Anthony Chan

Office: (778) 782 4822 anthonyc@sfu.ca

**Education**

2008-2011 **PhD**, E-Commerce and Marking, Lulea University of Technology, Sweden  
Thesis: Environmental Issues and the Information Technology Industry: Essays on Branding and Product Development  
Supervisor: Dr. Deon Nel

1997-1999 **Master of Business Administration**, Management Information Systems, Simon Fraser University  
Thesis: A prototype of an Online Learning Tool: A needs based model  
Supervisor: Dr. Drew Parker

1994-1997 **Bachelor of Business Administration**, Management Information Systems, Simon Fraser University

**awards**

2013 TD Canada Trust Distinguished Teaching Award  
Teaching Honour Roll

2011 Teaching Honour Roll

**Teaching and research interests**

Competitive strategy and strategic management  
Information technology management and IT strategy  
Managing Global Enterprises  
Database management  
Building Web-based information systems

**Teaching experience**

2014-Present Lecturer, Beedie School of Business, Simon Fraser University. Courses include:  
BUS 434 Foreign Market Entry  
BUS 478 Strategy  
BUS 361 Project Management  
BUS 722 Entrepreneurship  
BUS 710 Managing Global Enterprises  
BUS 468 Managing Information Technology for Business Value

2002-2014 Sessional Lecturer, Beedie School of Business, Simon Fraser University. Courses include:   
BUS 338 Foundations of Innovation  
BUS 464 Data Management and IS Audit  
BUS 466 Web-Enabled Business   
BUS 468 Managing Information Technology for Business Value  
BUS 478 Strategy

1999-2010 Sessional Lecturer, School of Computing Science, Simon Fraser University. Courses include:  
CMPT 301 Information Systems Management  
CMPT 470 Web-based Information Systems

2012-2014 Instructor, Computer Business Systems, Kwantlen Polytechnic University. Course include:  
CBSY 1105 Introductory Computer Applications  
CBSY 2205 Management Information Systems

**Publications**

Chan, A., Pitt, L. F., & Nel, D. (2014). Let’s face it: Using Chernoff faces to portray social media brand image . *Corporate Ownership & Control*, 11(4), 609-615.

Beninger, S., Parent, M., Pitt, L., & Chan, A. (2014). A content analysis of influential wine blogs. *International Journal of Wine Business Research*, *26*(3), 168-187.

Chan, A. (2012). Greenwashing of IT Brands: A Comparative Study, *Corporate Ownership and Control*, Vol. 9 Iss: 3, pp. 247-253

Mana Farshid, Anthony Chan, Deon Nel, (2012). A sweet face man: using Chernoff faces to portray social media wine brand images, *International Journal of Wine Business Research*, Vol. 24 Iss: 3, pp.183 - 195

Pitt, L.F., Parent, M., Junglas, I., Chan, A., and Spyropoulou, S. (2011). Integrating the smartphone into a sound environmental information systems strategy: principles, practices and a research agenda”, *Journal of Strategic Information Systems* (20:1), pp. 27-37

Chan, A., Pitt, L., Mills, A. (2011). How readable are environmental policy statements?: an exploratory study within the IT industry, *Corporate Ownership & Control*, Vol. 8 No. 3, pp. 258-267

Nel, D., Van Heerden, G., Chan, A., Ghazisaeedi, M., Halvorson, W., Steyn, P. (2011) "Eleven years of scholarly research in the Journal of Services Marketing", *Journal of Services Marketing*, Vol.25 No.1 pp. 4-13

Pitt, L.F., Nel, D., van Heerden, G., Chan, A. (2009) Global text project: new horizons in textbook marketing, *Marketing Intelligence & Planning*, Vol. 27 Iss: 3, pp.297 - 307

**Conference presentations**

Plannger, K., Chan, A. (2011) The Faces of Social Sauternes: Using Chernoff Faces to Communicate Social Media Presence. Paper presented at the 2011 AMS World Marketing Congress, Reims, France.

Plannger, K., Chan, A. (2011) Using Chernoff Faces to Portray Social Media Wine Brand Images. Paper presented at the 6th International Conference of the Academy of Wine Business Research, Bordeaux, France.

Nel, D., Chan, A., Pitt, L. (2010, December). Customer Equity Drivers in Prepaid and Postpaid Airtime Markets. Paper presented at the meeting of Australian and New Zealand Marketing Association, Christchurch, New Zealand.

Chan, A. (2009, December). Functional Versus Emotional Dimensions in Green Branding for IT Companies: A Study of Corporate Websites. Paper presented at the meeting of Australian and New Zealand Marketing Association, Melbourne, Australia.

Chan, A., Poole, G., Day, Russell. (1999, June). Internet Talkshow: a way to increase class participation without having to grade it. STLHE conference: STLHE, University of Calgary.

Chan, A. (1998, October). Online Talk Show: An Application of Internet Broadcasting Technology in teaching. Business Education Technology Symposium: Faculty of Business Administration, Simon Fraser University.

Chan, A., Reich B. (1998, October). Creating a Learning Community Using the Internet. Business Education Technology Symposium: Faculty of Business Administration, Simon Fraser University.

**Committee assignments (2015-2016)**

Beedie Broad Based Undergraduate Admissions Committee  
Beedie Communications Initiative Action Committee  
Beedie Tenure and Promotion Committee  
Beedie Teaching Awards Committee

**Professional experience**

2002-2014 Computer Systems Administrator, Segal Graduate School of Business, Simon Fraser University  
Responsibilities include: planning and designing solutions that meets the IT needs of the department, providing technical support to staff and faculty members, maintaining IT infrastructure at the Segal building.

**References**

Dr. Carolyne Smart, Dean Emeritus, Beedie School of Business, Simon Fraser University, Vancouver, B.C. V6C 1W6. Email: smart@sfu.ca

Dr. Leyland Pitt, Professor, Segal Graduate School, Beedie School of Business, Simon Fraser University, Vancouver, B.C. V6C 1W6. Office number: (778) 782-4186 Email: lpitt@sfu.ca

Dr. Peter Tingling, Associate Professor, Beedie School of Business, Simon Fraser University, Burnaby, B.C. V5A 1S6. Email: tingling@sfu.ca