



**NAME: Dr. VOON BOO HO**

Dr. Voon Boo Ho is a Senior Lecturer (Marketing) at the Faculty of Business Management, Universiti Teknologi MARA Sarawak. He is also the Co-ordinator for Process Documentation and Improvement Committee (PROSES) in the University's Quality Management Unit. He obtained a Doctor of Business Administration from University of South Australia (UniSA) in 2005. He served in one of the largest banking groups in Malaysia as a Marketing Officer before joining the academia in 1999. Since then, he has been very active in marketing research and his research interests include service quality, market orientation, customer satisfaction, marketing measurement and organisational competitiveness. Currently, he is also trying to advance the marketing frontier through Chinese culture (i.e., Chinese idioms and Confucian values). He has presented and published many marketing-related research papers in international and local conferences as well as refereed journals. He won the University's Service Excellence Award in 2002 and his ServEx™ Scale (for measuring service excellence culture) was awarded Gold Medal in ITEX 2007, British Inventors' Society Award, Silver Medal in Geneva 2008. He is a Sarawakian resides in Kuching with his beloved wife and three children.