



The NBS Research & Insights newsletter is an effort to demonstrate NBS thought leadership, as well as reflect the awards achieved and the latest research, covering a wide range of sectors and disciplines by our faculty.

FACULTY ANNOUNCEMENTS



Appointment as Country Expert for the National Science Foundation

Assoc Prof Samtani Anilkumar was appointed country expert for the National Science Foundation (US) funded project titled "Measuring Internet Politics". This project will produce tools and data to help study problems in the online world that affect state security, business risk, and daily life.



Panellist at the OMFIF Asia Forum 2022

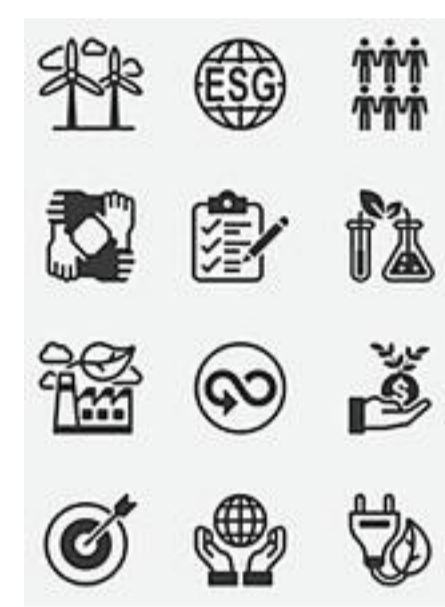
Coping with a world turned upside down, a new global economic and geopolitical environment presents new challenges for Asia's leading investors. **Assoc Prof Yougesh Khatri** was part of a panel of economists and asset managers at the OMFIF Asia forum on 8 December, where he shared what to expect next, and how asset allocators should adapt their investment strategies.



Panellist at Turnitin Summit APAC 2022

Dr Hui Teng Hoo was part of a panel discussing interventions that have been used to develop feedback literacy in students on 25 October. For learners to make the most of feedback information, they need to have both an understanding of its purpose and a chance to practice their role in the feedback process. The panel also shared how these tactics are used to improve their own feedback processes.

RESEARCH HIGHLIGHTS



Double Trouble: Containing public disapproval arising from an interplay of stigmatized categories

Assoc Prof Tsui-Auch, Dongdong Huang, Jun Jie Yang and Si Zheng Koh's published paper, [Double Trouble: Containing Public Disapproval Arising from an Interplay of Stigmatized Categories](#) in Journal of Management Studies explains that firms face different levels of disapproval amid differing interplays of the stigmatized categories and how each firm adopts a distinctive response strategy. The study contributes to the organisational stigma literature by theorising about the relationships of categories' interplays, disapproval levels, and stigma responses.



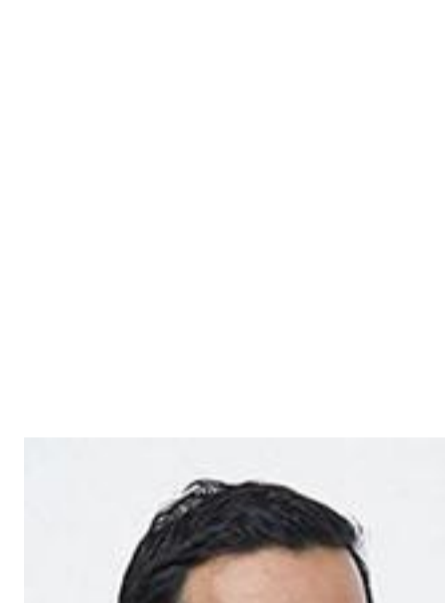
The facilitating effect of physiological self-tracking on organ donation

Encouraging people to donate their organs is not an easy endeavour. Globally, the percentage of organ donors is low. **Prof Sharon Ng (pictured)** and Chi Hoang's paper [The facilitating effect of physiological self-tracking on organ donation](#) in the Journal of Consumer Psychology explains that one of the major impediments to organ donation is the perception that donating an organ is equivalent to giving up part of the self. The findings suggest that encouraging greater use of self-trackers may help people overcome their organ donation inhibitions.



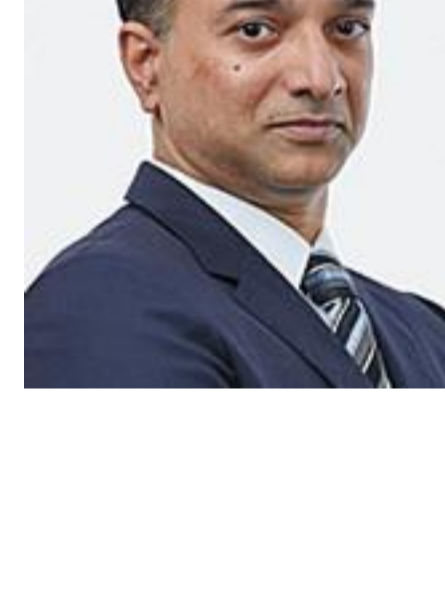
Executive confidence and myopic marketing management

Assoc Prof Angie Low, Tuck Siong Chung and Roland T. Rust's research, [Executive confidence and myopic marketing management](#) in Journal of the Academy of Marketing Science shows that highly confident CEOs are more likely to cut marketing spending to raise current earning numbers. The trio highlight situations in which CMOs need to be wary of cuts to their marketing budget. They also provide a potential mechanism through which marketers can protect their budget in the presence of highly confident CEOs—through their own confidence levels.



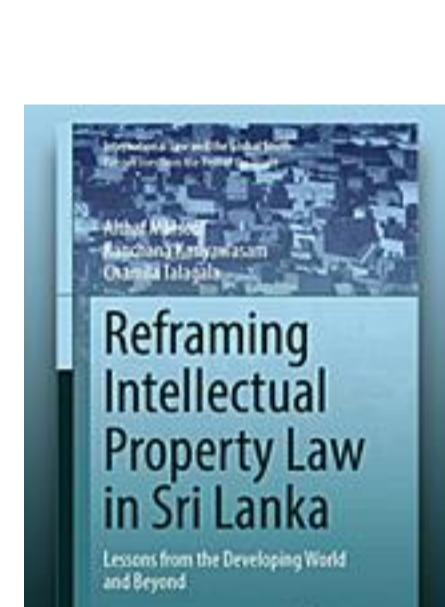
Effects of bargaining legislation on worker and management reconciliation decisions

Assoc Prof Sadat Reza (pictured) and Paul Rilstone examine in the Oxford Economic Papers the [bargaining legislation effects](#) on the union and management reconciliation decisions following announcement of a strike using a bivariate duration model. The durations associated with the two groups are latent, and they show that under weak assumptions the key parameters are identified. The study also reveals interesting behavioural differences among management and workers depending on jurisdiction, sector, and firm characteristics.



Reframing intellectual property law in Sri Lanka: Lessons from the developing world and beyond

Asst Prof Althaf Marsoof, Kanchana Kariyawasam and Chamila Talagala's book, [Reframing Intellectual Property Law in Sri Lanka: Lessons from the Developing World and Beyond](#) published by Springer, Singapore, aims to address the discrepancies, gaps, and flaws in the national intellectual property legal framework of Sri Lanka. The writers also examine approaches adopted by developing countries in the region and beyond, as well as other more developed nations, in calibrating Sri Lanka's domestic intellectual property regime to better address the country's domestic needs and national interests.



Towards a net zero future: The digital transformation of Johnson Controls for sustainability

Assoc Prof Sia Siew Kien (pictured), Alvin Ng, and Ronald Hee's research, published by [Asian Business Case Centre](#), examines how American building technology giant, Johnson Controls International (JCI), recognised the huge business opportunity for sustainable solutions and reinvented itself, aspiring to become a digital industrial platform for smart building management. The company was able to provide outcome-based solutions, and "net zero buildings as a service".



Four ways to enhance content marketing – Tips from consumer research

Dr Boey Yew Tung and Lim Boon Chong's, [4 ways to enhance content marketing](#), value and relevance of messages for SMEs was featured in Association of Small and Medium Enterprises Newsroom. Since 2020, when the COVID-19 pandemic started, digital transformation became a forethought of many business leaders who were challenged to cope with the unexpected disruption imposed on their businesses. The book shares on ways to add value via online visual imagery. For example, SMEs in the F&B and scent-related industries can utilise the highly visual nature of online social media to act as cues to boost and enrich consumer's sensory experience of their products.



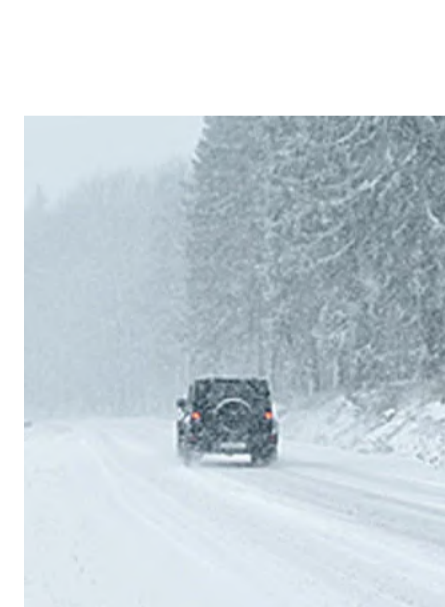
Extreme family travel in wintry America

Straits Times – 26 December
In a commentary, **Abel Ang**, adjunct professor at NBS, shared his family's coast-to-coast trip in the United States last month. The packed and hectic schedule of his family vacation created rising tensions, until they took a break and regrouped. He describes the tension as "Once, in the middle of the trip, we were stressed, hungry and tired when we were bundled into our rental car. As I drove, someone would navigate using my phone's GPS. When we missed an important exit at a busy intersection, I lost my temper and grabbed my phone back."



Quarantine-free travel to China could happen within 6 months, but risk of return to zero-COVID remains

Business Times – 19 December
Assist Prof Hong Ru, at Nanyang Business School who studies the Chinese economy, commented that quarantine-free travel to China could be allowed within six months, after the peak of infections – likely following Chinese New Year in January. But he noted the varying "robustness" of health systems across China's cities and provinces, which could lead to differing COVID-19 policies within the country: "There's still a long way to go before China returns to pre-COVID days."



Singapore's Financial Services Industry is going to be hiring

Dollars and Sense – 15 December
Assoc Prof Ang Low, from Nanyang Business School's Division of Banking and Finance, said: "As Singapore and Asia move towards a net zero future, there is a need for talents in sustainable finance with knowledge and expertise in climate change. Recently, IBF and MAS have mapped out the sustainable finance technical skills and competencies." Prof. Low believes other skillsets will also need more time to develop, such as sustainability risk management, sustainability measurement and assurance, given these fields are still evolving.



Unlimited leave could end up as less leave

Straits Times - 14 December
In an op-ed, **Assoc Prof Trevor Yu** from Nanyang Business School, discusses the concept of 'unlimited leave'. He explains, "Although unlimited leave gives the impression employees have more degrees of freedom, the imposition of stringent rules can make it restrictive, even prohibitive. This also can lead to a caustic conflict between work and private life, more hours worked, and fewer days of leave taken". Some see unlimited leave as a ploy to legitimise the blurring of lines between holidays and work and reinforce an always-on culture.

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