

## **Association of Pacific Rim Universities (APRU) Distance Learning and Internet Conference 2003**

@ the National University of Singapore

Conference website: <http://www.cit.nus.edu.sg/dli2003>

**Presenter: Dr Lynda Wee**

### **Biography**

**Dr Lynda Wee** is the Consultant (Special Projects) at the Republic Polytechnic. She was the Deputy Director of the Temasek Centre for Problem-Based Learning, Temasek Polytechnic. She was the former Course Manager of the Diploma in Marketing program at the Temasek Business School. She co-pioneered the "Educational Innovation for Knowledge-based Economy in Singapore: Development of Problem-based Learning Education Model in a Business Marketing Curriculum" and was bestowed the Innovator Award by the Enterprise Challenge, Prime Minister's Office (Singapore) in 2000. She was awarded a grant from the Pew Charitable Trust, Samford University, USA for her Problem-based Learning portfolio in 2001. She was also bestowed the Excellence Award by the polytechnic in 1993/4. She conducted PBL training for educators in Pakistan, Sri Lanka, Hong Kong, Thailand, Malaysia and Singapore.

Lynda was a member of the Enhancing Human Capital (Training and Education), a part of the Economic Review Committee 2002. She was a task force member and the judge for the Inaugural Lee Kuan Yew Global Business Plan Competition organized by Singapore Management University, 2001. She was the Course Leader for the online Master's Degree in Business Administration offered by the University of Wales and Informatics Holding Limited. She was also a member of the Retail 21 Plan organized by the Singapore Productivity and Standards Board. She is a Senior Partner of Firstasia Consultants in Indonesia.

Lynda is the Associate Editor for the Singapore Management Review journal. She co-authored 3 books published by Prentice Hall namely: "Managing the Brick-and-Mortar Retail Stores"; "Budding Ideas At Work"; and "Authentic Problem-Based Learning: Rewriting Business Education".

Lynda received her Doctor of Philosophy (Marketing) from the University of Stirling in 1998. She obtained her Master's Degree in Business Administration (1987) and a Bachelor's Degree in Science (Highest Honors, 1986) from the Southern Illinois University at Carbondale, USA. She graduated with a Bachelor's Degree in Business Administration from the National University of Singapore in 1985. She was elected as a Fellow of The Chartered Institute of Marketing, UK and received the Chartered Marketer Status in 2001. She is the founding member of the Retail Professionals Network in Singapore.