success stories*. Oxford, England: Oxford University Press. 253-266

Shamdasani, Prem (2005), "Brand leadership or market share leadership? The quest for sustainable and profitable growth". In 2005 Edition *Encyclopaedia of Brands & Branding in South Africa*, 11th ed.

Stewart, D W, Prem Shamdasani and D W Rook (2007), "Group Depth Interviews: Focus Group Research". In *Handbook of Applied Social Research Methods*, 2007 ed. California: Sage

Shamdasani Prem (2021). Leadership of the Brand: Time for Asian Leaders to Leverage Branding to Build Passionate and High-Performing Organizations. In *On the Emergence and Understanding of Asian Global Leadership*. Walter de Gruyter GmbH & Co KG. 75-86.

Unpublished Papers

Shamdasani, Prem (1995). Development of a service quality measurement scale for airline passenger services. Working Paper Series (National University of Singapore. Faculty of Business Administration); 95-016.

Shamdasani, Prem (1996). Relationship ties and cultural values as moderators of relationship quality in services selling. Research Paper Series (National University of Singapore. Faculty of Business Administration); #96-042

Rook, Dennis W. & Shamdasani, P. (1998). A prototype Analysis of Impulsive Buying Behavior: Verbal and Pictorial Evidence.

Shamdasani, Prem & Ong S.L. (1999). The Influence of Relationship Ties on Communication Approaches and Relationship Quality in Interpersonal Selling: A Chinese Socio-cultural Perspective.

Shamdasani, Prem & S.M. Loh (2000). Adolescents' perception of green products: The Influence of Socialization Agents.

Shamdasani, Prem & Poh, Kevin. (2003). Determinants of Service Brand Equity: An Exploratory Study.

Shamdasani, Prem & Kwok Y.L. (2004). The Mediating Role of the Shopping Experience on Satisfaction and Store Loyalty: An Experimental Study.

Stranaland, P, Shamdasani P & Tan J (2008), Intrusive commercials or invited conversations? The impact of customer mode on the effectiveness of website characteristics.

Case Studies (With Teaching Notes) (Usage: 5,883 as of Aug 2023)

Shamdasani, Prem (2017), L'Oreal India: Where Beauty Meets Tradition. Ivey Publishing.

Shamdasani, Prem (2022), Intel: Reinventing a Technology Brand. Sage Business Cases

Shamdasani, Prem (2023), TD Bank USA: Delivering 'Unexpectedly Human' Experiences In A Digital World. Ivey Publishing.

Unpublished Case Studies

Shamdasani, Prem (2003), Lane Crawford: To Be or Not to Be in Singapore. The NUS Business School Case Collection Series BSC #03-02.

Shamdasani, Prem (2003), Robinsons & Company: It's Worth Waiting For. The NUS Business School Case Collection Series BSC #03-01

Shamdasani, Prem (2010), Taking a Bite Out of Apple. NUS Business School.

Shamdasani, Prem (2010), Taking a Bite Out of Apple II: The Emerging Market Challenges in India and China. NUS Business School.

Shamdasani, Prem (2011), Holcim Indonesia: Sustainable Strategies for Value Creation in Emerging Markets. NUS Business School.

Shamdasani, Prem (2021), L'Oreal India: Beauty With A Cause. NUS Business School.

Research Reports

Chow, K.B., L.C. Chong, P. N. Shamdasani, A. Mahizhnan & M. Maliki (1992), A Study on Entrepreneurial Culture in Singapore for *Enterprise Development Council, Economic Development Board*. Research. Report No. CBRD, 15b/92. 85 pp.

Shamdasani, Prem & Wong L.S. (1996), Undergraduate Course Selection and Decision-Making Behavior in a Transitional Modular Environment. Research Paper Series #96-46 (National University of Singapore, Faculty of Business Administration, NUS).

Shamdasani, P. N. & F Wong (1998), Video-on-demand market trial for Singapore Telecoms: Focus Groups Research Findings. Report for Singapore Telecoms. 23 pp.

Shamdasani, Prem (2003), Survey on Impact of Branding on Businesses for International Enterprise (IE) Singapore. 102 pp.

AD HOC REVIEWER

- Journal of Consumer Research
- Journal of Marketing
- European Journal of Marketing
- Asian Journal of Marketing
- Asia-Pacific Journal of Management
- Asian Case Research Journal
- Journal of Retailing and Consumer Services
- International Journal of Pharmaceutical and Healthcare Marketing (Editorial Board Member).

ACADEMIC SUPERVISION

Supervised 112 PhD theses, MSc theses, BBA Honours theses, EMBA Management Practicums, MBA Management Practicums, MSc Management Practicums and BBA Field Service Projects since 1991.

EXECUTIVE EDUCATION (PROGRAM LEADERSHIP AND TEACHING)

Open Enrolment Executive Programs

- Director, Strategic Marketing Management Program
- Director, General Management Program
- Director, Advanced Management Program
- Director, Singapore-Commonwealth Top Management Program for Public Enterprises for Asia-Pacific Region
- Director, Singapore-Commonwealth Advanced Seminar for Chief Executives
- Director, Singapore-Commonwealth Top Management Program for Caribbean and Mediterranean Region
- Director, NYU Stern-NUS Doing Business in Asia Program
- Director, Marketing Strategy in a Digital World Program
- Co-Director, Stanford-NUS Program In International Management (since 2002 to present)

Custom Executive Programs

- Director, Samsung-NUS General Management
- Director, Samsung-NUS Advanced Management Program
- Director, Mizuho-NUS Advanced Leadership Program
- Director, Sompo-NUS Global Leaders Program
- Director, AEON-NUS New Management Program
- Director, AEON-NUS Financial Management Program
- Director, Aditya Birla Future Leaders Program
- Director, L'Oreal-NUS Leader For Change Program
- Director, ThaiBev-NUS Global Executive Leaders Program
- Director, ThaiBev-NUS Executive Development Program
- Director, Abbott-NUS APAC Marketing Leaders Programme
- Director, Yokogawa-NUS Strategic Talent Excellence Program
- Director, Kuwait National Petroleum Company (KNPC)-NUS
- Director, Kuwait Integrated Petroleum Industries Company (KIPIC) NUS Talented Team Leaders Program
- Director, Aitken Spence-NUS Strategic Marketing and Management Program
- Director, John Keells-NUS Strategic Marketing and Management Program
- Director, John Keells-NUS Senior Leadership Program
- Director, John Keells-NUS Advanced Leadership Program
- Director, Fuji Xerox-NUS Value-Based Marketing Strategies Program
- Director, GE Leadership for Customers Program
- Director, J&J- NUS Hospital Management Program
- Director, Caterpillar Asia-NUS General Management Program
- Director, Asahi Glass Company (AGC)-NUS University Asia Program

Custom Executive Programs (continued)

- Director, Telenor-NUS Business School Executive Program
- Director, Danone-NUS Marketing Program
- Director, Incheon-NUS Management Development (MDP) Program
- Director, Alcatel-NUS STRETCH Program
- Director, Alcatel Lucent-NUS STRETCH Program
- Director, McDonald-NUS South-East Asia Leadership Program
- Director, Sinarmas-NUS General Management Development Program
- Director, Kalbe-NUS General Management Development Program
- Director, Sime Darby-NUS Core Executive Program
- Director, Sime Darby-NUS Management Trainee Program
- Director, Aitken Spence-NUS Value Based Strategies for Growth Program
- Director, CA Technologies-General Management Program
- Director, Suntory-NUS Leadership Development Program
- Director, DBS Indonesia-NUS Talent Development Program
- Director, Fuji Xerox-NUS New Leaders Development Program
- Director, Gucci-NUS Strategic Thinking and Alignment Program
- Director, SBI Life – NUS Leadership Excellerator Programme
- Director, Sampath Bank PLC -NUS Strategy and Alignment CSP Programme
- Director, AP Moeller Maersk-NUS Personal Development Program
- Director, Bayer Healthcare-NUS Creative Marketing Program
- McDonald's-NUS South Asia Leadership Development Program
- Director, GSK-NUS General Management Program
- Director, Singer-NUS Strategic Retail Management Program
- Director, Ceylinco Insurance-NUS General Management Program
- Director, Ikea-NUS General Management Program
- Director, Dentsu-NUS Senior Management Program
- Director, Siam City Cement Company (SCCC)-NUS Accelerated Leadership Development Program
- Director, FCM Travel-NUS Mini MBA Program

Executive Teaching (Clients)

- | | |
|-------------------------|--------------------|
| • Toyota Tsusho | DuPont |
| • Royal Brunei Airlines | Singapore Airlines |
| • DaimlerChrysler | Volvo |
| • DHL | 3M |
| • Nokia | Oppo |
| • Sony | Daikin |
| • IBM | Microsoft |
| • Google | Philips |

- Philips,
- MHE-Demag
- Sembcorp Solar
- Roche
- Deutsche Bank
- Ernst & Young
- Deloitte
- Dole
- Boshi Fund Mgt
- Jardine Matheson
- Nedbank
- MTN
- Royal Ahold
- Dairy Farm International
- Axis Bank
- Petronas
- BarloWorld
- Wipro Care
- Raymonds
- Genting Resorts World Singapore
- Third Flotilla (The Navy)
- Aircel (Maxis)
- Hagemeyer
- University of the Witwatersrand
- Academic City College (Ghana)
- GIBS, University of Pretoria
- Singapore Subordinate Courts (State Courts)
- Ministry of National Development
- Siemens
- NUHS
- Genpact
- B. Braun
- Barclays
- KPMG
- Old Mutual
- Julie's
- Bank of China
- MCL Land (Hong Kong Land)
- Vodafone
- Carrefour
- NTUC Fairprice
- Berle Jucker
- CentrePark
- Sasol
- KS Drilling
- Hirdaramani
- Punjab National Bank
- Axis Bank
- NS Affairs Dept (The Army)
- Singapore Tourism Board
- UNICEF
- University of Johannesburg
- Indian School of Business (ISB)
- Keio Business School
- Lagos Business School
- Young Musicians' Society

Consulting Clients

- United Parcel Service (UPS)
- Richland Logistics
- Addicon Logistics
- SingTel
- Mobile One (M!)
- Samsung
- US Department of Agriculture (USDA)
- Enterprise Development Council, Economic Development Board
- International Enterprise (Trade Development Board)
- Singapore Tourism Board (STB)
- Singapore Retailers' Association (SRA)
- Productivity and Standards Board (SPRING)
- Singapore Innovation & Productivity Institute (SiPi)
- Institute of Policy Development, Prime Minister's Office

SCHOOL/DEPARTMENT COMMITTEES

- Member, Teaching Excellence Committee (since 2020)
- Chair, Industry Engagement Committee (IEC) (since 2020)
- Member, EMBA Curriculum Review Committee (since 2014)
- Chair, New Program Committee (2020-2021)
- Member, Faculty Teaching and Service Committee (2005-2007)
- Member, Branding and Development Council (2010-2016)
- Member, Department Teaching Track Selection Committee (2013-2014)
- Member, Faculty Review Committee (FRC) (2001-2002)
- Member, Faculty Task Force on Outreach to Junior Colleges (1995-2000)
- Editor, Business School Faculty Newsletter (1996-1999)
- Chair, Bizad Newsletter Committee (1992-1995)
- Organizer for NUS Global Asia Institute's Wee Cho Yaw (WCY) Business Forums in 2023 and 2024 on Sustainability and Supply Chain Resilience, and Deglobalization and Decarbonization.

ADVISORY BOARD MEMBERSHIPS

- Singapore Innovation & Productivity Institute (SiPi), Singapore Manufacturers' Federation (2012-2019)
- Singapore Retailers' Association (1992-2016)
- DIBIZ – SaaS & Marketplace for Ethical & Sustainable Sourcing (since 2019)
- EMPWR.ED – Edtech Start-up (since 2023)
- Governing Council, Academic City University College, Ghana (since 2017 and Chair since 2022)

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