

## Lau Geok Theng

Associate Professor Lau Geok Theng obtained his Ph.D in Business Administration from the Richard Ivey School of Business, the University of Western Ontario in Canada. His research interests are in the areas of business-to-business marketing, relationship marketing and purchasing and supply chain management.

Associate Professor Lau has co-authored five books on marketing, starting a small business, the Growth Triangle and improving productivity through human resource development and franchising. His articles have appeared in various regional and international journals as well as conference proceedings.

Associate Professor Lau has conducted market studies and advised business firms in Singapore on effective marketing strategies. Some of these include KWE-Kintetsu World Express (S) Pte Ltd, Tong Gardens Food Products (S) Pte Ltd, Singapore Telecommunications Limited, Delifrance Singapore and Asia-Pacific Breweries. He has also conducted seminars for L'Oreal Singapore, MINDEF and Jurong Town Corporation. He is a governing council member of the Singapore Institute of Purchasing and Materials Management.

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