

ABOUT THE LECTURER

Name:

Jennifer Chong Lai Yee

Position:

Lecturer

Status:

Full-Time

Highest Academic Qualification:

Doctor of Philosophy (Business)

Education Institution:

Curtin University



BIOGRAPHY

Dr. Jennifer Chong Lai Yee holds a Doctor of Philosophy (Business), a Master of Philosophy (Accounting), and a Bachelor of Commerce (Accounting and Finance) from Curtin University. She is a results-driven academic with a strong foundation in management accounting, financial accounting, corporate governance, and strategic decision-making. Her research areas include corporate governance, board diversity, strategic decision-making, big data analytics investments, and environmental reporting, with a focus on leveraging advanced quantitative methods such as Panel Data Analysis and PLS-SEM. Proficient in statistical tools like R, SPSS, and SmartPLS, she has conducted impactful workshops on web scraping and textual analysis in R at James Cook University.

Dr. Jennifer Chong Lai Yee is also certified as a Microsoft Office Specialist in Word, Excel, PowerPoint, and Outlook and holds a certification in R Statistical Software from the University of Malaya. With a commitment to high-impact research and innovative teaching, she contributes to advancing knowledge and practices in her field while fostering enriching learning experiences for her students.