

Personal Details	PHOON LEE YONG
Academic Qualifications	Bachelor of Marketing (Hons), Universiti Utara Malaysia (UUM) Master of Science (Management), Universiti Utara Malaysia (UUM) PhD candidate, Universiti Utara Malaysia (UUM)
Administrative Duties	-
Publications (last 5 years)	<ol style="list-style-type: none"> 1. Linking University Brand Personality and Alumni Donor Behavior to their Alma Maters: An Exploratory Study. Terengganu International Business and Economics Conference (TiBEC VI) (pp. 463-472). Terengganu: UiTM. (2018) 2. Millennials alumni and donor behaviour: an insight from management- based university in Malaysia. International Journal of Applied Management Science, doi:10.1504/ijams.2019.103706 ISSN: 1755-8913/ eISSN: 1755-8921 (2019) 3. Assessing the effect of university brand personality and attitude towards donation on alumni donor behavioural intention: Malaysian perspective. International Journal of Management in Education, doi: 10.1504/ijmie.2019.10020823 ISSN: 1750-385X/ eISSN: 1750-3868 (2019) 4. Interactive Learning Through Business Board Games: Shareholders. Extended Abstract Book 3rd International Innovation, Invention & Design Competition 2020 (ICON 2020) Terengganu: UiTM. eISBN: 978-967-17147-4-4 (2020) 5. Saya Anak Malaysia: Zine Puisi Kemerdekaan. ISBN: 978-967-25951-2-0/ eISBN: 978-967-25951-1-3 (2021)
On-going Research	-
Completed Research	-

Research Grants	-
Consultancy	-
Awards	<ol style="list-style-type: none"> 1. Breakthrough Invention, Innovation and Design (BiiDE) 2019: Gold Award- Be the CEO: The Game 2. Breakthrough Invention, Innovation and Design (BiiDE) 2019: Bronze Award- Recycle: The Game 3. Outstanding Innovation for Teaching Award 2019 4. International Innovation, Invention & Design (ICON) 2020: Silver Award- Interactive Learning Through Business Boardgames: Shareholder
Professional Membership	-
Supervision	Undergraduate students
Teaching	<p>Business Ethics</p> <p>Essentials of Business Communication</p> <p>Principles of Management</p>
Areas of Expertise	Marketing & Management
Contact Details	<p>Email: phoonleeyong@aimst.edu.my</p> <p>Extension: 4036</p>