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## (I) PUBLICATION AND CONFERENCES

1. Phaik Nie Chin, Salmi Mohd Isa, Yasmin Alodin (2019) "The impact of endorser and brand credibility on consumers' purchase intention: the mediating effect of attitude towards brand and brand credibility", *Journal of Marketing Communication*, Special Issue, <https://doi.org/10.1080/13527266.2019.1604561>
2. Salmi Mohd Isa, Grace Sze Sze Lim, Phaik Nie Chin, (2019) "Patients' intent to revisit with trust as the mediating role: lessons from Penang Malaysia", *International Journal of Pharmaceutical and Healthcare Marketing*, Vol. 13 Issue: 2, pp.140-159, <https://doi.org/10.1108/IJPHM-10-2017-0056>
3. Salmi Mohd Isa, Phaik Nie Chin, Irene Liew, (2019) "Exploring the role of corporate social responsibility skepticism in ethical purchase intention", *Social Responsibility Journal*, <https://doi.org/10.1108/SRJ-01-2018-0003>
4. Chin, P.N., Ch'ng K.S. & Isa, S.M. (2018). The Effect of Self-Serving Bias on Trading Decisions and its Solution Mechanisms: An Experimental Study. *Global Business & Management Research*. Special issue, 10(1), 67-81. (ERA)
5. Isa, S.M., Chin, P.N., & Mohammad, N.U. (2018). Muslim Tourist Perceived Value: A Study on Malaysia Halal Tourism. *Journal of Islamic Marketing*. 9(2), DOI 10.1108/JIMA-11-2016-0083. (Scopus)
6. Isa, S.M., Lim, C.K., & Chin, P.N. (2017). Green Purchase Intention of Laundry Detergent Powder in Presence of Eco-Friendly Brand. *Global Business & Management Research*. Special issue, 9(4), 128-143. (ERA)
7. Ch'ng, K.S., Khoo, S.L. and Chin, P.N. (2014). The effects of cultural and historical information and contribution threshold on public contributions: an experimental study on the conservation of heritage houses in Penang, Malaysia. *Journal of Cultural Economics*, 38(3), pp.207-222. (SSCI, Scopus)
8. Isa, S.M. & Chin, P.N. (2018). A Study on Social Entrepreneurial Attitudes Towards Start-Up Intention In Northern Region Malaysia. *Proceedings of the International Conference on Business Sustainability & Innovation* (17-19 October).
9. Chin, P.N., Isa, S.M., & Alodin, Y. (2018). Endorsement Credibility and Brand Credibility Towards Purchase Intention: Evidence from Local Apparel Brands, Malaysia. *Proceedings of the 23rd International Conference on Corporate and Marketing Communications* (12-14 April).
10. Chin, P.N. (2017). The effect of traders' cognitive biases on psychological attributes and confidence in stock trading: an experimental study. *Proceedings of Singapore Economic Review Conference* (2-4 August). p. 171.
11. Chin, P.N. (2015). The effect of confirmation bias on investors' overconfidence bias and its solutions: an experimental study. *Proceedings of Singapore Economic Review Conference* (5-7 Aug). p. 115.
12. Chin, P.N., & Ch'ng, K.S. (2013). Culture, social preferences and beliefs in public goods game. *Proceedings of Singapore Economic Review Conference* (6-8 August). p.91.
13. Ch'ng, K.S, Khoo S.L., & Chin P.N. (2013). Cultural and historical information in voluntary contribution mechanism. *Proceedings of The 3rd Advances in Hospitality and Tourism*

*Marketing & Management Conference* (25-30 June). p.56.

## **(II) EDUCATION BACKGROUND**

### **Ph.D In ECONOMICS**

**UNIVERSITI SAINS MALAYSIA**

**Sep 2012 – Apr 2016**

Main research areas: Behavioral Finance, Behavioral Economics and Experimental Economics.

Thesis Title:

"The Effect of Traders' Cognitive Biases on Psychological Attributes and Confidence and its Solutions: An Experimental Study"

Thesis Abstract:

Traders tend to make decisions based on their intuition, which leads to cognitive biases such as confirmation bias, self-serving bias and hindsight bias. These biases cause traders to display psychological attributes of overconfidence such as miscalibration, better than average effect and illusion of control over a decision, and thus, display overconfidence bias in their decision-making in the securities market. This thesis aims to examine the relationship between cognitive biases, psychological attributes of overconfidence and overconfidence bias, and solution mechanisms so as to minimise overconfidence bias among individual traders, with trading volume and price prediction error as the proxy. The study consists of three experimental series. Each series again is divided into a control treatment and two sub-main treatments. Each treatment consists of two main periods, where in the sub-main treatments subjects are treated by mechanism before the second period starts to reduce cognitive biases. The measurement of psychological attributes was collected through a questionnaire in the experiment, and the trading volume and price prediction error were deduced from a simple trading mechanism. Feedback and contradicting reason mechanism were tested as to their effectiveness in reducing overconfidence bias in individual traders. The results suggested that there is significant relationship between confirmation bias and miscalibration, and self-serving bias and better than average effect. Subjects with confirmation bias made larger price prediction errors compared with subjects without confirmation bias, and subjects with self-serving bias traded more than subjects without self-serving bias. Solution mechanisms were effective in reducing the psychological attribute, trading volume and price prediction error especially for subjects with confirmation bias.

### **MASTER IN BUSINESS ADMINISTRATION**

**HERIOT-WATT UNIVERSITY**

**2000 - 2002**

Details of courses:

- ☐ Accounting
- ☐ Economics
- ☐ Finance
- ☐ Marketing
- ☐ Negotiation
- ☐ Organisational Behaviour
- ☐ Quantitative Methods
- ☐ Strategic Planning
- ☐ Strategies for change.

## **DEGREE (HONS) IN ECONOMICS (MAJOR IN STATISTICS)**

**UNIVERSITY OF MALAYA**

**1997 - 1999**

- ☐ 1<sup>st</sup> semester: Introduction to Indian society in Malaysia; Introduction to Accounting; Introduction to Politics and Administration; Quantitative Analysis B; Microeconomics I; Introduction to Malay Culture; and General English.
- ☐ 2<sup>nd</sup> semester: Gender, Society and Cultural Studies; Introduction to Business Administration; Introduction to Developmental Studies; Statistics I; Macroeconomics I; Human and Environmental; and General English.
- ☐ 3<sup>rd</sup> semester: Financial Management; Statistics II; Microeconomics II; Violin Foundation; Business English; Linear programming; and Psychology.
- ☐ 4<sup>th</sup> semester: Investment; Introduction to Malaysian Economics; Introduction to Econometrics; Information Technology and Management; Business English; Introduction to Sport Science Management.
- ☐ 5<sup>th</sup> semester: Econometrics Practice; Survey and Sampling Method; Sampling Creation and Data Analysis; Multivariate Statistics Analysis; Mathematic Statistics; and Microeconomics III.
- ☐ 6<sup>th</sup> semester: Financial Policy and Corporate Finance Practice; Financial Economics; Time-Series Analysis; Experimental Design; Mathematics Actuary; and Macroeconomics III.

## **(III) WORKING EXPERIENCES**

Summary: 18 years of total experience

- ☐ 9 years of experience specialised in Supply Chain and Inventory Management in Multinational Companies.
- ☐ 9 years in research and education.

## **UNIVERSITI SAINS MALAYSIA**

**October 2018 – Present**

**Position:** **Senior Lecturer**

**Research areas:** Behavioral Finance, Behavioral Economics, Experimental Economics, Neuroeconomics, Tourism, Social Corporate Responsibility

Activities involved:

- i. Teaching and Supervision
- ii. Develop research proposal for collaboration and grants.
- iii. Paper writing for publication in indexed journal (ISI Web of Science and Scopus)
- iv. Assistant project coordinator for AACSB
- v. Vice President for GSB Assurance of Learning (AOL) Team
- vi. Community services and other tasks assigned by the school

**July 2017 – October 2018 (1 year and 3 months)****Position:** Postdoctoral Fellow

**Research areas:** Behavioral Finance, Behavioral Economics, Experimental Economics, Tourism, Social Corporate Responsibility, Neuromarketing, Consumer Behavior.

**Activities involved:**

- i. Paper writing for publication in indexed journal (ISI Web of Science and Scopus)
  - Published two papers in indexed journal and two conference papers from July 2017 till April 2018.
  - Three papers are “under review” for ISI/Scopus indexed journals.
  - Two papers are under “major revision” for ISI/Scopus indexed journals.
- ii. Core team member for AACSB: standard writing to fulfill the accreditation requirement that has been submitted to AACSB team in March 2018.
- iii. Develop research proposal for collaboration and grants.
- iv. Appointed as a committee member in the “Forum on Synergizing Academics & Industry Towards Industry 4.0” on 24<sup>th</sup> November 2017.
- v. Appointed as sponsorship committee member for the “International Conference on Business Sustainability and Innovation (ICBSI) 2018”.
- vi. Appointed as the reviewer for the “International Conference on Business Sustainability and Innovation (ICBSI) 2018”

**INTL INTERNATIONAL COLLEGE PENANG****Jan 2016 – July 2017 (1 year 6 months)****May 2010 – Sept 2012 (2 years 5 months)****Position:** Part time Lecturer

**Main programs:** American Degree Transfer Program and University of Wollongong.

**Main subjects:** Introduction to Microeconomics and Macroeconomics, Economics Essentials for Business, Industry Trade and Policies, International Economics

**Roles and Responsibilities:**

- i. Deliver lectures and tutorials according to the course structures.
- ii. Provide academic assistance to students.
- iii. Upload on-line material, update textbook lists and reference materials.
- iv. Set exam papers.
- v. Mark assignments, tests, quizzes and exam scripts, prepare grade lists and attend induction, pre-board and invigilation meetings.
- vi. Prepare and compile teaching load and subject file.

**PLEXUS MANUFACTURING (M) SDN BHD****Dec 2007 - Oct 2008 (11 months)****Position:** Material Team Manager**Roles and Responsibilities:**

- i. Initiate, evaluate and monitor corporate supply chain solutions in order to optimize procurement and deployment techniques.
- ii. Manage and provide oversight and direction to Purchasing Lead / Section Head to ensure the procurement team is performing effectively to meet corporate inventory goal

- iii. Manage and provide oversight and direction to the Demand Analyst position ensuring the coordination and development of a master production schedule that optimizes customer satisfaction, days of inventory and supports the site revenue plan.
- iv. Timely execution of obsolete and excess mitigation accordance with the corporate process and customer contract. Aggressively pursue reductions by driving disposition with Purchasing, Finance, Program Manager and the Customer.
- v. Coordinate and drive cost reduction activities to meet customer and corporate goals, participate in Re-pricing activities.
- vi. Oversee and manage the performance of a material team that consisted of around 20 team members (2 team leads and 18 demand analysts).

### **INTEL PRODUCT (M) SDN BHD**

**Dec 2001 - Jan 2007 (5 years 2 months)**

**Last Position: Purchasing Supervisor**

#### **Role and Responsibilities:**

- i. Team Lead for Consigned Material Team. Responsible to manage and lead (3 buyers) to ensure the health of supply and inventory management with embedded control and ensure continuous improvement in process and productivity.
- ii. Buyer Planner responsible for materials planning, PO management & inventory management to ensure health of commodities to satisfy customer demand, meeting cost and inventory indicators. Supported consign material for PASD chipset, hologram, security tape (Jan 2004 till Dec 2005), MWG PCB (Dec 2005 till March 2006), chipset (March 2006 till Dec 2006). Oversees commodities like capacitors, LLCD, Memory and etc.
- iii. NPI Coordinator - Motherboard : Springdale (2003), Grantsdale (2004), Lakeport/Canterwood Launch (2005). Wireless board : 3945abg Launch (2006).
- iv. ICP (Inventory Control Panel) coordinator for wireless platform.
- v. Team Leader for AMAP System Materials Productivity Improvement Team.
- vi. Team Leader for Buyer's innovation focus team.
- vii. Superuser, trainer and project leader for material system/tools. 2 Main material tools related are SAP and eBIZ/RosettaNet.

#### **Accomplishments:**

- i. Yearly promotion from 2003 to in 2006.
- ii. Successfully in performing leadership role by getting good rapports from team to achieve business and team target.
- iii. Demonstrated excellent coordination as team lead & ICP coordinator for one of the business platform in maintaining "excellent" in the Inventory Control Panel despite of demand fluctuation and material constraint.
- iv. Demonstrated excellent support with lots of dedication and follow through to coordinate and ensure ZERO line down to production (NIL zero line down to production induced by buyer)
- v. Successfully coordinated mega NPI launch (with more than 100 material line items) with ZERO gated material from 2003 to 2005.
- vi. Successful excess coordination in achieving ramp down excess\$ target and on time disposition.
- vii. Able to challenge status quo and drive productivity improvement achievement through global system and tool enhancement and process improvement for inventory management (has achieved at least 30 accomplishments in this area since 2003)

**OSRAM OPTO SEMICONDUCTOR (M) SDN BHD**

**a) Apr 2001 - Dec 2001 (9 months)**

**Position: Senior Production Control Executive**

**Roles and Responsibilities:**

- i. To achieve company target cost.
- ii. To drive cost improvement program by working closely with purchaser and production.
- iii. To control WIP inventory and cycle time.
- iv. To control material usage in line.
- v. Project coordinator for new product.

**b) Dec 1999 - Mar 2001 (1 year 4 months)**

**Position: Planner cum Buyer Executive**

**Roles and Responsibilities:**

- i. Production planning and scheduling including order scheduling, production scheduling, finished good inventory control and ensure on time delivery to customers.
- ii. Material planning per MRP to ensure zero line down for production and inventory control to minimize excesses. Inventory management for die from internal supplier, PCB, wire bond and epoxy from external suppliers.
- iii. System management and super-user for automatic data transfer of confirmed customer orders.

**Accomplishments:**

- i. Promotion recognition after one year of service.
- ii. Transferred new planning system from Osram Regensburg to Osram Penang.

**SOLECTRON TECHNOLOGY (M) SDN BHD**

**May 1999 - Dec 1999 (8 months)**

**Position: Supply Chain Specialist**

**Roles and Responsibilities:**

- i. Monitor the supply-chain performance in terms of cost, reliability and speed.
- ii. Understanding the profit & loss structure so as to be able to influence PPV target.
- iii. Manage day-to-day communication on customers.

**Accomplishments:**

- i. Independent in managing alternate sourcing and material price variance with customer.
- ii. Able to close AVL issues (internal & external) to ensure smooth NPI start up for customer.
- iii. Good tracking of claim from customers (buying versus standard price) when the usual direct suppliers are not able to meet the requirement. Manage to obtain 100% claim from customer.
- iv. Successfully worked on the claim from suppliers to close the reconciliation issue with customers since Jan 1999.

#### **(IV) VOLUNTARY WORK EXPERIENCES**

Summary: 11 years of total experience in children and teenagers special need therapy.

##### **CENTRE FOR CREATIVE ARTS THERAPY (CCAT)**

**2011 – Present**

**Position: Vice President**

Roles and Responsibilities:

- i. Using Creative Arts Therapy to promote psychological & emotional resiliency; offer skilled therapeutic interventions.
- ii. Provide training and professional development; as well as to initiate and conduct relevant research in Creative Arts Therapy.
- iii. Served as Creative Arts Therapy practitioner.
- iv. Conducted Arts for Life program in primary schools in Penang.

##### **BOLD**

**2007 – 2011 (4 years)**

- a non-profit community-based organization dedicated to serve Children with Special Needs.

Roles and Responsibilities:

- i. Play therapy for children in chronic ward at General Hospital in 2007.
- ii. Co-facilitator for BOLD Creative Counseling Skills workshop 2009 and 2010.
- iii. 1:1 client based Creative Art Therapist from 2011.

##### **Help4U**

**2007 – 2008 (1 year)**

- an online helpline to help in the emotional, social, personal and learning-related issues and problems of young people between 13-25 years who are in secondary school, college or university. Served as a volunteer in helpline.

#### **(V) LANGUAGES**

Proficiency level:      0 - Poor,              10 - Excellent

Language	Spoken	Written
Bahasa Malaysia	9	9
Chinese	9	9
English	9	9



## **(VI) ADDITIONAL INFORMATION**

### **3 Main Key Competencies:**

1. Successful career achievement and advancement - always being recognized as outstanding and corporative employee. Proven record shown in my 5 years career in Intel and 2 years in Osram. Recognitions have been given through promotion and outstanding messages. Successfully completed the Ph.D in Economics in 3 years and 3 months as part of career advancements.
2. Aggressive & able to perform task on time without supervision - has been in a team lead & senior position in Intel since 2004. Led team in project management like SAP enhancement, 6 sigma project preparation, productivity improvement and NPI coordination among internal factory and subcontractor. Able to complete all required task as a Ph.D scholar and ensure on-time graduation.
3. Super-user for mSAP, eBusiness and material related tool & business process - team lead for material system & tool & trainer/supervisor for new super-user or any new system/tool enhanced or introduced by Intel. Analytical mind and able to learn & apply the new system/tool efficiently. Learnt new economics tool such as STATA and zTree during the duration as a Ph.D scholar.

### **Personal Strengths:**

1. Committed, proactive & able to work on tasks assigned with minimum follow-up while achieving the set goals.
2. Maintain positive mindset in handling all matters and demonstrated initiative in taking up new tasks.
3. Fast learner
4. Good leadership