

Dr Lim Cheng Hwa

Since 1998, Dr Lim has been the CEO of Trans-I Consulting Group working closely with PSB (Singapore Productivity and Standards Board) now known as SPRING in providing expert advice on business and marketing strategies. Dr Lim was elected a Fellow with the Chartered Institute of Marketing (CIM, UK) in 2003 and he is also the immediate past President of the institute for the Singapore branch. In 2003, he was appointed to the Board of Directors of CIMNET, a subsidiary CIM, UK. Currently, he sits on the Management Council and Examination Board of East Asia Institute of Management (EASB) and he is also the Chairman of Examination Board for SSTC School for Further Education and Unitedworld School of Business. He is on the current Editorial Board of Singapore Management Journal as well as the Journal of Applied Business and Management Studies. In 2010, Dr Lim was elected as a fellow of The Chartered Management Institute (UK). Dr Lim has obtained his PhD from the University of Strathclyde in 1997 and currently supervising doctoral students for University of South Australia, Southern Cross University as well as USQ.