

Theresa Ho Char Fei (PhD)

A highly experienced lecturer and researcher with over 18 years of teaching experience in the area of Management. Theresa has published her research works in renowned international journals such as Journal of Asia Pacific Business, Global Business Review, Journal of Relationship Marketing, Business Strategy Series, and Journal of Entrepreneurship Education. Her research interests are in the areas of Entrepreneurship, SMEs, Intellectual Capital and Organisational Behaviour.



Areas of Interest

- Organisational Learning Capability
- Intellectual Capital
- Small and Medium Enterprises
- Strategic Management

Subjects Taught

MBA

- Strategic Management; Designing Strategic Planning

Undergraduate

- Business Research, Marketing Research, Strategic Management, Organizational Behaviour, Entrepreneurship, Principles of Management and Human Resource Management, Contemporary Issues in Human Resource Management

Computer Skills

- Proficient in Statistical Package for the Social Sciences (SPSS) and Smart PLS 3.0
- Proficient in Microsoft Office Suite – PowerPoint (Intermediate); Word (Intermediate level), and Excel (Intermediate)

Professional Experience

Senior Lecturer – Universiti Teknologi Malaysia, KL (2018 – Present)

- Conducted research
- Prepared learning materials, lesson plans, examination questions and assignments
- Updated data and ensured timely submission of students' progress reports

Senior Lecturer – Tunku Abdul Rahman University College, KL (2014 – 2018)

- Conducted research
- Prepared learning materials, lesson plans, examination questions and assignments
- Updated data and ensured timely submission of students' progress reports

Research Assistant - Universiti Sains Malaysia (2012- 2013)

- Worked in a fast-paced environment under a tight deadline i.e. analysed high volume of data with minimal error
- Assisted academic staff in data entry, data analysis and published articles
- Liaised with academic staff and administrative staff

Research Fellow – Universiti Sains Malaysia (2009-2012)

- Tutored undergraduate students
- Updated students' information – attendance, coursework marks in the university database
- Supported and assisted in projects initiated by PhD Club such as organizing workshops, colloquiums, trips and etc.
- Assisted academic staff in data entry and data analysis
- Assisted in administration matter in Asian Academy of Management Journal

Lecturer – KDU College Penang (Malaysia) (2008 - 2009)

- Conducted lectures and tutorials
- Updated data and ensured timely submission of students' progress reports
- Prepared lesson plans
- Assisted in marketing campaigns to promote the College
- Attended and coordinated morning briefings and meetings

Course Coordinator - Wawasan Open University (Malaysia) (2008)

- Prepared learning materials and modules for Principles of Marketing and Human Resource Management
- Conducted interviews, trainings and assessed part-time tutors
- Coordinated and maintained close relationships with external examiners, course writers and course assessors
- Prepared examination questions and assignments

Admin Executive – AIA Berhad (Malaysia) – Worksite Marketing (2005-2006)

- Coordinated morning briefings and meetings
- Updated weekly, monthly and yearly sales figures
- Prepared reports
- Scheduled and coordinated marketing campaigns
- Liaised between Marketing Team and Benefit Advisors.

Lecturer – KDU College Penang (Malaysia) (2008 - 2009)

Lecturer - Universiti Tunku Abdul Rahman (Malaysia) (2006-2007)

Lecturer - Tunku Abdul Rahman College (Malaysia) (2002-2005)

- Conducted lectures and tutorials
- Prepared lesson plans, learning materials, examination questions and assignments
- Updated data and ensured timely submission of students' progress reports
- Guided students' dissertations and project papers in Marketing and Management related area.
- Updated data and ensured timely submission of students' progress reports

- Assisted in marketing campaigns to promote the College

Education

- 2014 **Universiti Sains Malaysia, Malaysia**
Doctor of Philosophy (PhD) in Management
- 2005 **Universiti Putra Malaysia, Malaysia**
Master in Management
- 2002 **Universiti Malaya, Malaysia**
Bachelor Degree in Business Administration (Honours)

Publications

Published/Accepted

- Kee, M.H., Khin S., and Theresa C.F Ho. (2021) Social network, prior working experience, start up experience and access to support: The case of the Malaysian start-up Industry. *International Journal of Business and Globalisation* (SCOPUS)
- Khin S., and Theresa CF Ho. (2018). Digital technology, digital capability and organizational performance. A mediating role of digital innovation. *International Journal of Innovation Science* (SCOPUS)(Emerald)
- Brahmana, Ritzky, Brahmana Rayendra, and Theresa C.F. Ho (2018) Training and development policy, corporate governance and firm's performance. *Gajah Mada International Journal of Business* 20(1), 59-87(Scopus)(Elsevier)
- Hasliza Abdul Halim, Theresa CF Ho, Noor Hazlina Ahmad and T. Ramayah. (2017). The outsourcing quandary on the decision to outsource among Small and Medium Enterprises in Malaysia. *Global Business Review* 18(2)(Scopus)(Sage)
- Theresa C.F. Ho, Noor Hazlina Ahmad, T. and Ramayah. (2016) Competitive capabilities and business performance among manufacturing SMEs: Evidence from an emerging economy, Malaysia. *Journal of Asia Pacific Business*. (Scopus)(EBSCOhost)(Routledge)
- Khin, S. and Theresa CF Ho (2016). The moderating role of strategic orientations in the relationship between capabilities and product innovativeness. *International Business Management*, 10 (6), 793-805 (Scopus)
- Theresa Ho Char Fei, Noor Hazlina Ahmad, and T. Ramayah. (2013). Learn and thou shall thrive: Advancing a model of workplace familism and organizational learning

capability in Small and Medium Enterprise (SMEs) manufacturers in Malaysia. *Business Strategy Series* 14(5/6), 151-159 (Emerald)(Scopus)(Proquest)(ABI/Inform)

- Noor Hazlina Ahmad, Theresa C.F. Ho, Hasliza Abdul Halim, and Azlan Amran (2013). Creating tangible values via intangible values: Perceived roles of ethics and social responsibility among Malaysian SMEs. *International Journal of Scientific Research* 2(10), 1- 4
- Yudi Fernando, Theresa C. F. Ho, Najib Algunaid, and Suhaiza Zailani (2013) A study of relationship marketing in Malaysian Banks: Does guanxi influence small and medium enterprise owners' satisfaction? *Journal of Relationship Marketing*, 12(1) 22-40 (Scopus)(Emerald)(Ebscohost)(ProQuest ABI/Inform)
- T. Ramayah, Ahmad, N.H., and Theresa C.F. Ho. (2012). Entrepreneur Education: Does Prior Experience Matter. *Journal of Entrepreneurship Education*, 15, 65-82
- Osman, I., Theresa C.F. Ho, and Galang, M.C. (2011). The relationship between human resource practices and firm performance: An empirical assessment of firms in Malaysia. *Business Strategy Series*, 12(1), 41 – 48 (Scopus)(Emerald)(Proquest)(ABI/Inform)
- Osman, I., Theresa C.F. Ho, and Galang M. (2011). Are human resource departments really important? An empirical study on Malaysian small and medium enterprises (SMEs) in the service sector. *International Journal of Business and Management*, 6(2), 147-153 (Ebscohost)(Proquest)

Conferences Proceedings

- Theresa C.F. Ho, Noor Hazlina Ahmad, T. Ramayah, and Lo May Chuin. (2015). Relational capital and innovative capability. The role of knowledge transfer in Small and Medium Enterprises manufacturers. International Conference on Contemporary Issues in Accounting and Finance. 8-10 Oct 2015. Hilton Hotel, Kuching, Sarawak. (Recipient of Outstanding Paper)
- Khin, S. and Theresa C.F. Ho. (2015). Does product innovativeness strengthen the effect of strategic orientation on performance. The 4th International Symposium on Business and Social Sciences. 20-22 July 2015 Sapporo Renaissance, Hokkaido, Japan
- Theresa C.F. Ho, Noor Hazlina Ahmad and T. Ramayah. (2011). Learn and thou shall thrive: Advancing a model of workplace familism and learning organization among small and medium enterprises (SMEs) in Malaysia. Exploring Leadership and Learning Theories in Asia. 1st International Conference. 15 – 17 Feb 2011. Universiti Sains Malaysia, Penang
- Osman, I., Theresa C.F. Ho, and Galang M. (2010). Are Human resource departments really important? An empirical study on Malaysian companies. 2nd National Conference on Administration and Management. 21st May 2010. Prince of Songkla University, Hadyai, Songkla, Thailand

Reviewer

- International Journal of Business and Society
- Asian Academy of Management Journal