

PERIOD: SEMESTER I 1996/1997

Title	Author	Supervisor(s)
Outsourcing Logistical Services: Firm-Based Decision Criteria	Chang Chen Sheng	Dr M A Razzaque
Conjoint Analysis On Features Of Membership	Goh Kwee Kwee	Dr Jochen Wirts Dr Anna Matila
The Effects Of Retail Service Quality On Relationship Quality	Leow Mee Mee	Dr Prem Shamdasani
Modelling Municipal Solid Waste - From A Logistics Perspective	Lim Hock Tat	Dr M A Razzaque
Comparative Analysis Of Supplier Evaluation Criteria Of Institutional, Retail, Government And Institutional Buyers In Singapore.	Pan Shan Chi	Dr M A Razzaque
An Investigation Of Service Quality : Applications To The Credit/Charge Card Industry In Singapore	Phua Kia Ben	A/P Tan Chin Tiong
Influence Of Product-Related Factors On Buying Behaviour : A Structural Approach	Phua Shan Lei	Dr Lau Geok Theng
Consumer Complaining Behaviour In Home Renovation	Teo Wyn Priscilla	A/P Mehta Subhash
Purchasing Trends, Materials Management And JIT In Singapore Organisation	Wang Jiuan Jiuan, Alice	Dr M A Razzaque
Consumer Service Switching In The Context Of Automobile Repair/Service Industry : The Roles Of Perceived Switching Costs and Knowledge	Efie Christine Senarta	A/P Mehta Subhash
In-Home Shopping Behavior : A Comparative Study Across Mail-order, Internet & Television Networks.	Tan Seng Hiong Kelvin	Dr Prem Shamdasani
Antecedents of Airline Passenger Loyalty : Implications for Service Recovery Expectations.	Yeung Kon Chong	Dr Prem Shamdasani
An Exploratory Study Into The Factors Influencing The Dimensions Of The Selling Center A Cross Religion Comparison Of The Impact Of Religious Commitment On Certain Aspects Of Consumer Behaviour	Choong Shi-I Charmian Choy Wai Keong Jeremy	Dr Lau Geok Theng Dr Rajah Komaran
To What Extent Do Advertisers Adhere To Advertising Self-Regulatory Codes?: A Comparative Analysis Of The United Kingdom, The United States And Singapore	Khoo Yean Ann Adam	Dr May Lwin Ms Lan Luh Luh
Relationship Marketing In Financial Services: Determinants Of Investor Motivation For Relationship Maintenance With Stockbrokers	Lim Sharon	Dr Prem Shamdasani
Culture's Consequences On Consumer Behaviour	Ng Wee Leng Janey	Dr Kwon Jung
Guanxi: An Important Sales Influence	Yin Poh Chin	Dr Kwon Jung
Can an Unfamiliar Chinese Character be Suggestive? The Effects of Suggestiveness and Familiarity on Recall and Attitudes	Ang Kim Soon	Dr Lee Yih Hwai
The Generation Gap: Adolescent-Parent Interaction in Family Decision-Making	Chua Wei Cheng	A/P Leong Siew Meng
Partitioned Pricing in Competitive Advertisements: Effects on Brand and Retailer Attitude	Han Cheng Yuen	Dr Lee Yih Hwai

Strategic Reactions Towards Gray Marketers: Accommodation or Aggression	Koh Kah Hian	Dr Lee Khai Sheang Dr Kwon Jung
Exploring the Impact of Religiosity on Charitable Behavior in Singapore & Thailand	Tan Ban Leng	Dr May Lwin
The Effects of Advertising Incongruity on Feelings, Attitude Toward Advertisement, and Attitude Toward the Brand	Teo Boon Beng Colin	Dr Lee Yih Hwai
Exploring Cross-Cultural Differences in Self-Gift Giving: A Singapore-New Zealand Comparison	Thorsk Gregor Westphal	Dr Rajah V Komaran
Improving Customer Satisfaction Measurement in the Service Context: An Investigation of Factors that Influence Halo	Kho Sze Wee Jerome	A/P Jochen Wirtz
The More The Merrier. An Investigation of the Effects of Multi-Linkages within an Ad	Christina Ng	Dr Lee Yih Hwai
Antecedents of Commitment in the Context of Service Firms	Ong Li Ching	A/P Lau Geok Theng
Interaction of Asset Specificity with Salvageability and Production Cost on Governance Decisions: Empirical Evidence from the Fruits and Vegetables Industry	Kwek Hong Kiat	A/P Lee Khai Sheang
Effects of Product Country-of-Origin, Endorser Ethnicity, and Product Type on Consumer Responses: Test of Three Competing Theories	Ng Chai Choo	Dr Ryu Ganseog
An Exploration of the Antecedents and Consequences of Online Trust	Soong Kein Yong Derrick	Dr May Lwin Ms Lan Luh Luh
Impact of Temporal Dimensions on Product Evaluation and Choice: Duration, Frequency, and Pennies-a-Day	Tan Chor Boon Calvin	Dr Ryu Ganseog
Preattentive Processing of Banner Advertisements: Effects of Ad Modality, Location and Interference	Tan Thor Ling Lynn	Dr Ryu Ganseog
How the Presentation Order of Price and Quality Information Affects Product Evaluation: An Exploratory Study	Wong Tuck Weng Gary	Dr Ryu Ganseog
Appraising a Service Through the Eyes of the Consumer: A Study of Customer Value in the Airline Industry	Chu Tze-Yang Keith	Prof Kau Ah Keng
Perceived Fairness in Revenue Management in a Restaurant Context	Chua Hsiao Wei	A/P Jochen Wirtz
A Controlling Business: Regulating Data Collection on the Internet	Shawn David Kirby	Dr May Lwin Ms Lan Luh Luh
Exploring the Factors Behind Organ Donor Intention: A Social Marketing Perspective	Sim Wei Hong	Dr May Lwin
Exploring the Auditory Components in Advertising	Wong Kai Yeow	Dr May Lwin

PERIOD: SPECIAL TERM 1995/1996

Title	Author	Supervisor(s)
Determining Tourist Role Typologies: A Study of Australian And Singaporean Tourists' Lifestyles And Their Touristic Preferences	Lee Li Cheng, Judy	NA
Television Shopping In Singapore : Perceived Risk And Its Management.	Lim Chun Aik	NA

PERIOD: SPECIAL TERM 1996/1997

The Role and Contributions Of The Purchasing Function in Singapore.	Neo Pei Ling, Lillian	Dr Lau Geok Theng Dr Mark Goh
Determinants of Consumer Satisfaction After Service Recovery In A Restaurant Setting	Yeow Chan Chuen	Dr Anna Mattila

PERIOD: SPECIAL TERM 1997/1998

Service Quality Perceptions Of Singapore Airlines	Tay Sherry	A/P Subhash Mehta
Effectiveness Of Translated Brand Names : The Case Of Chinese And English Brand Names In Singapore	Teo Beng Hean Elena	Dr Prem Shamdasani Dr May Lwin

PERIOD: SPECIAL TERM 1998/1999

Fine Print Messages in Television Advertising: The Effects of Position and Modality on Communication Effectiveness	Yu Guat Hwa	Dr May Lwin Ms Lan Luh Luh
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PERIOD: SPECIAL TERM 1999/2000

Channel Strategy: Impact of Asymmetric Specific Assets on Distributorship	Lee Yee Fun Robin	A/P Lee Khai Sheang
Consumer Responses to Brand Alliances: The Effects of Alliance Scope, Importance, and History	Malcolm Benet Nerva	Dr Ryu Ganseog
Effects of Tempo and Voiceover on the Recall and Recognition of Television Advertising	Ng Wee Keong	Dr May Lwin
Webvertising: The Impact of Vehicle Reputation, Relevancy & Product Involvement on the Effectiveness of Banner Advertisements	Tan Hwee Cheng Juliana	A/P Prem Shamdasani Dr Wu Wei

PERIOD: SPECIAL TERM 2000/2001

Different Expectations in Service Quality Measurement	Ho Siak Khong Bernie	A/P Sunhash Mehta
A Penny for Your Talk: An Attributional Approach to Understanding Consumers' Responses Towards Rewarded Word-of-Mouth	Low Ching Shan	Dr Ryu Ganseog
The Interplay of Ad and Product Experiences: Effects on Consumer Memory	Jason Seng E-Chuan	Dr Lee Yih Hwai
Private Label Contracting: A Game-Theoretic Analysis	Yong Wuen Teng Maxine	A/P Lee Khai Sheang

PERIOD: SEMESTER II 1995/1996

No	Title	Author	Supervisor(s)
	Determinants Of Relationship Quality In Personalized Services: The Effects Of The Service Environment & Interpersonal Influences	Balakrishnan Audrey Anne	NA
	Salesforce Compensation Across Individualist And Collectivist Cultures	Chew Peet Mun	NA
	Signals Of Quality For Credence Products	Chow Phee Chat	NA

Service Quality Perceptions Of Business Organizations In Ocean Freight Services: Relationships Between Service Components And Service Quality Measures	Foong Kah Kin, Eddie	NA
Is Warranty The Solution To "Hybrid" Brand Woes Of Global Firms?	Leong Wai Ying	NA
Parallel Importing In Singapore	Lim Boon Li, Agnes	NA
Decision Making In Direct Marketing	Low Siew Wai	NA
Influencing Variables Of Negative Word-Of-Mouth: Singapore Vs Canada	Ng Seok Lian, Sophia	NA
Impact Of Service Recovery On Consumer Satisfaction And Intentions	Ong Siew Lai	NA
Reducing Cheating On Service Guarantees: An Experiment Investigation	Png Po-Lyn, Pauline	NA
The Effects Of Retail Crowding On Relationship Quality	Poh Li Li, Jessie	NA
International Joint Venture As A Market Entry Strategy: Determinants of Its Structure	Quek Er Wei	NA
The Effects of Bond Credibility And Service Guarantee Designs On Consumer Behaviour	Teo Bee Hoon	NA
Adaptability Of Singaporeans To Cultural Differences Within The Asia Pacific During Business Negotiations	Teo Poh Suan, Georgina	NA
Game Theoretical Analysis Of Takeover And Mergers: The Yeo Hiap Seng Case	Wong May Kuan	NA
Marketing To The Muslim Consumer: Impact Of Religious Commitment On Selected Aspects Of Consumer Behaviour	Yang Chiat Yin	NA
Effects Of Silence And Relevance On Attention, Recall And Brand Evaluations	Yeo Hwee Huang, Wendy	NA

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The Effects of Perceived Seller's Knowledge And Honesty On Buyer's Reservation Price	Chee Sze Yen	Dr Lee Khai Sheang
The Sweet Small Of Success? A Study On The Effects Of Ambient Scent On Shoppers In A Retail Environment	Chia Rui Chee	Dr Anna Mattila
Trustworthiness Of Salespeople – The Five Cs	Chin Hsueh Wei	Dr Lau Geok Theng
Consumer Novelty Seeking And Independent Judgement Behaviours In Adoption Process	Jeremy Cho Yin Leong	A/P Subhash Mehta
Uncertain Performance Expectations In Satisfaction Models For Services	Chua Yen May, Diane	Dr Jochen Wirtz
Adaptive Selling In Computers And Electronics	Derek Foo Moo Gene	Dr Rajah Komaran
Managerial Representations And Strategy	How Ti Beng	Dr Lee Khai Sheang
A Comparative Study Of Source Expertise And Source Similarity Influence On Word Of Mouth Efficacy	Lau Ping Ping, Sandy	Dr Anna Mattila
Gift Giving And Reciprocity: A Retailer-Consumer Relationship Perspective	Lim Boon Bee, Leonora	Dr Prem Shamdasani
External Search Effort In Car Buying	Lim Le Yin, Nellie	A/P Subhash Mehta

An Empirical Study Of Halo Reducing Methods In Consumer Satisfaction Measures	Lin Sin Jin	Dr Jochen Wirtz
Discriminatory Advertising In Singapore: A Content Analysis Of Employment Advertisements	Loh Shen-Yi Marissa	Dr Leong Siew Meng
Exploring The Linkage Of Leadership, Goal Orientations, Selling Behaviour And Sales Performance: A Study of Salesperson in Singapore	Low Siok Hoon	Dr Rajah Komaran
Service Quality & Consumer Behavioural Intentions: A Study Of Travel Agency Industry	Mark Mei Kay, Christina	A/P Kau Ah Keng
Practitioners Perspectives On Skill Requirements Of Senior-Level Logisticians In Singapore And Malaysia	Mas Shafreen Bin Sirat	Dr Mohammed Razaque
Consumer Switching & Variety-Seeking Behaviour In The Hair Salon Industry	Rajendran Ramesh	A/P Subhash Mehta
Regionalisation: A Study On The Foreign Market Entry Mode Used By Smes In Singapore	Sheiji D/O Dass	Dr Lau Geok Theng
Exploratory Examination Of The Attributed Of Environmental Concern And Their Antecedents	Sia Suat Leng	Dr Lau Geok Theng
Service Quality In Different Retail Environments: A Comparison Of Two Scales	Soon Li-Han Roy	A/P Subhash Mehta
Reference Group Influence And Perceived Risk In Consumer Services	Syn Lih Ping Lisa	A/P Subhash Mehta
Marital Influence In The Decision Making Process For Services	Tan Wei Wei, Justina	A/P Subhash Mehta
A Study On Loyalty, Intention, And Satisfaction – The Doctor –Patient Relationship	Wan Sze Mei	A/P Tan Chin Tiong
Celebrity Endorsements: The Effects Of Celebrity-Product Congruity And The Consumer's Optimum Stimulation Level (OSL) On AD & Brand Effects, Purchase Intention, & Interest In The Ad	Wong Chock Fang	A/P Kau Ah Keng Dr Kwon Jung
A Study On Course-Related Marketing in Singapore	Michelle Wong Mei Ching	A/P Subhash Mehta
Travel Advertisements' Effectiveness: The Role Of Involvement And Advertisement Types	Yapp Cheryl	A/P Kau Ah Keng Dr Kwon Jung
The Influence Of Ethnicity On Values & Consumer Behaviour In Singapore	Yeo Boon Pin Jacqueline	A/P Kau Ah Keng Dr Kwon Jung

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The Effects of Familiarity and Perceived Risk on Purchase Intentions for Parallel Import Automobiles	Ang Keng Boon Alan	Dr Rajah Komaran Dr Lan Luh Luh
Growth Strategies for Chinese Family Small and Medium Enterprises	Ang Tai Pheng	Dr Lee Khai Sheang
The Effects of Celebrity Ethnicity-Brand Origin Congruency on Consumers' Attitudes	Heng Tow Yang	Dr Kwon Jung
The Way if the Dragon vs the Lion King: Approaches to an Entrepreneurial Spirits Supervisor	Hong Ghin Phong Don	Dr Ang Swee Hoon
War of the Words: Effects of Standard English Accent and Singlish Accent on the Spokesperson's Credibility	Kuah Leng Li	Dr May Lwin Dr Wu Wei
Trust in a Brand as the Attitudinal Aspect of Brand Loyalty	Lee Sook Han	Dr Lau Geok Theng
He Who Knows Most Says Least... But Says Best: An Information Overload Perspective	Lim Ai Ching Elisa	Dr Ang Swee Hoon

The Joy of Satisfaction: An Experiential Approach to the Study of Customer Satisfaction	Lim Shoon Yin	Prof Tan Chin Tiong
A Study on Gift-Giving Behaviour Among the Three Main Ethnic Groups in Singapore	Loh Lian Nah	Dr Rajah Komaran
Celebrity Effect on Advertising: Multiple Product Endorsements	Loh Pui Ming Dorothy	Dr Kwon Jung
Situational Factors Affecting Cheating in Service Guarantees	Loke Hiu Phui	Dr Jochen Wirtz
Creativity in Advertisements: The Role of Expectancy, Relevancy and Feelings on Attitudes and Purchase Intent	Low Yen Mei Sharon	Dr Ang Swee Hoon
Shaping Consumer Persuasion with Background Music: The Effects of Audio-Visual Congruency and Involvement on Advertising Effectiveness	Pee Beng Ling	Dr May Lwin Prof Wee Chow Hou
Marketing of Credence Goods: Impact of Knowledge and Honesty on Price	Sim Siew Lien	Dr Lee Khai Sheang
Reputation Effects on the Impact of Service Guarantees	Shahrin B Surif	Dr Lee Khai Sheang Dr Jochen Wirtz
The Role of Affect In Consumer Satisfaction with Services: Pleasure, Arousal and Satisfaction	Tan Lu Pheng	Dr Jochen Wirtz
Purchasing Practices In Singapore: The Ethical Issue	Tan Piak Hwee	Dr Mohamed Abdul Razzaque
The Impact of Incongruity Contrasts and Cultural Values on the Effectiveness of Humorous Advertisements	Tan Tze Ke Jason	Dr Chanthika Pornpitakpan

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Consumer Evaluation of Brand Alliances as a Marketing Strategy	Ang Lay Koon Rachel	A/P Subhash Mehta
The Impact of Model's Ethnicity on the Effectiveness of Advertising in a Multi-Racial Setting	Chan Meng Chat	Dr May Lwin
A Cross-National Study of Sexism in Male Role Portrayals	Chan Yee Fei	Dr May Lwin Ms Lan Luh Luh
Can a Picture Paint a Thousand Words? Effects of Suggestiveness, Consistency and Expectancy on Recall	Kim Li Ling	Dr Ang Swee Hoon Dr Lee Yih Hwai
External Search and Satisfaction: A Study of Holiday Travel to Australia	Koh Chew Li	A/P Subhash Mehta
Effects of Satisfaction, Incentive and Tie Strength on Consumer Word-of-Mouth	Koh Kai Lin Cindy	Dr Jochen Wirtz
Antecedents of Relationship Quality in Insurance Selling: A Comparison between Chinese in-Groups and out-Groups	Law Hui Jain	Dr Prem Shamdasani
Consumer Evaluation of Cross-Gender Extensions	Le Fu Chuen	Dr Kwon Jung
A Study into the Factors Influencing Gatekeeping Behaviour in Organisational Buying	Ong Hui Miin Angeline	Dr Lau Geok Theng
Is Right always Right? Effects of Ad Format and Competitive Interference on Consumer Responses	Ong Kai How	Dr Ang Swee Hoon
A Study on the Values and Ethical Perceptions between Entrepreneurs and Managers	Ong Puay Hoon Jane	A/P Kau Ah Kheng Dr Kwon Jung

Quality of Life in Singapore: An Analysis of the Influence of Materialism, Religiosity and Demographics	Phua Hui Yin	A/P Kau Ah Keng
An Integrative Study on the Effects of Scent and Music on Consumer Affect: A Field Experiment	Tan Shin Ngee Sharon	Dr Jochen Wirtz
Effects of Goals, Consumers' Optimum Stimulation Level (OSL), AND Congruity on Consumers' Responses to Celebrity Advertising	Tau Sze Li	Dr Kwon Jung
An Empirical Investigation into the Antecedents of Supplier Adaptation	Tan Yew Lee Petrina	Dr Lau Geok Theng Dr Chong Chee Leong
Marketing of Credence Goods: The Effect of Expertise on Buyers' Information Search and Processing Strategies	Teo Swee Cheok	Dr Lee Khai Sheang Dr Jochen Wirtz
An Experimental Study into Cheating on Service Guarantees	Yong Siang Yeen	Dr Jochen Wirtz

PERIOD: SEMESTER II 1999/2000

Internet Marketing: An Assessment of the Hotel Industry	Cheng Buan Heng	Dr May Lwin
Explaining Success and Failure in Selling in the IT and Insurance Industries	Chew Connie	Dr Rajah Komaran
A Cross-Cultural Exploration of the Use of American Symbols in TV Advertisements	Chung Woon Heng	Dr May Lwin Ms Lan Luh Luh
Decision Making by Retail Customers in Equity Investments in Singapore	Goh Inn Inn	Dr Rajah Komaran
Taxonomy of Internet Banking Services	Goh Ser Siang, Desmond	Dr May Lwin Dr Chng Pheng Lui
Market Orientation, Entrepreneurial Orientation and Organizational Performance: How Are They Related to Each Other/?	Heng Yu Kiat	Prof Kau Ah Keng A/P Lee Khai Sheang
An Empirical Investigation into Supplier Base – Its Antecedents and Outcomes	Ho Mei Yoke, Stephanie	A/P Lau Geok Theng
Brand Personality Creation: Effects of Metaphors and Product Type	Koh Lay Kah, Colleen	A/P Ang Swee Hoon
Authorized Distribution vs Parallel Imports: An Insight into Factors Influencing Purchase Intentions for Beauty Products	Lee Hui Leng	A/P MA Razzaque
The Effects of Brand Personality on Perceived Quality, Brand Trust, and Brand Relationship Quality	Lee Yoke Cheng, Elaine	Prof Leong Siew Meng
Consumer Evaluation of Self-Service Internet Technologies: An Empirical Investigation of Internet Banking	Lim Hiong Seng	A/P Prem Shamdasani Dr Ganseog Ryu
Modelling Impulse Buying on the Internet	Lim Yee Keong, Clement	Dr Kwon Jung
Managing the Digital Privacy Revolution: Implications for Marketers and Business Policy	Loo Wee Poon, Daniel	Dr May Lwin Ms Lan Luh Luh
Effects of Within-Ad Linkages on Consumer Memory and Attitudes: The Chinese Writing Perspective	Nah E-Ern, Nelyn	Dr Lee Yih Hwai
Conflict in Marketing Channels: An Exploratory Study in Singapore	Ong Ai Ghee	A/P MA Razzaque
Product Mix Strategy for Credence Goods Retailing	Sim Li Li, Irene	A/P Lee Khai Sheang

Internet Word-of-Mouth: A Practical Solution for Online Retailers	Sin Soo Keong	A/P Lee Khai Sheang
The Effects of Dependence and Trust on Channel Satisfaction, Commitment and Cooperation	Tan Gay Boon	A/P MA Razzaque
Relationship Marketing on the Internet – An Empirical Investigation	Tan Li Ern, Sharon	A/P Prem Shamdasani
Lottery Buying Behaviour in Singapore: A Demographic and Psychographic Analysis	Tan Li Sann	Prof Kau Ah Keng
Participative Customer Behaviors During Service Delivery: An Empirical Investigation	Teo Chi Wei	Dr Keh Hean Tat
Schema Congruity Effects on Brand Extension Evaluations	Tey Len Huat, Leslie	Dr Kwon Jung
A Study into the Factors Influencing Small-Medium Enterprises in their Adoption of Electronic Commerce	Voo Shu Fen	A/P Lau Geok Theng
Internet Shopping vs Physical Shopping: The Use of Brand, Retailer and Warranty Cues on the Behaviour of Internet Shoppers	Wong Weng Yun, Winston	Dr May Lwin A/P Jochen Wirtz
When Consumption Precedes Payment: The Attitudinal Effects of Benefit Depreciation	Yeo Hwee Meng, Stanley	Dr Lee Yih Hwai

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Consumer Falsification of Information Over the Internet: Antecedents and Implications	Ang Sher Ni Angeline	Dr May Lwin Ms Lan Luh Luh
Consumer Satisfaction and Word-of-Mouth Behaviour: Moderating Role of Tie Strength, Solicitation and Other Opinions	Chew Kim Huay Emma	Dr Ryu Ganseog
Marketing Organ Donation in Singapore	Choo Hai Liang Cuthbert	Dr May Lwin Ms Lan Luh Luh
The Role of Response Set Effects in Competitive Ad Interference	Choo Huei Miin	Dr Lee Yih Hwai
Internet Advertisement: Effect of Location and Message Type on Banner and Evaluation	Chua Pei Pei	Dr Kwon Jung
A Tale of Two Entrepreneurs: Factors Influencing the Decision to Become a Franchisee or an Independent Business Owner	Dayanullah Ohorella B Othman	Dr Keh Hean Tat
After-Sales Service Requirements of Office Equipment: An Empirical Study of Photocopier Users in Singapore	Fong Tat Wai	A/P MA Razzaque
Building Online Store Loyalty: A Transaction Costs Perspective	Ho Seng Tin	Dr Keh Hean Tat
Retail Buying: An Exploratory Study of Small Retailers in Singapore	Kang Hwei Min	A/P M A Razzaque
Organisational and Marketing Practices that Build Brand Equity: An Empirical Study	Kwek Chiang Loong	A/P Prem Shamdasani
Internet Marketers Information Practices and Consumer Privacy Concerns: A Study on Privacy Tradeoffs within a Social Contract Framework	Lam Lai Wan Bernadette	Cynthia Dr May Lwin Ms Lan Luh Luh
Leveraging on E-Services: An Empirical Investigation	Leong Dee Jien	A/P Prem Shamdasani
Ownership Effect on Brand Extension Evaluation: Dual-Perspective Examination	Lim Bao Zhen	Dr Lee Yih Hwai

Entrepreneurial Opportunity Evaluation: The Cognitive Processes of Entrepreneurs	Lim Boon Chong	Dr Keh Hean Tat Dr Foo Maw Der
Expansion Strategies of Overseas Chinese Family Businesses: A Theory-In -Use Approach	Lim Hui-Im Hazel	A/P Lee Khai Sheang
Factors Affecting Consumer's Price Sensitivity in Electronic Commerce	Lim Swee Ser	A/P Lee Khai Sheang A/P Tan Soo Jiuan
Customer Trust in the Context of Industrial Service Firms	Lim Yen Ling	A/P Lau Geok Theng
The Effects of Online Channel Configuration, Consumer Search and Price on Perceived Risks and Satisfaction	Loh Kian Hin	A/P M A Razzaque
An Integrative Study of the Effects of Music and Colors on Consumer Affect and Satisfaction: A Lab Experiment	Ng Chee Kuen	A/P Jochen Wirtz
Comparing Browsing Behaviour in Physical and Virtual Stores: An Exploratory Study	Nurhayati Sabandi	Dr Saroja Subrahmanyam A/P Prem Shamdasani
What You See is not Always What You Get: Subliminal Advertising in Product Placement	Pang Jane Chwe	Dr Lee Yih Hwai
Brand Personality: Similarities, Extendibility and Relative Importance	Shama Bano	Dr Lee Yih Hwai
Incentives and Word-of-Mouth Communication: Moderating Role of Brand and Tie Strength	Sity Norani Bte Rohani	Dr Ryu Ganseog
Cultural Influences on Family Brands Attitude	Sun Yin Cheng	Prof Leong Siew Meng
Exploring Determinants of Consumer Complaint Channel Selection	Tan Khian Loong Adrian	A/P Jochen Wirtz
Effects of Information Incongruency: A Comparison Between Traditional and Internet Mediums	Tan Kong Weng Steven	Dr Lee Yih Hwai
Investors' Assessment of Singapore Stockbrokers' Service Quality: A Multi-Expectations Framework	Tay Wei Ching	A/P Subhash Mehta
Will Consumers Choose E-Retailing? An Empirical Investigation of Consumers' Self-Selection Paradigm	Teo Kai Por	A/P Lee Khai Sheang
A League of Their Own: A Hermeneutic Perspective to Understanding the Lifestyles and Consumption Behaviors of Young Adults in Singapore	Teo Lay Ching	Dr Tambyah Siok Kuan
Experiential Branding in the Interactive Age: Exploring the Role of Offline and Online Branding Strategies	Thng Hsu Yen Selina	A/P Prem Shamdasani
Effects of a Salesperson's Communication Behavior on Buyer's Perceived Relationship Quality	Yong Bee Bee	A/P Lau Geok Theng

PERIOD: SEMESTER II 2001/2002

Reward Programs in Service Organizations: What, When & How?	Cheong Sow Lie	Dr Keh Hean Tat
Living in a Socialized World: A Study of Body Images and Identities of Married Women	Chew Siok Cheng, Wendy	A/P Tambyah Siok Kuan
Understanding the Chinese Elderly as Individuals and Consumers: Lifestyles, Views of Ageing, Identity and Possessions	Chia Pin Cheng Celia	A/P Tambyah Siok Kuan
The Impact of Loyalty Programs on the Attitudinal – Behavioural Relationship	Chow Chao Wei Jacqueline	A/P Jochen Wirtz Dr May Lwin

A Study of Consumer Risk Perceptions in Services	Chu Tze-Yang Keith	Prof Kau Ah Keng
Consumer-Brand Relationship: Theory, Scale Development & Empirical Validation	Goh Soh Yin Inge	Dr Lee Yih Hwai
The Multiple Resource Theory: An Exploratory Study of Television Advertisement Processing	Koh Cheah Heng	Dr May Lwin Dr Andrea Stanaland
Antecedents of Buyer-Supplier Relationship Termination	Kuah Siong Ghee	A/P Lau Geok Theng
The Efficacy of Influence Strategies on Promotional Programs in Channels: Structure, Conduct and Outcomes	Lee Caroline	Dr Keh Hean Tat
A Study on Consumer Attitudes Toward Internet Advertising	Lee Lin Ping	A/P Lau Geok Theng
The Mediating Role of Brand Experience and Brand Relationship	Lee Su Peng	A/P Prem Shamdasani
The Effects of "Justice" on Satisfaction of Service Recovery: The Case of Mobile Phone Services in Singapore	Loh Wan Yiun	Prof Kau Ah Keng
How Entrepreneurs Acquire and Use Marketing Information to Enhance Performance	Ng Hwei Ping	Dr Keh Hean Tat
Adventurous Journeys and Risky Ventures: A Study on Singaporean Adventurers' Consumption of Adventure Tourism	Ng Pei Sze	A/P Tambyah Siok Kuan
Antecedents and Consequences of the Shopping Experience: An Empirical Study of Departmental Stores	Ng Yi Chin Sophia	A/P Prem Shamdasani
Perception & Use of Customer Feedback Across Managerial Levels in a Service Leader	Ow Min Cheng Jasmine	A/P Jochen Wirtz A/P Tambyah Siok Kuan
Determinants of Service Brand Equity: An Exploratory Study	Poh Kevin	A/P Prem Shamdasani
Price Promotion Efficiency: A Framework for Measurement and the Impact of Brands and Consumer Characteristics	Wong Yi Chee Canny	Dr Keh Hean Tat Dr Chong Juin Kuan
Developing an Effective Service Recovery Program: The Effects of Perceived Fairness on Consumers' Attribution Process, and Service Encounter Satisfaction	Yip Lai Ying Jaisey	A/P Jochen Wirtz
Semiotics and Tourism Marketing: A Study of Self-Image Congruity on Destination Interest and Likelihood of Visitation	Yong Chee Yuan Christopher	A/P Lau Geok Theng

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Exploring the Auditory Components in Advertising	Wong Kai Yeow	Dr May Lwin
Exploring the Factors behind Organ Donor Intention: A Social Marketing Perspective	Sim Wei Hong	Dr May Lwin
A Controlling Business: Regulating Data Collection on the Internet	Shawn David Kirby	Dr May Lwin Ms Lan Luh Luh
Perceived Fairness in Revenue Management in a Restaurant Context	Chua Hsiao Wei	A/P Jochen Wirtz
Appraising a service through the eyes of the Customer: A study of customer value in the Airline industry	Chu Tze-Yang Keith	Prof Kau Ah Keng

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Feeling Information Incongruency Effects: The Affective Approach to Information Incongruency	Amin Handy	Dr Lee Yih Hwai
Understanding Aggressive Consumer Claiming Behavior in a Service Recovery Context	Gwee Qi Xin	A/P Jochen Wirtz
The Importance of Trivial Attributes: Effects Under Simultaneous and Sequential Choice Contexts	Lim Jie Ying, Ivy	Dr Lee Yih Hwai
Exploring Gender Differences for Adolescents' Dieting Behavior: A Social Marketing Approach	Tan Pei Boon, Stella	Dr May Lwin