



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 ANNOUNCEMENT



### Guest Speaker at MDIS Industry Series 2022

On 21 October, **Dr Kumaran Rajaram** was invited by MDIS as a virtual guest speaker to share an inspiring talk on "Ignite Your Inner Engine and Turbo Charge Your Motivation". The talk focused on motivation strategies for psychological well-being as well as enhance productivity and happiness for leaders. The MDIS industry series brings faculty, students, and industry leaders together and covers a wide range of expert talks in varying genres, focusing on professional and personal development.

## RESEARCH HIGHLIGHTS



### Efficacy of mobile apps vs offline channels for personal weight management

The journal of Information Systems Research published a recent [study](#) by **Asst Prof Hyeokkoo Eric Kwon**, Sanjeev Dewan, Wonseok Oh, and Taekyung Kim on the relative effectiveness of mobile and offline channels in facilitating personal weight management. Qualitative evidence from interviews with actual customers substantiated the self-regulation mechanism enabled by mobile app usage as positively associated with weight loss.



### Research article on Pushing Yourself Harder: The effects of mobile touch modes on users' self-regulation

**Asst Prof Ben Choi**, Yang (Alison) Liu and Zhenhui (Jack) Jiang published a research [paper](#) in the Information Systems Research journal elaborating how mobile applications use push notifications and reminders to explicitly educate, remind, and motivate users to perform healthy behaviours. The study investigated whether a user's self-regulation can be implicitly facilitated with a proper mobile interaction design, as how we physically interact with technology can influence our choices and behaviour.



### Should banks be blamed for environmental problems?

**Assoc Prof Tao Chen**, Shiyi Chen, Pingyi Lou, Hong Song, and Chenyu Wu published a [paper](#) in World Development journal demonstrating how bank deregulation affects corporate environmental performance. Other highlights in the paper include using a dataset that contains rich information on firm's toxic emission and exploiting the bank branching deregulation policy in China.



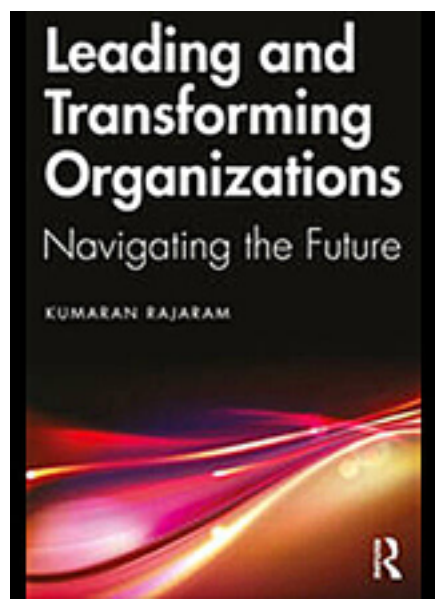
### The effect of audit partner diversity on audit quality: evidence from China

An article published in [Abacus: A Journal of Accounting Finance and Business Studies](#) showcased **Assoc Prof Kevin Koh**, Li Li, Xuejiao Liu, and Chunfei Wang's study on using a sample of Chinese listed companies from 2004–2018, to find if audit quality is positively associated with audit partner diversity. This was in relation to educational background, gender, and generational cohort compared to homogenous teams.



### Sustainable Finance: Valuation framework identifies value drivers

**Prof Xin Chang, Pei Fun Liem**, Kangkang Fu and Yaling Jin's published paper on [Sustainable Finance](#) in the recent Asia-Pacific Journal of Financial Studies sought to review sustainable finance using discounted cash flow valuation framework. The paper identified value drivers through ESG and CSR practices that can enhance firm value.



### Leading and Transforming Organizations: Navigating the Future

This book [Leading and Transforming Organizations: Navigating the Future](#) by **Dr Kumaran Rajaram** helps the reader navigate the complexity of change, chart multiple workstreams, and formulate effective organisational strategies to drive implementation. The content is also an excellent essential guide for leaders, practitioners, and anyone formulating effective organisational strategies.



### Decision-Making in a D-VUCAD World

**Dr Koh Cheng Boon** recently shared in [SID Directors Bulletin](#) that in an increasingly disruptive, volatile, uncertain, complex, ambiguous, and diverse (D-VUCAD) environment, leaders need to embrace decentralised decision-making. There are many "grey rhinos" (highly probable, high impact and yet neglected threats) in today's world, and organisations must gear up to tackle these new challenges.

## IN THE MEDIA



### Malls must curate tenants and reinforce positioning

[Straits Times](#) - 20 October

Beauty aficionados are set to have a new haunt by the end of this year. Raffles City Shopping Centre has been unveiling, in phases, a slew of beauty stores to inject new flavour and add diversity to the tenant mix. **Adjunct Assoc Prof Lynda Wee** says, "it is important for malls to be focused on their target catchment, instead of a general audience."



### Business School launches new education platform

[China Daily](#) - 20 October

"Business Schools must train students in e-commerce by providing compulsory courses regarding digital technology and relevant internships," stressed **Prof Christina Soh**, at the ninth International Business School Shanghai Conference held from 19-21 October. During the Conference, The Antai College of Economics & Management at Shanghai Jiao Tong University also launched a new education platform-Doing Business in China.



### Singapore Car Prices: Can COE system be fairer?

[Talking Point](#) - 9 October

In a bid to keep cars off the road, have we unintentionally driven away those who really need one? In July 2022, COE hit an all-time high, the highest in 28 years. **Dr Clive Choo** explains how COE prices are determined by LTA and how the bidding system works.



### Singapore's online safety bill may be a double-edged sword, analysts say

[South China Morning Post](#) - 7 October

The recent online safety bill may be a slippery slope for all concerned, given the high level of digital penetration and pervasive usage of online services among Singapore users. **Asst Prof Corinne Tan**, called the bill's introduction timely: "This exposure can be detrimental to individuals and communities, in particular younger users or users who are less informed and hence vulnerable," she said.



### How do we get shoppers excited again about the Great Singapore Sale

[Channel NewsAsia](#) - 3 October

The Great Singapore Sale (GSS) has been recognised as the major shopping spree of the year since its inception in 1994. In an op-ed, **Asst Prof Charlene Chen**, together with Associate Professors *Elson Lim* and *Kuangjie Zhang*, discussed how the once hotly anticipated GSS needs to find fresh ways of exciting shoppers beyond giving them the best deals for their inflation-shrunk dollar.

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