



Dr Prem Shamdasani is Associate Professor of Marketing; Associate Dean, Executive Education; Academic Director, Asia-Pacific Executive (APEX) MBA Program; Director, NUS Advanced Management Program, and Co-Director, Stanford-NUS International Management Program at the NUS Business School, National University of Singapore. He was the former Vice Dean, Academic Director of the Master of Science (Marketing) Program, Program Director of the Commonwealth-Singapore Advanced Seminar for CEOs and Director of Samsung-NUS Customized Executive Programs. He holds a BBA degree with first class honors from the National University of Singapore, and received his PhD from the University of Southern California, Los Angeles. His research and teaching interests include Brand Management, New Product Marketing, Retail Strategy, Relationship Marketing, and Cross-Cultural

Consumer Behavior. He has taught in the USA and internationally, and has received numerous commendations and awards for teaching excellence. Aside from teaching graduate and executive MBA courses, Dr Shamdasani is very active in executive development and training and has worked with more than 50 companies globally such as *Caterpillar, Johnson & Johnson, MHE-Demag, L'Oreal, McDonalds, Nokia, Samsung, IBM, Microsoft, DuPont, Asahi Glass, Philips, Siemens, Telenor, Alcatel-Lucent, Exel, (DHL), Royal Brunei Airlines, Singapore Airlines, AP Moeller Maersk, Roche China & South Africa, Bayer Healthcare, GlaxoSmithKline (GSK), B. Braun, Deutsche Bank, HSBC, Barclays, Ernst & Young, KPMG, Deloitte, Danone, Kalbe (Indonesia), Boshi Fund Mgt (China), Jardine Matheson, MCL Land (Hong Kong Land), DaimlerChrysler, Volvo, Ikea, Carrefour, Royal Ahold, NTUC Fairprice, Dairy Farm International, Berle Jucker (Thailand), Incheon Int'l Airport (S..Korea), Sime Darby (Malaysia), Ceylinco (Sri Lanka), Sasol (S. Africa), BarloWorld (S. Africa), Raymonds (India), Singapore Tourism Board, NS Affairs Dept (The Army), Third Flotilla (The Navy), Ministry of Foreign Affairs and Commonwealth Secretariat (UK). He has co-authored two books including one of the leading books on focus group research entitled, *Focus Groups: Theory and Practice*, for Sage Publications (USA). He is also actively involved in focus group research for consumer products companies and social marketing programs. His research publications have appeared in the leading regional and international journals and include the *Journal of Consumer Research, European Journal of Marketing, Journal of Advertising Research, Asian Journal of Marketing, Asia Pacific Journal of Management and the Journal of Retailing and Consumer Services*. He is an external resource expert on marketing, branding and retailing to various trade and government agencies such as the *Singapore Retailers' Association, IE (Trade Development Board), Singapore Tourism Board, Productivity and Standards Board, Institute of Policy Development, Prime Minister's Office, Ministry of National Development (MND) and BusinessWeek's CEO forums*. Dr Shamdasani has consulted with several domestic and multinational companies such as *Hagemeyer, United Parcel Service (UPS), Richland Logistics), Singapore Telecom, Mobile One (M1) and L'Oreal* and government-related agencies such as the *Singapore Enterprise Development Council (EDB), National Computer Board, IE Singapore (TDB), Young Musicians' Society* and the *US Department of Agriculture*.*

Dr Prem Shamdasani

Associate Professor of Marketing

Associate Dean, Executive Education

Academic Director, Asia-Pacific Executive (APEX) MBA Program

Co-Director, Stanford-NUS Executive Program in International Management

NUS Business School, National University of Singapore

BIZ1 #04-20, 1 Business Link, Singapore 117592

Tel: (65) 6516 6264/Fax: (65) 6779-5941/Mobile: (65) 9021-6866

Email: bizps@nus.edu.sg