

CURRICULUM VITAE

ASSOCIATE PROFESSOR DR. YEOH PEI SZE

Education

- PhD (Psychology), 2009, Heriot Watt University
- MMus (Performance), 1999, Leeds University
- B.A. (Hons), 1998, Middlesex University

Areas of Interest

- Music Performance
- Music Psychology

Professional Qualification/Membership/Affiliation

- External Examiner, Trinity College Music, UK

Appointments

Position	Duration
Associate Professor, Music Department, Faculty of Human Ecology, UPM	1 Jan 2015 - to date
Head, Music Department, Faculty of Human Ecology, UPM	Sept 2012 - Sept 2015
Lecturer, Music Department, Faculty of Human Ecology, UPM	Jan 2000 - to date

Publications

1. Yeoh, J.P.S., and Yeoh, P.A. (2015). Competitiveness between Ethnic Malays and Ethnic Chinese in Malaysia. *GSTF International Journal of Psychology*, 2(1), 16-21.
2. Yeoh, J.P.S., and Yeoh, P.A. (2014). The Pirating Musician: An Examination into the Attitudes and Justifications toward Music Piracy among Musicians. *GSTF International Journal of Music*, 1(1), 20-29.
3. Yeoh, J.P.S., and North, A.C. (2013). The Effects of Musical Fit on Consumers' Choice when Opportunity and Ability is Limited. *Pertanika Journal of Social Sciences and Humanities*, 21(1), 105-118.

4. Yeoh, J.P.S., and North, A.C. (2012). The Effect of Musical Fit on Consumers' Preferences Between Competing Alternate Petrols. *Psychology of Music*, 40(6), 709-719.
5. Yeoh, J.P.S., and North, A.C. (2010). The Effect of Musical Fit on Consumers' Memory. *Psychology of Music*, 38(3), 368-378.
6. Yeoh, J.P.S., and North, A.C. (2010). The Effects of Musical Fit on Choice Between Two Competing Foods. *Musicae Scientiae*, 14(1), 165-180.
7. Yeoh, J.P.S. (2010). Musical Fit and Willingness to Pay for Utilitarian Products among University Students. *Pertanika Journal of Social Sciences and Humanitites*, 18(1), 1-10.
8. Yeoh, J.P.S., and North, A.C. (2010). The Effects of Musical Fit on Consumers' Ability to Freely Recall Related Products. *Empirical Musicology Review*, 5(1), 3-9.
9. Yeoh, J.P.S., and North, A.C. (2009). The Effects of Musical Fit on Choice Between Competing Pairs of Cultural Products. *Empirical Musicology Review*, 4(4), 130-133.

Other Publications

1. CD - After A Dream, 2013.
2. DVD - Classically Yours, 2011
3. DVD - Classical Twist, 2008
4. DVD - Strictly Classical, 2006
5. DVD - Pulse of the Metropolis, 2005
6. CD - Pulse of the Metropolis, 2005

Research Grants

Project Title	Amount (RM)	Year	Source of Fund
The Pirating Musician: An Examination into the Attitudes and Justifications Toward Music Piracy Among Musicians	40,000	2012	RUGS-UPM
The effects of musical fit between two competing products	30,000	2010	RUGS-UPM
The effects of musical fit on purchase intentions and choice of utilitarian products	25,000	2008	RUGS-UPM

Awards/Recognition

Name of awards	Title	Award Authority	Award Type	Year
British Alumni Awards 2017 (nominated)	-	British Council Malaysia	National	2017
Global Music Award	'Gold' for the album After A Dream	Global Music Awards, USA	International	2014
Golden Phoenix Award 2014	Cultural Achievement Award	Asia Excellence Entrepreneur Federation	National	2014
National Academic Award 2012	Arts and Creativity	Ministry of Higher Education Malaysia	National	2013
Excellent Service Award UPM	-	UPM	University	2013
Vice Chancellor Fellowship Award 2011	Arts and Creativity	UPM	University	2012
Malaysia Book of Records	First Malaysian Music Examiner for Trinity College London Examination Board	Malaysia Book of Records	National	2012
Excellent Service Award UPM 2011	-	UPM	University	2012
Excellent Service Award UPM 2010	-	UPM	University	2011
Martell's Rising Personality Award 2008	-	Pernod Ricard Malaysia	National	2008
The Outstanding Young Malaysian Award 2004	Personal Achievement and Improvement	Junior Chamber Malaysia	National	2004
Marquis Who's Who 2012	-	Marquis Who's Who	International	2004

Professional Services/Consultation

Year	Title	Authority
2005 - to date	External examiner for international music exams in South Africa, New Zealand, Australia, Hong Kong, Japan, Taiwan, Singapore, India, Egypt, Bahrain, Dubai, Botswana.	Trinity College London
2017	Music performer for Mercedes Benz F1 Party Shanghai	Lei Shing Hong Group
2017	Music performer for AIA High Networth Prestige Gala Dinner	AIA Singapore
2017	Music performer for Canon Marketing 30th Anniversary Gala Dinner	Canon Malaysia
2017	Music performer for Nestle Ice Cream Appreciation Night 2017	Nestle Malaysia