

Brief CV

Name	TEH Sin Yin	中文名	郑善盈	
Gender	Female	Title (Pro./Dr.)	Dr.	
Position (President...)	Program Chairperson Operations & Marketing	Country/ Region	Malaysia	
University/ Department	Universiti Sains Malaysia/ School of Management			
Personal Website	http://www.som.usm.my/index.php/academic-staff/545-dr-teh-sin-yin			
Research Area	Statistical Process/Quality Control, Operations Management, Business Analytics, TRIZ Theory of Inventive Problem Solving, Robust Statistics			

Brief introduction of your research experience:

TEH Sin Yin (Ph.D., CMILT, MLogM) is a Senior Lecturer and Program Chairperson of Operations and Marketing at the School of Management, Universiti Sains Malaysia. She was the fellow and member of the United Nations System Staff College (UNSSC) and Data-Pop Alliance. Her research interests are statistical process/quality control, operations management, business analytics, TRIZ theory of inventive problem solving, robust statistics. Teh has published nearly 100 papers in international journals and proceedings, including some excellent journals (ISI Q1, ISI Q2). She was involved in an Information, Communication and Technologies (ICT) research project with the Penang state government; and a mobile learning project with Motorola Solutions Malaysia. Currently, she is involved in a product quality improvement project with Sanmina-SCI Systems. She has attended many conferences, and held the position of keynote speaker, session chair.

*******All the columns need to be filled in.**