

Curriculum Vitae

GOH SHAO HUNG

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TEACHING & PEDAGOGY EXPERIENCE

- **Adjunct Senior Lecturer**, National University of Singapore, NUS Business School, Aug 2022 - Present
 - Instructor for “Physical Distribution Management”
 - Supervisor for Field Service Projects (honours programme)
 - **Adjunct Faculty**, Singapore Management University, Lee Kong Chian School of Business, Jan 2020 – Present
 - Instructor for “Logistics and Transportation Management” and “Operations Management”
 - **Senior Associate Faculty**, Singapore University of Social Sciences, School of Business, Jan 2012 – Present
 - Instructor for “Solutions Design in Logistics and Supply Chain Management”, “Transport Management and Technology”, “Analytics for Decision-Making” and “Association & Clustering”
 - Supervisor for Logistics and Business Analytics capstone projects
 - **Tutor**, National University of Singapore, NUS Business School, Aug 2010 – Jun 2011
 - Instructor for “Operations Management” tutorials
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INDUSTRY EXPERIENCE

- **Director, Asia Pacific Logistics Impact Centre**, Nov 2023 - Present
 - Consultant and trainer in business strategy, sustainability, analytics, logistics and supply chain management
 - Advisor on projects related to e.g. regional distribution centres, regional airfreight hub, cross-border logistics in ASEAN, logistics sales management, logistics mergers & acquisitions and e-commerce fulfilment
 - Advisor on industrial policies and regulatory environments for logistics activities and infrastructure investment in Asia
 - **Manager – Strategy Implementation, DHL Supply Chain Asia Pacific**, Singapore, Apr 2010 – Sep 2022
 - Develop and implement regional strategic projects at the world's largest logistics services provider
 - Evaluate initiatives and implement programs to improve efficiency and capabilities in various areas, such as transportation, labour flexibility, build-to-suit facilities, direct-to-market, e-commerce, packaging and service logistics
 - Play various advisory and financial modelling roles in internal innovation initiatives such as mobile app for freight procurement, carbon footprint analytics, logistics co-working space etc
 - Conducted an internal study on “low-carbon warehousing” to benchmark emissions reduction performance at company-operated warehouses across Asia-Pacific and identify obstacles to the corporate GoGreen target
 - Organised and facilitated an innovation and digitalisation workshop for the senior management team, which eventually led to the internal funding and prototyping of several ideas related to logistics automation and freight procurement
 - Evaluate merger & acquisition (M&A) targets and joint venture (JV) opportunities
 - Develop the strategic plans for various new domestic land transportation legal entities and joint ventures across Asia
 - **Senior Analyst – Strategic Liner Management, APL (American President Lines)**, Singapore, Jan 2007 – Apr 2010
 - Analysed the global outlook for the shipping industry at the world's then 5th largest container shipping company
 - Managed forecasts for containerized freight demand worth US\$8bil p.a. and supported business planning process
 - Reported to senior management on the utilization and profitability of vessels and services
 - Developed a performance dashboard to measure accuracy of volume/revenue forecasts by sales offices worldwide
 - Developed an algorithm to forecast demand for container services, which outperformed commercial suites by 30%
 - Advised clients in areas of freight consolidation, cargo routing, customs clearance, package engineering
 - Attached to APL Mumbai for a project on the potential of transporting cargo in the Indian hinterland via container freight-trains; Developed a 10-year outlook for import/export/inland container traffic in India
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EDUCATION

- PhD Management Science, Lancaster University, UK, 2019
- MSc Industrial Engineering, Georgia Institute of Technology, USA, 2006
- MSc Logistics and Supply Chain Management, National University of Singapore, 2006
- BEng Civil (Hons 1st), National University of Singapore, 2004

AWARDS & HONOURS

- Certificate of Appointment – Senior Associate Faculty, Singapore University of Social Sciences (2023)
- Letter of Commendation (for teaching), National University of Singapore (AY 2022-2023 & AY2023-24)
- Dean's Teaching Honour List, Singapore Management University (AY2020-21, AY2021-22 & AY2022-23)
- Certificate of Outstanding Contribution in Reviewing, Resources, Conservation & Recycling Journal (2018)
- Lecturer Service Award, Singapore University of Social Sciences (2017 & 2022)
- Certificate of Outstanding Contribution in Reviewing, Transportation Research Part E (2016)
- Best Track Paper Award (Supply Chain Management track), IEOM Conference (2014)
- Postgraduate Scholarship, Double Master Programme, EDB/NOL (2005-2006)
- Dean's List, National University of Singapore (2001-2003)
- Undergraduate Scholarship, National University of Singapore (2000-2004)

PUBLICATIONS (JOURNAL)

- Wong, S.L.A. & Goh, S.H. (2022). "Managing Bids at the Engineering-Commercial Interface: A Systems, Integration and Contingency Perspective", *Journal of Manufacturing Technology Management*, Vol. 33 No. 7, pp. 1347-1368
- Goh, S.H. & Eldridge, S. (2022). "Sales & Operations Planning Culture and Supply Chain Performance: The Mediating Effects of Five Coordination Mechanisms", *Production Planning & Control*, Vol. 35 No. 3, pp. 225-237
- Goh, S.H. (2019). "Barriers to Low-Carbon Warehousing and the Link to Carbon Abatement: A Case from Emerging Asia", *International Journal of Physical Distribution & Logistics Management*, Vol. 49 No. 6, pp. 679-704
- Goh, S.H. & Eldridge, S. (2019). "Sales & Operations Planning: The Effect of Coordination Mechanisms on Supply Chain Performance", *International Journal of Production Economics*, Vol 214, pp 80-94
- Goh, S.H. (2019). "The Impact of Foldable Ocean Containers on Back Haul Shippers and Carbon Emissions", *Transportation Research Part D: Transport and Environment*, Vol. 67, pp. 514-527
- Goh, S.H. & Chan, Y. (2016), "Operational Shadow Pricing in Back Haul Container Shipping", *Transportation Research Part E: Logistics and Transportation Review*, Vol. 92, pp. 3-15
- Goh, S.H. & Eldridge, S. (2015). "New Product Introduction and Supplier Integration in Sales and Operations Planning: Evidence from the Asia Pacific Region", *International Journal of Physical Distribution & Logistics Management*, Vol. 45 No. 9/10, pp. 861-886

PUBLICATIONS (BOOK CHAPTER)

- Tan, L.K. & Goh, S.H. (2017), "A Price Review Framework for Maintenance, Repair and Operations Procurement Contracts in the Public Sector", In: Thai, K.V. (ed), *Global Public Procurement Theories And Practices*, pp. 173-198, Springer
- Goh, S.H. & Tan, C. (2013), "Extending Value Added Services in the Supply Chain" (book chapter), In: Sim, T., Tan, Y.W. and De Souza, R. (ed), *Managing Logistics and Supply Chain Challenges: Singapore Insights and Perspectives*, pp 371-390, Singapore, Cengage Learning Asia; 1st Edition

PUBLICATIONS/PRESENTATIONS (CONFERENCE)

- Srinivasan, D., Amit, R.K., Malik A.K., & Goh, S.H. (2021). "An Approximate Dynamic Programming Approach for Joint Overbooking and Capacity Control Decisions in Single-leg Air Cargo Revenue Management", *20th Annual INFORMS Revenue Management and Pricing (RM&P) Section Conference*, Jun 29-30, 2021.
- Woong, J.Y. & Goh, S.H. (2021). "Supply Chain Risk Management Strategies in the Face of COVID-19", *11th International Conference on Industrial Engineering and Operations Management (Virtual Conference)*, Singapore, March 7-11
 - Top-5 award winner of the Undergraduate Student Paper Competition
- Bharadwaj, P., Amit, R.K., Malik A.K., & Goh, S.H. (2020). "Optimal Revenue-Equivalence Baggage Pricing for Airlines", *60th Annual Symposium (Virtual), Airline Group of the International Federation of Operational Research Societies (AGIFORS)*, October 20-23.
- Wong, S.L.A. & Goh, S. H. (2019). "Integrated Quotation Process Framework for Electronic Manufacturing Services", *11th International Conference on Logistics and Transport*, Hanoi, November 14-15
- Theint, M.H. & Goh, S. H. (2018). "Inbound Logistics in Sub-Saharan Africa: A Case Study on Current Practices and Challenges", *8th International Conference on Industrial Engineering and Operations Management (IEOM)*, Bandung, March 6-8
- Goh, S. H. & Eldridge, S. (2017). "Sales & Operations Planning: The Mediating Effects Between S&OP Culture and Supply Chain Performance", *24th EurOMA Conference*, Edinburgh, July 3-5

- Chan, W.Y. & Goh, S.H. (2016). "Demand Forecasting for Spare Parts – A Perspective from the Marine Port Industry", *8th International Conference on Logistics and Transport*, Singapore, September 6-8
 - Goh, S.H. & Lee, J.L. & (2016). "Commercial Viability of Foldable Ocean Containers", *6th International Conference on Industrial Engineering and Operations Management*, Kuala Lumpur, March 8-10
 - Tan, L.K. & Goh, S.H. (2016), "A Price Review Framework for Maintenance, Repair and Operations Procurement Contracts in the Public Sector", *7th International Public Procurement Conference (IPPC7)*, Bali, August 2-5
 - One of 17 papers selected for publication in a book titled *Global Public Procurement Theories and Practices*
 - Goh, S. H., & Eldridge, S. (2016). "Sales & Operations Planning: The Effect of Coordination Mechanisms on Supply Chain Performance", *23rd EurOMA Conference*, Trondheim, June 17-22
 - Goh, S.H. & Chan, Y. (2015), "Operational Shadow Pricing in Back Haul Container Shipping", *International Association of Maritime Economists (IAME) 2015 Conference*, Kuala Lumpur, August 24-26
 - One of 4 conference papers selected for publication in a special issue of *Transportation Research Part E*
 - Tan, W.P. & Goh, S.H. (2015), "Incorporating Postponement in an Offshoring Strategy - A Case Study of a Singapore-China Cross Border Manufacturing Supply Chain", *5th International Conference on Industrial Engineering and Operations Management (IEOM)*, Dubai, March 3-5
 - Goh, S.H. & Lim, B.L. (2014), "Centralizing Slow-Moving Items in a Retail Network – A Case Study", *4th International Conference on Industrial Engineering and Operations Management (IEOM)*, Bali, January 7-9
 - Winner of Best Track Paper Award in the Supply Chain Management track
 - Goh, S.H. & Lee, K.Y. (2013), "Evaluating the Integration of Contract Manufacturers in an Advanced S&OP Process", *2013 International DSI and Asia Pacific Decision Sciences Institute (DSI) Conference*, Bali, July 9-13
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TEACHING RESOURCES

- Goh, S.H. (2023). Best-in-Class Inventory Management at Boonthavorn Ceramic Company (Teaching Case)
 - Goh, S.H. (2021). Solutions Design in Logistics and Supply Chain Management (Study Guide)
 - Goh, S.H. (2020). A Next-General Vehicle Platform (Teaching Case)
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SHORT COURSES & SEMINARS CONDUCTED

- "Logistics Management", Continuing Education and Training (CET), SUSS Academy, Jul 2024
 - "Managing Supply Chains in Singapore and Southeast Asia", Seminar for Master students from the CUHK Business School, The Chinese University of Hong Kong, Apr 2023
 - Various strategy workshops for senior regional and country managers (India, Japan, Malaysia, Philippines, Singapore and Thailand), DHL Supply Chain, 2010-2022
 - "Operations Research in Logistics and Transportation", Webinar on "Mechanical Automation in the Present Scenario of COVID-19", Laxmi Devi Institute of Engineering and Technology, India, Dec 2020
 - "Sales & Operations Planning: The Mediating Effects Between S&OP Culture and Supply Chain Performance", Research Seminar, Singapore Management University, Mar 2019
 - "International Trade", Visiting Lecture, Universitas Pelita Harapan, Indonesia, May 2018
 - "Can a Strong Organisational Culture Lead to Poorer Supply Chain Outcomes? A Mediation Analysis of S&OP Coordination Mechanisms", PhD Seminar, Lancaster University, Jun 2017
 - "Managing Forward and Reverse Flows in the Supply Chain", Continuing Education and Training (CET), Singapore University of Social Sciences, Jan 2017
 - "Valued Added Services in Supply Chain Management", Seminar for South Africa International Leadership Development Programme (ILDLP), Singapore Institute of Management, Feb 2016
 - "Supply Chain Management as a Career", Career Seminar, National University of Singapore, Aug 2012
 - "Industry Trends in the Supply Chain", Guest Lecture, Singapore Management University, Sep 2011
 - "Logistics in Singapore", Guest Lecture, SIM University, Aug 2011
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SERVICE & ACTIVITIES

- **Peer Reviewer**
 - Invited to review papers for reputable journals, including: *Environmental Science and Pollution Research*, *Computers & Industrial Engineering*, *Research in Transportation Business & Management*, *International Journal of Production Research*, *Business and Politics*, *Environmental Engineering and Management Journal*, *International Journal of Production Economics*, *International Journal of Physical Distribution & Logistics Management*, *Resources, Conservation & Recycling Journal*, *European Journal of Industrial Engineering*, *Transportation Research Part E: Logistics and Transportation Review*
- **Contributor**, Public Consultation Report on "Developing Singapore's Long-Term Low Emissions Strategy" by the Singapore Chapter of the 350 Movement, Aug 2019
 - Co-authored the Maritime, Logistics and Aviation track in 350 Singapore's response to the call for public consultation by the National Climate Change Secretariat (NCCC)

- **Case Contributor and Reviewer**, Pearson Higher Education, Jun 2017
 - Authored a case for the Global Edition of the book “Contemporary Logistics 12th Edition” by Murphy and Knemeyer
 - **Contributor**, "A Framework for Evaluating Energy Sustainability Efforts in Maritime Terminal Operations" by the DHL-SMU Green Transformation Lab, Oct 2015
 - Contributed a case in a report to the Maritime and Port Authority (MPA) of Singapore
 - **Track Chair**, The 5th International Conference on Industrial Engineering and Operations Management, Mar 2015
 - Chaired the “Supply Chain Management” track
 - **Judge**, APEX Business-IT Global Case Challenge, May 2014
 - Member of the judging panel for an annual case competition organised by Singapore Management University
 - **Guest Speaker**, National University of Singapore, Aug 2012
 - Gave a talk to NUS graduating students at a career seminar
 - **Guest Speaker**, Singapore Management University, Sep 2011
 - Gave a talk to SMU business undergraduates on supply chain trends
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PROFESSIONAL AFFILIATIONS AND CERTIFICATIONS

- Specialist Adult Educator (Curriculum Development), Institute for Adult Learning, July 2021 - Present
 - Associate Member, Industrial Engineering and Operations Management (IEOM) Society, Dec 2017 – Present
 - Member, European Operations Management Association (EurOMA), Apr 2016 – Feb 2019
 - Charter Holder - Chartered Financial Analyst, CFA Institute, Aug 2014 – Present
 - Founding Chairperson, Circle of Logisticians (alumni club of Double Masters Program in Logistics/SCM), 2007 – 2012
 - Committee Member, Education Consultative Committee, The Logistics Institute – Asia Pacific, May 2007 – May 2009
 - Professional Certificate in Warehouse/Distribution Centre Layout Design, Georgia Institute of Technology, May 2006
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MEDIA MENTION

- Shipping Containers Get Foldable Design Seen as Cure for Logjams: Bloomberg News (15 Nov 2021)
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QUANTITATIVE METHODS & DATA ANALYTICS EXPERIENCE

- Optimization and linear programming (Solver, OPL/CPLEX)
- Structural equation modelling with moderation/mediation analysis (AMOS)
- Statistical analysis and statistical learning (Excel, SPSS, R)
- Econometric analysis, especially related to transport economics (Excel, SPSS, STATA, R)
- Programming (R, Python)
- Survey design and data analysis (Qualtrics, SPSS, STATA)
- Simulation (Excel, Arena, FlexSIM)
- Supply chain network design (Excel, Supply Chain Guru/CAST)
- Dashboard design (PowerBI, Tableau)