


## Curriculum Vitae for XMUM Official Website

	Name	<b>Beh Ye Shan</b>
	Current Position	Adjunct Research Fellow
	Administrative Position (if applicable)	NIL
	Room No.	Non-campus based
	Programme	School of Economics and Management
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### BIOGRAPHY

Dr Beh is an upstream growth marketing strategist focuses on the value innovation of micro and small businesses. She holds a PhD in Marketing from the University of Auckland, New Zealand. Her experience is a blend from both the academia and the industry realms. Prior to her current roles as the principal consultant of a marketing consultancy and an adjunct research fellow of Xiamen University Malaysia, she served as an assistant professor of marketing at renowned Chinese and Australian universities' campuses in Malaysia. Her advisory and consulting experiences are immensely related to value creation, service delivery and digital marketing practices in diverse sectors including the FMCG manufacturing industry, the home improvement retail trade industry, the services, and education industry.

In addition to her academic and consulting experience, Dr Beh is also a HRDC Certified Trainer and a Meta Certified Associate. Dr Beh's works have been published in A-ranked (ABDC) journals including the Journal of Service Management and Journal of Interactive Marketing, and some other representative works in Springer Nature.

### RESEARCH INTERESTS

Services marketing, Adoption of emergent technologies in service delivery, Design and effects of social media affordances, Digital commerce, Online complaint behaviour, Special interest tourism

### EDUCATIONAL BACKGROUND

- PhD (Marketing), Business School, Department of Marketing, The University of Auckland, New Zealand (2019)
- MSc (Tourism Development), Universiti Sains Malaysia (2012)
- BA (Hons) International Hotel and Tourism Management, International Hotel Management Institute (IMI), Switzerland (2009)

## WORKING EXPERIENCE

- Principal Consultant, Dynotriads Marketing Consultancy & Services (2020 to present).
- Lead Trainer (Marketing Division), JEB Corp. Malaysia (2016 to present).
- Lecturer (Assistant Professor), Department of Marketing, Monash University, Malaysia (2020 to 2021).
- Assistant Professor, School of Economics and Management, Xiamen University, Malaysia (2019 to 2020).
- Graduate Teaching Assistant, University of Auckland Business School, New Zealand (2014 to 2018).
- Lecturer, School of Hospitality, Tourism and Culinary Arts, KDU University College, Malaysia (2012 to 2013).
- Assistant Lecturer, School of Hospitality, MSU College, Malaysia (2009 to 2010).

## RESEARCH EXPERIENCE / GRANTS

- 2021 Monash University Malaysia SEED Grant
- 2019 Xiamen University Malaysia Research Fund
- 2021 Team investigator for a rural revitalization research project under Ali "Huoshui" Program, by AliResearch, Alibaba, China
- 2020 Team investigator for a corporate research project under the 'Belt-and-Road Initiative', by China Construction Bank, Asia Hong Kong SAR, China

## REPRESENTATIVE PUBLICATIONS

- Beh, Y.S., Chong, Y.S., Li, X. (2022). China's Digital Commerce: The Recovery Strategies of Hospitality and Tourism Businesses During the COVID-19 Crisis. In: Kwok, A.O.J., Watabe, M., Koh, S.G. (eds) COVID-19 and the Evolving Business Environment in Asia. Springer, Singapore. [https://doi.org/10.1007/978-981-19-2749-2\\_9](https://doi.org/10.1007/978-981-19-2749-2_9)
- Beh, Y.S., Sajtos, L., and Cao, J. (2020). Complainers' resource investment and mobilization in digital environments using Conservation of Resources theory, *Journal of Service Management* 31(3), 509-534 <https://doi.org/10.1108/JOSM-10-2018-0344>
- De Bruyn, A., Viswanathan, V., Juergen, B., Fwangenheim, F., and Beh, Y.S. (2020). Artificial Intelligence and Marketing: Pitfalls and Opportunities, *Journal of Interactive Marketing*, 51(1), 91-105 <https://doi.org/10.1016/j.intmar.2020.04.007>
- Sajtos, Laszlo; Beh, Yean Shan; Peko, Gabrielle; and Sundaram, David, "Developing an Affordance-based Conceptualization of Social Media Interactions" (2019). *AMCIS 2019 Proceedings*. 14.

[https://aisel.aisnet.org/amcis2019/adv\\_info\\_systems\\_research/adv\\_info\\_systems\\_research/14](https://aisel.aisnet.org/amcis2019/adv_info_systems_research/adv_info_systems_research/14)

- Beh, Y.S. (2019). *Affordances as Self-Extension: Conceptualizing the Affordances of Online Communication Features (OCFs) for Consumer Complaints* (Doctoral thesis, The University of Auckland, Auckland, New Zealand). Retrieved from <http://researchspace.auckland.ac.nz/bitstream/handle/2292/46410/whole.pdf?sequence=2&isAllowed=y>
- Beh, Y.S., and Sajtos, L. (2018). Resource integration practices for online consumer complaints in Choi, J., & Kim, J., *Proceedings of the Global Marketing Conference 2018*. Tokyo, Global Alliance of Marketing and Management Associations <https://publications.hse.ru/en/books/223437701>
- Beh, Y.S., and Sajtos, L. (2018). Featuring the features for online consumer complaints: The role of affordances of online communication features in Choi, J., & Kim, J., *Proceedings of the Global Marketing Conference 2018*. Tokyo, Global Alliance of Marketing and Management Associations <https://publications.hse.ru/en/books/223437701>
- Beh, Y.S., and Sajtos, L. (2018). Features for Complaints: The role of affordances in online complaint behaviour, Opportunities for Service in a Challenging World: *Proceedings of the SERVSIG 2018 Conference* (pp.783-787). Paris, IESEG School of Management <https://www.ieseg.fr/wp-content/uploads/2018/02/SERVSIG-2018-Proceedings.pdf>
- Beh, Y.S., Sajtos, L., and Northey, G. (2017). A resource conservation perspective of online negative expressions in Robinson, L., Brenna, L., & Reid, M, *Marketing for Impacts: Proceedings of the Australia and New Zealand Marketing Academy 2017 Conference* (pp.209). Melbourne, RMIT University <https://anzmac.wildapricot.org/resources/Documents/ANZMAC%202017%20Conference%20Proceedings.pdf>
- Sajtos, L., and Beh, Y.S. (2014). Making a comeback: Organizational Recovery from Negative Online Consumer Impressions in Rundle-Thiele, S., Krzysztof, K., & Arli, D., *Proceedings of the Australia and New Zealand Marketing Academy 2014 Conference* (pp.1038). Brisbane, Griffith Business School <https://eprints.gut.edu.au/82093/1/1423706904ANZMAC%202014%20Proceedings.compressed.pdf>

## HONORS/AWARDS

- 2021 Award Teaching Commendation- Blue Letter  
*Monash University Malaysia Business School*
- 2021 Award Teaching Commendation- Purple Letter  
*Monash University Business School*
- 2013 Nomination Best Postgraduate Student Award (Science category),

## **COURSES TAUGHT**

- Postgraduate Level  
Marketing, International Marketing
- Undergraduate Level  
Google Analytics and Business Transformation, Fundamentals of Digital Marketing, International Marketing, Introduction to Social Commerce, Principles of Marketing, Marketing Research, Tourism Marketing, International Tourism Development

## **ACADEMIC SERVICES**

- External advisor      PhD supervision, University of Auckland
- External advisor      Master of commerce supervision, University of Auckland
- External examiner      Honour's Thesis, Monash University Australia
- Paper reviewer      Springer Nature, Journal of Interactive Marketing, SERVSIG 2018, HICSS 2018, ANZMAC2017