

# Lowee Joo Yong

Programme Director, Strategic Human Resource Management

Programme Director, AI for HR Leaders

Programme Director, General Management



Lowee Joo Yong joined the National University of Singapore in 1998 and is currently a Senior Lecturer with the Department of Management & Organisation, NUS Business School. He was the **Head of the HRM Unit** from 2012-2014 and is currently the Programme Director for the flagship **General Management Programme, Strategic Human Resource Management and also the AI for HR Leaders Programme**. He was also the Programme Director for the **NUS International Business Talent Programme** specially curated for Chinese undergraduates.

Joo Yong specializes in Human Resource Management, Leadership Development, Career Management and Talent Management. Besides teaching the undergraduates and MBAs, he is also a highly-regarded executive educator. He has developed customized executive programmes for renowned international companies such as AP Moeller-Maersk, Panasonic, Incheon International Airport, Singapore's Ministry of Education, Sampath Bank of Sri Lanka, AES Corp (a global energy company), Guangzhou Tax Dept, PT Smart of Indonesia, the Singapore Armed Forces, LAHES of Sri Lanka, Mitsui Corporation of Japan and many others. He also developed a series of Leadership Development Programmes for companies in the Suzhou Industrial Park under the NUS-Fudan Joint Graduate School.

Prior to joining NUS, Joo Yong had a distinguished career in a variety of industries including stock-broking, reinsurance, engineering, and hospitality. Joo Yong is sought after as a speaker on HR and Talent Management matters. In October 2013, he was invited to deliver the keynote speech at the Employers Federation of Ceylon's Annual Symposium. In 2014, he also delivered a speech on Competency-based HRM at the invitation of the Taiwan Ministry of Labour at their Conference on Occupational Competency.

He is also an active business case writer specializing in Asian cases. He had served as the Associate Editor of the Asian Case Research Journal. In February 2013, his best-selling case '**Goran Kapic at Actavis China**' was published by Ivey Publishing, a major global business case publisher. In Nov 2014, he published "**Yamato Transport: Part-time Employment of Housewives**" also with Ivey Publishing. In 2016, he published 2 case "**Anant Nevatia at Rural Health Care Foundation**" and "**Rakuten: Developing Employee Diversity**" with the Case Centre. In 2017, he published the case "**Executive Development at Kuwait National Petroleum Corporation.**"

Joo Yong is trained in the Case Teaching Method by Harvard Business School and also by the Case Centre at Oxford University's Said Business School. In turn, he also trains others on this method. He has presented on case teaching and case writing at various international seminars and conferences. In 2008, he led a team of students from NUS Business School to winning the Global Business Case Competition at the University of Washington.

He is also trained in counselling both by the National Institute of Education and the Counselling & Care Centre of Singapore and he had served as a Career Counsellor for students. He is trained as a People Developer Assessor by PSB (Productivity & Standards Board) Academy. Joo Yong is also an active community leader having served as Council Member of the North East Community Development Council. Joo Yong is highly regarded as a teacher and in 2006, Joo Yong was given the **NUS Business School Outstanding Educator Award** in recognition of his teaching excellence.

In 2021, Joo Yong received a **National Day Award** conferred by the Prime Minister's Office for his 25 years of service and contribution to the University and Singapore.

## **Education**

1988 Bachelor of Science (Mathematics) National University of Singapore

1989 Graduate Diploma in Education National Institute of Education

1994 Master of Business Administration, National University of Singapore

1994 Certificate in General Insurance, Singapore Insurance Institute

2005 Program for Case Method & Participant Centered Learning, Harvard Business School

## **Work Experiences**

1989-1992 Education Officer, Ministry of Education, Singapore

1993-1994 Securities Dealer, Sun Hung Kai Securities

1994-1994 Reinsurance Executive, Equatorial Re

1994-1998 Senior Training Officer, Singapore Hotel Association

1998- 2004 HRM Specialist, NUS Business School

Present, Senior Lecturer, NUS Business School

## **Appointments**

2012 – 2014 Head, HRM Unit

## **Awards**

Outstanding Educator Award 2006

National Day Award -25 years Long Service Award 2021

## **Publications & Presentations**

Lowe Joo Yong, & Borisly, Naha ‘Executive Development at Kuwait National Petroleum Corporation.’ Case Centre, 2017.

Lowe Joo Yong, & Borisly, Naha. ‘Teaching Note - Executive Development at Kuwait National Petroleum Corporation.’ Case Centre, 2017.

Lowe, Joo Yong & MBA students. ‘Rakuten: Developing Employee Diversity.’ Case Centre, 2016.

Lowe, Joo Yong & MBA students. ‘Teaching Note - Rakuten: Developing Employee Diversity.’ Case Centre, 2016.

Lowe, Joo Yong. ‘Anant Nevatia at Rural Health Care Foundation.’ Case Centre, 2016.

Lowe, Joo Yong. ‘Teaching note - Anant Nevatia at Rural Health Care Foundation.’ Case Centre, 2016

Lowe, Joo Yong. ‘HR’s Role in Learning & Development’ media interview with HRD Magazine. 2016.

Lowe, Joo Yong. ‘Seminar on Case Writing’, M&O Brown Bag, 2016.

Lowe, Joo Yong. ‘Job for life no longer a top priority.’ Press interview by China Daily News. 2015.

Lowe, Joo Yong. ‘Seminar on Case Writing & Case Teaching’, invitation by School of Computing, 2015.

Lowe, Joo Yong, ‘Competency-based HRM’ at the invitation of the Taiwan Ministry of Labour at their Conference on Occupational Competency, 2014.

Lowe, Joo Yong. 'Working out of the Box'. Keynote Speech. Employers Federation of Ceylon Annual Symposium, Colombo, 2013. (My speech was reported in the press – Financial Times and Business Times)

Lowe, Joo Yong. 'Goran Kapicic at Actavis China'. Ivey Publishing, 2013

Lowe, Joo Yong. 'Teaching Note – Goran Kapicic at Actavis China.' Ivey Publishing, 2013

Lowe, Joo Yong & MBA students. 'Yamato Transport: Field Cast Model – Part-Time Employment of Housewives. Ivey Publishing 2013.

Lowe, Joo Yong & MBA students. 'Teaching Note - Yamato Transport: Field Cast Model – Part-Time Employment of Housewives. Ivey Publishing 2013.

Lowe, Joo Yong. 'Case-based Teaching.' Asian Conference on Education, Osaka, 2012

Lowe, Joo Yong. 'Tips for Case Teaching.' Seminar on Case Teaching & Case Writing organized by NUS Business School, 2010.

Lowe, Joo Yong. 'Case Method of Teaching.' Seminar on Participant-Centred Learning, Management Education and the Practice of Management organized by NUS Business School & Harvard Business School, Pan Pacific Hotel, 21 Jan 2009.

Lowe, Joo Yong. 'The Changing Meaning of Career:What's its Impact on Talent Retention. NUS Alumni Newsletter, 2008.

Lowe, Joo Yong. 'Sharing of learning from attending the Harvard Business School's Participant-Centred Learning Programme.' M&O Brown Bag Seminar, 2005.

Lowe, Joo Yong. 'Shifting Paradigm on the First Day of Class.' Ideas on Teaching, CDTL, 2003

Lowe, Joo Yong. 'Understanding the Job Interview.' Successful Learning, 2003.

## **Consultation**

Programme Director, General Management Programme

Programme Director, Strategic Human Resource Management

Programme Director, NUS International Business Talent Programme

Programme Director, NUS-MINDEF Advance Officers Course

Programme Director, NUS-LAHES Strategic Human Capital Management Programme

Program Director - NUS-Guangzhou Municipal Taxation Bureau Human Resource Development Programme (Mandarin)

Programme Director - NUS Summer Institute for Business Management

Programme Director - Young Managers Programme

NUS-Fudan Joint Graduate School Leadership Development Seminars

CA Tech – NUS General Management Programme

PT Smart General Management Development Programme

Sampath Bank Strategy and Alignment Programme

Shanghai Mitsui External Business Studies Programme

AES-NUS Emerging Leaders Programme

McIntire-NUS - Doing Business in Asia Programme

NUS General Management Programme

Talent Management Programme for School Principals – Ministry of Education

Panasonic Executive Development Programme

Incheon Airport Management Development Programme

AP Moller Maersk Strategic Human Resource Management Programme

Indonesia's Acacia Group of Hotels

Thailand's Dusit Thani College

Services of Tourism Department, Ho Chi Minh City

Ministry of Hotels & Tourism, Myanmar

Hotel & Restaurant Association of the Philippines

Malaysian Association of Hotels

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