

Curriculum Vitae



Dr Victor Seah

Director

Behavioural Insights Centre of Excellence

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Education Qualifications

2016	Web Development Immersive, General Assembly, Singapore
2015	Advanced Certificate in Training and Assessment, Institute for Adult Learning, Singapore
2013	PhD (Organisation and Management), University of New South Wales, Australia
2009	Bachelor of Arts (Honours) Psychology, University of Sydney, Australia

Academic and Professional Experience

2023 - Present	Director, Behavioural Insights Centre of Excellence, Singapore University of Social Sciences, Singapore
2022 - 2023	Deputy Director, Behavioural Insights Centre of Excellence, Singapore University of Social Sciences, Singapore
2020 - 2022	Deputy Head, Psychology Programme, Singapore University of Social Sciences, Singapore
2019 - 2020	Senior Lecturer, Psychology Programme, Singapore University of Social Sciences, Singapore
2014 – 2023	Business Owner, F&B industry
2016 - 2019	Associate Faculty, Psychology Programme, Singapore University of Social Sciences, Singapore
2013 - 2016	Lecturer, Psychology Programme, Ngee Ann Polytechnic
2010 - 2012	Tutor and Guest Lecturer, Australian School of Business, University of New South Wales, Australia

Memberships and Professional Activities

2024	Skilled Volunteer, Singapore Cancer Society
	Panellist, DBS Foundation Impact Beyond Summit: The Future of Ageing in Asia
	Speaker, National Environment Agency's Open Reporting Campaign

Panellist, MOE-Social Science Research Council Social Science and Humanities Ideas Festival
 Judge, WSH Innovation Awards 2024 for Logistics and Transport Sector
 Panellist, Charity Governance Conference
 Presenter and Panellist, The Higher Education and Research Working Group (HER WG) 2024 Forum on Prioritising Physical and Mental Health of Employees
 Moderator, Alan HJ Chan Conference on “Policies and Systems: Well-being in Context”
 Trainer, Masterclass on Building Organizational Resilience for the 2024 SUSS-UOB-SMF Global Leadership Symposium

- 2023
 Advisory Board Member, Lutheran Community Care Services
 Panellist, SUSS – UOB – SMF Global Leadership Symposium
 Moderator and Facilitator, SUSS’s Pixels and Possibilities – A Global Symposium on Nurturing Safety, Resilience, and a Future in Esports
 Presenter, Singapore Logistics Association x WSH Council Dialogue on Code of Practice on Chief Executives’ and Board of Directors’ WSH Duties
 Judge, WSH Innovation Awards 2023 for Logistics and Transport Sector
 Panellist and Speaker, WSH Forum for Logistics and Transport Industry 2023
 Panellist, WSHC’s Vision Zero Pledging Event for the Hospitality and Entertainment industries
 Speaker, SBS Transit’s annual Safety Health Awareness Program and Education (SHAPE)
- 2022
 Reviewer, Administrative Sciences
 Reviewer, Sustainability
 Reviewer, Psychology of Aesthetics, Creativity, and the Arts
- 2021
 Panellist and Speaker, National Library Board Read!Fest: Redefining Work Culture
- 2019
 Member, Australian Psychological Society
 International Affiliate, American Psychological Association

Consultation and Executive Experience

- 2024 – Present Behavioural Insights Consulting for a MND Statutory Board
 2024 – Present Trainer for CET279 Workplace Behaviour Change course
 2024 – Present Ramboll Behavioural Change Proof-of-Concept
 2023 – Present Trainer for CET278 Behavioural Insights for Health & Safety Leaders course
 2023 – Present Thye Hua Kwan Homes for Disabled Services
 2023 – Present Co-Lead for Partnerships, SUSS Sustainability Committee
 2022 – Present SUSS Strategic Thrust Project: Analytics Informed Nudging

2024	Workplace Safety and Health Workshops for ST Engineering's Defence and Public Security
2024	Singapore Federation of Chinese Clan Associations' Survey of Member Associations
2024	Singapore National Employers Federation Survey of Employers on the Tripartite Guidelines on Flexible Work Arrangement Requests
2021	SUSS Advancement Office Data and Nudging Strategy
2020 - 2021	Lunas Analytics.ai
2009 - 2012	Corporate Trainer and Executive Coach, Accelerated Learning Laboratory, Australia

Media Articles, Programmes, Live Radio, and Engagements

2024

- CNA "Commentary: Is it time to use sticks to encourage residents to get serious about recycling?" | 4 Jul 2024 – available at <https://www.channelnewsasia.com/commentary/singapore-recycling-blue-bin-fines-incentives-contamination-rubbish-4453731>
- Straits Times "askST Jobs: How to disagree with your boss tactfully" | 31 May 2024 - available at <https://www.straitstimes.com/singapore/jobs/askst-jobs-how-to-disagree-with-your-boss>
- CNA "Commentary: Don't let Singapore's record low workplace fatality rate be a 'one-hit wonder'" | 28 Apr 2024 – available at <https://www.channelnewsasia.com/commentary/singapore-workplace-death-rate-safety-workers-importance-speak-4294796>
- TV Programme | Episode 2 of "Nudge" documentary series (Channel News Asia) Season 1 Episode 2 | Aired 1 Jan 2025

2023

- CNA "Commentary: What more can we do to stop abusive behaviour towards healthcare workers?" | 14 Nov 2023 – available at <https://www.channelnewsasia.com/commentary/singapore-hospital-han-feizi-viral-abuse-nurse-healthcare-3916481>
- CNA "Commentary: What Jimmy Fallon taught us about toxic behaviour in the workplace" | 2 Oct 2023 – available at <https://www.channelnewsasia.com/commentary/workplace-bullying-toxic-behaviour-discrimination-jimmy-fallon-boss-3807856>
- Live Radio Guest | CNA938 | Toxic behaviour at work | 2 Oct 2023
- TODAYonline "Commentary: Middle managers have it tough but the world needs them, especially with these steps to become less replaceable" | 23 Feb 2023 - available at <https://www.todayonline.com/commentary/commentary-middle-managers-have-it-tough-world-needs-them-especially-these-steps-become-less-replaceable-2114271>
- CNA "Commentary: Assigning grades to sugary drinks speaks to the Singaporean in me" | 22 Jan 2023 - available at <https://www.channelnewsasia.com/commentary/nutri-grade-label-sugar-drinks-bubble-tea-diabetes-3218356>

2022

- Business Times "Opinion: Making workplaces safer with behavioural science, digital tech" (written in collaboration with Temus) | 6 Oct 2022 - available in print and at

<https://www.businesstimes.com.sg/opinion/making-workplaces-safer-with-behavioural-science-and-digital-tech>

- TV Programme | Singlish: Why We Talk Like That? (Channel News Asia) Season 1 Episode 2 | Aired 8 Aug 2022
- SUSS Podcast | "Behind the Electronic Veil" with Dr Omer Ali Saifudeen | 29 Jun 2022 – available at [https://www.suss.edu.sg/podcast/detail/behind-the-electronic-veil-\(part-1\)](https://www.suss.edu.sg/podcast/detail/behind-the-electronic-veil-(part-1))
- SUSS SUSScribe (Alumni Relations Quarterly Publication) "The new normal can be extraordinary" | Jun 2022 – available at <https://susscribe.com/issue-58/perspectives/>
- CNA "Commentary: Why cheating and verbal abuse incidents drive some to call for culprits to be fired" | 28 May 2022 – available at <https://www.channelnewsasia.com/commentary/lawyers-cheating-abuse-fire-company-employer-justice-punishment-2700841>
- SUSS Podcast | "Coming Clean About Tidying" with Ms Cynthia Chang | 26 Apr 2022 – available at [https://www.suss.edu.sg/podcast/detail/coming-clean-about-tidying-\(part-1\)](https://www.suss.edu.sg/podcast/detail/coming-clean-about-tidying-(part-1))
- TV Programme | Food to Change the World (Channel News Asia) Season 1 Episode 4 | Aired 29 Mar 2022
- CNA "Commentary: Why do security guards get abused more than others?" | 21 Jan 2022 - available at <https://www.channelnewsasia.com/commentary/red-swastika-security-guard-verbal-abuse-society-attitude-kindness-2447276>
- Live Radio Guest | CNA938 | Should bosses force their employees to turn on Zoom cameras? | 7 Jan 2022
- CNA "Commentary: Should bosses force their employees to turn on Zoom cameras?" | 7 Jan 2022 – available at <https://www.channelnewsasia.com/commentary/zoom-meetings-camera-office-work-home-switch-cameras-2415751>

2021

- SACEOS Trade Association Publication "Leading from a distance: 3 actionable tips" | 14 Dec 2021 – available at <https://saceos.org.sg/leading-from-a-distance-three-actionable-tips/>
- Live Radio Guest | CNA938 | Videos of bad driving and car accidents - why we just can't seem to look away? | 9 Nov 2021
- CNA "Commentary: Videos of bad driving and car accidents - why we just can't seem to look away" | 7 Nov 2021 - available at <https://www.channelnewsasia.com/commentary/video-bad-driving-car-accident-traffic-police-2289736>
- CNA "Commentary: Flaring tempers and public incidents – are we losing it because of COVID-19?" | 13 May 2021 - available at <https://www.channelnewsasia.com/news/commentary/losing-temper-lau-pa-sat-covid-19-coronavirus-mask-wear-mrt-14787258>
- Live Radio Guest | CNA938 | Q&A "A recent case of a woman pleading guilty to abusing her Myanmar domestic helper to death has shocked many Singaporeans. How can we prevent such cruel abuse?" | 3 Mar 2021

2020

- Live Radio Guest | CNA938 | COVID-19 and littering: Why does it seem so difficult for Singaporeans to kick this habit of littering? | 18 Aug 2020
- Live Radio Guest | CNA938 | Lockdown and personality change | 4 Aug 2020

Research Interests

- Behavioural Insights and Nudges
- Workplace Behaviour Change
- Workplace Safety and Health
- Creativity and Innovation

Research Grants

- 2024 (PI): "Applying Behavioural Interventions for Key Employee Green Behaviours Among Government Employees". \$35,716 (Co-funded by MSE & MOE Start-Up Research Funding)
- 2024 (PI): "UOB International Leadership Project – Coaching and Mentoring Research", \$73,000 (UOB commissioned research)
- 2024 (Co-PI): "Senior Volunteerism Among Active Ageing Centre Users: Motivations and Barriers", \$54,120 (MOE Start-Up Research Funding)
- 2024 (Co-PI): "Development and Validation of a Platform Worker Occupational Well-being Indicator Tool", \$114,069 (MOE Start-Up Research Funding)
- 2024 (Co-PI): "Assessing Bus Captains' Key Physical and Ergonomic Factors and Outcomes", \$37,007 (MOE Start-Up Research Funding)
- 2023 (PI): "Applying Behavioural Insights to Augment Safety of Lashing Operations", \$46,322 (MNC Port Operator commissioned research)
- 2022 (PI): "Social Label Nudges for Prosociality and Well-Being", \$28,836 (MOE Start-Up Research Funding)
- 2022 (Collaborator): "Integration of novel causal mediation analysis for distributional data and survey studies in behavioural science", \$100,049 (MOE Start-Up Research Funding)

Selected Publications

- Tan, Y.W., Turiahdassu, S., Seah, Y. Z., Lopez, M.C.R., & Zhao, Q. (2024, November). *Examining Attitudes and Perceptions Towards Warehouse Safety Behaviour*. Paper accepted at The 14th International Conference on Logistics & Transport 2024.
- Seah, Y. Z. & Cropley, D. H. (2024). *Social priming and creativity: The impact of negative social labels*. Manuscript in preparation.
- Seah, Y. Z. & Cropley, D. H. (2023). A New Old Way to Foster Creativity: Nudge how we conceptualise and recognise it. In Reisman, F. (Ed.), *Unpacking Creativity: Culture, Innovation, and Motivation in Global Contexts* (pp. 322-326). London: KIE Publications. Available online: <https://kiecon.org/creativity-books/>

- Koh, W. C. & Seah, Y. Z. (2023). Unintended consumption: The effects of four e-commerce dark patterns. *Cleaner and Responsible Consumption*, 11, 100145. <https://doi.org/10.1016/j.clrc.2023.100145>
- Seah, Y. Z., Tan, E., Lin, Y., Wong, A., Ho, Y. Y., Lim, W. Y., Lim., Y. H., & Chan, K. M. (2023, February 3-5). *Nudging for improved academic performance and motivation* [Paper presentation]. 6th IEEE Eurasian Conference on Educational Innovation 2023, Singapore.
- Seah, Y. Z., & Tan, E. M. Y. (2023). Nudging for Improved Academic Performance and Motivation in Higher Learning Institutions. *EPRA International Journal of Multidisciplinary Research*, 9(5), 74-77.
- Seah, Y. Z. & Ha, H. (2022). Behavioural insights, organisational resilience, and disaster preparedness. In A. Singh (Ed.), *International Handbook of Disaster Research*. Springer.
- Seah, Y. Z. (2021) COVID-19 and its effects on attitudes toward opportunity-motivated entrepreneurship: Before and after lockdown. *Sustainability*, 13(16), 8689.
- Birney, D. P., Beckmann, J. F., & Seah, Y. Z. (2016). More than the eye of the beholder: The interplay of person, task, and situation factors in evaluative judgements of creativity. *Learning and Individual Differences*, 51, 400-408.
- Birney, D. P., Bowman, D. B., Beckmann, J. F., & Seah, Y. Z. (2012). Assessment of processing capacity: Reasoning in Latin Square tasks in a population of managers. *European Journal of Psychological Assessment*, 28, 216-226.
- Seah, Y. Z. (2013). 'But what is it good for' - An investigation into the process of evaluating potentially creative and innovative products. Unpublished PhD Dissertation, Australian School of Business, University of New South Wales.
- Seah, Y. Z., Birney, D. P., & Beckmann, J. F. (2010). From Creativity to Innovation: Maximising creative ideas by improving the evaluation process. Paper presented at the 9th Australian Conference on Personality & Individual Differences, University of Wollongong, Sydney, Australia.

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