



Name: Simon Tai, PhD (Iowa State University, USA)

Rank: Chair, Associate Professor

Department: Finance

College: Bang College of Business

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Areas of Research:

Financial Planning, Managerial Finance, Management Statistics and Research Methodology

Research Interests:

Simon Tai is interested in various aspects of financial management, employment markets and income information. Simon had conducted several projects in the above areas and also in insurance management, policy and program evaluation. He has written books in the area of quantitative research and published in the fields of employment, job performance, and strategic planning. In addition, Simon worked and had practical experiences in budget development and analysis, insurance as well as financial planning, and is interested in working with others who have the similar interests.

Main Publications:

Books:

Journal articles:

1. Lee, Jung-Wan and Simon W. Tai (2008) "Critical factors affecting customer satisfaction and higher education in Kazakhstan," International Journal of Management in Education, ISSN (Print): 1746-0573, Vol. 1, No. 1, pp. 40-59, January of 2008. Also available at <http://www.inderscience.com/browse/index.php?journalCODE=ijmie>
2. Lee, Jung-Wan and Simon W. Tai (2008) "The effect of enterprise development and major industries on the national competitiveness of Kazakhstan," Journal of World Review of Entrepreneurship, Management and Sustainable Development, ISSN (Print): 1746-0573, ISSN (Online): 17460581, Vol. 4, No. 1, pp. 19 – 30, January of 2008. Also available at <http://www.inderscience.com/browse/index.php?journalCODE=wremsd>
3. Lee, Jung-Wan, Simon W. Tai and Patrick Low Kim Cheng (2007a). "Impact of Cross-Cultural Dissimilarity on Human Resources Management in Transitional Economies." The ICFaian Journal of Organizational Behavior, volume 6, No.2, pp. 34 – 45. April 8, 2007. Available at <http://www.icfaiuniversitypress.org/407/ijob.asp> or http://papers.ssrn.com/sol3/papers.cfm?abstract_id=995980
4. Jung-Wan Lee, Simon W. Tai and Aliya Kantarbaeva (2006d). "Foreign Direct Investment and its Relationship to Country Image and Company Image in Kazakhstan." Alpari Economics Journal, Vol. 2006, No. 2 (46), pp. 59-65. ISSN 1562-5397.
5. Lee, Jung-Wan and Simon W. Tai (2006c). "The Effects of Country-of-Origin and Corporate Image on the Perceptions of Product Quality and Purchase Intention," published in the Journal of World Review of Entrepreneurship, Management and Sustainable Development 2006, Vol. 2, No. 4, pp.335 -350, the Inder-science Publisher, ISSN (print): 1746 - 0573. ISSN (Online): 1746-0581 September 2006. Available at: <http://www.inderscience.com/browse/index.php?journalID=173&year=2006&vol=2&iss>

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6. Lee, Jung-Wan and ***Simon W. Tai*** (2006b). “Young Consumers’ Perceptions of Multinational Firms and Their Acculturation Channels toward Western Products in Transition Economies.” *International Journal of Emerging Markets (IJOEM)*, Volume 1, number 3, pp. 212 - 224. ISSN (Print): 1746-8809, Vol. 1, No. 3, pp. 212-224. September 2006. Available at: ISSN (Print): 1746-8809, Vol. 1, No. 3, pp. 212-224. September 2006. Available at: <http://www.emeraldinsight.com/Insight/viewContainer.do?containerType=Issue&containerId=23991>.
7. Lee, Jung-Wan and ***Simon W. Tai*** (2006a). “Benefits Based Segmentation and Differences in the Brands Choices of Mobile Communications Services by Kazakh Consumers.” *The Central Asian Journal of Management, Economics and Social Research*, Volume 5, issue 1 - 2, pp. 89 – 105, November 2006, KIMEP.
8. Lee, Jung-wan and ***Simon W. Tai*** (2005). “Expatriate Managers’ Role on Human Resource Management and Motivation in Transition Economies.” Published in *Journal of Quality Management*. Vol. 8, No.2 (2005), pp. 28 – 31.

Book Chapters:

1. Lee, Jung-Wan, ***Simon W. Tai*** and Baimukhamedova, Gulzada S. (2008) “Strategies for WTO accession and for economic integration of Central Asia: A view from Kazakhstan,” In Ahmed, Allam (Ed.), *World Sustainable Development Outlook 2008*, Vol. 4, pp. xxx-xxx, August 2008. World Association for Sustainable Development. Brighton, UK. August 27-29, 2008.
2. Kim, Young-Yei, ***Simon W. Tai*** and Lee, Jung-Wan, Tai (2008) “Relationship between personality traits and service quality perception of logistics personnel,” In Ahmed, Allam (Ed.), *World Sustainable Development Outlook 2008*, Vol. 4, pp. xxx-xxx, August 2008. World Association for Sustainable Development. Brighton, UK. August 27-29, 2008.
3. Lee, Jung-Wan, Kim, Young-Yei, and ***Simon W. Tai*** (2008) “Customers’ personality and brand personality, and its relations to their purchasing intension,” In Ahmed, Allam (Ed.), *World Sustainable Development Outlook 2008*, Vol. 4, pp. xxx-xxx, August 2008. World Association for Sustainable Development. Brighton, UK. August 27-29, 2008.
4. Lee, Jung-Wan and ***Simon W. Tai*** (2006c) “Impacts of Foreign Direct Investment on the Image of Home Countries and Multinational Firms in the Transition Economy of Kazakhstan.” In Allam Ahmed (Ed.), *World Sustainable Development Outlook 2006*, Vol. 2, pp. 305-315, ISBN (Print) 0-907776-29-9, ISBN (Online) 0-907776-28-0, Bucks, UK: Inderscience Enterprises.
5. Lee, Jung-Wan and ***Simon W. Tai*** (2006b) “Dissatisfaction Determinants, Consumer Complaint
6. Behavior, and Grievance Communication Channels by Young Consumers in Transition Economies.” In Allam Ahmed (Ed.), *World Sustainable Development Outlook 2006*, Vol. 2, pp. 360-370, ISBN (Print) 0907776 - 29-9, ISBN (Online) 0-907776-28-0, Bucks, UK: Inderscience Enterprises.

7. Lee, Jung-Wan and **Simon W. Tai** (2006a), “Critical Factors Affecting the Growth of E-commerce Adoption: A Cross-Cultural Comparison of American, Korean, and Kazakhstan Consumers.” In Ahmed Allam (Ed.), ***World Sustainable Development Outlook 2006***, Vol. 2, pp. 265-273, ISBN (Print):0-907776-29-9, ISBN (Online) 0-907776-28-0, Bucks, UK: Inderscience Enterprises.
8. Lee, Jung-Wan and **Simon W. Tai** (2005) “Impacts of Multinational Firms’ Marketing Strategies on Kazakhstan Consumers.” In Allam Ahmed (Ed.), ***World Sustainable Development Outlook 2005***, Vol. 1, Pp. 55-67, ISBN: 1-903721-00-8, Bradford, England: Emerald Publishing.

Conference Proceedings:

1. Lee, Jung-Wan, Brahmasrene, Tantatape, and **Simon W. Tai** (2008) “The Role of Small Business Development in Transitional Economies,” ***Proceedings of the International Conference of the Academy of Entrepreneurship***, Vol.14, No. 1, Tunica, Mississippi, USA. April 2-4, 2008.
2. Lee, Jung-Wan and **Simon W. Tai** (2007) “Cultural Influence on Negotiation and Decision-Making: A Comparative Study of Kazakhstan and the United States”, in Allam Ahmed (Ed.), Proceedings of the Fifth International Conference of WASD, ***Proceedings of the Fifth International Conference of WASD***, ISBN (print) 0-9551771-3-8, (pp.522-539), Brighton, UK: World Association for Sustainable Development. Available at: http://www.worldsustainable.org/conferences/conf5_proceedings.pdf.
3. Lee, Jung-Wan and **Simon W. Tai** (2007) “Adjusting external trade strategies and its effects on the sustainable economic development of Kazakhstan”, in Allam Ahmed (Ed.), ***Proceedings of the Fifth International Conference of WASD***, ISBN (print) 0-9551771-3-8, (pp.474-485), Brighton, UK: World Association for Sustainable Development. Available at: http://www.worldsustainable.org/conferences/conf5_proceedings.pdf
4. Lee, Jung-Wan and **Simon W. Tai** (2006) “The development of major industries and its relationship in sustaining the national competitiveness of Kazakhstan”, ***Proceedings of the International Conference of the Kazakh National University named Al-Farabi*** (pp.14-23). Almaty, Kazakhstan: Kazakh National University named Al-Farabi.
5. Lee, Jung-Wan and **Simon W. Tai** (2006) “An Empirical Model for Measuring Customer Satisfaction and Its Productivity of Higher Business Education in Developing Countries”, In Kaynak, Erdener and Harcar, Talha D. (Eds.), ***Proceedings Book of The Fifteenth Annual World Business Congress*** (pp. 401-407), Hummelstown, PA, USA: International Management Development Association.
6. Lee, Jung-Wan and **Simon W. Tai** (2006) “An Empirical Model to Forecast Global Business Opportunity of Information Technology: the Internet”, In Kaynak, Erdener and Harcar, Talha D. (Eds.), ***Proceedings Book of The Fifteenth Annual World Business Congress*** (pp. 622-629), Hummelstown, PA, USA: International Management Development Association.
7. Lee, Jung-Wan and **Simon W. Tai** (2005) “Benefits and Expectations of Market-oriented Business Education in Transition Economies”, ***Proceedings of the Fifth International Conference on Business and Education: Development Vector***, (pp. 207-210), Almaty,

Kazakhstan: International Academy of Business.

8. Lee, Jung-Wan and **Simon W. Tai** (2005) “Impacts of Globalization on Strategic Management of Business Schools in Transition Economies” In Delener, Nejdet and Chao, Chiang-Nan (Eds.), *Proceedings of The 2005 GBATA International Conference* (pp. 669-676), Queens, NY, USA: Global Business and Technology Association.
9. Lee, Jung-Wan and **Simon W. Tai** (2005) “Impacts of Marketing by Multinational Firms on Country Image, Corporate Image and on Consumers’ Use of Products in Transition Economies”, In Ahmed, Allam and Newton, David (Eds.), *Proceedings of The Third International Conference on Globalization, Technology and Sustainable Development*, ISBN: 0-9551771-0-3, Vol. 1, (pp. 161-169), Brighton, UK: World Association for Sustainable Development. Available at http://www.worldsustainable.org/conferences/proceedings_2005_small.pdf
10. Lee, Jung-Wan and **Simon W. Tai** (2005) “Where the Emerging Markets Are and Where Multinational Firms Should Go: The Rise of Consumers in Kazakhstan”, In Ahmed, Allam and Newton, David (Eds.), *Proceedings of the Third International Conference on Globalization, Technology and Sustainable Development*, ISBN: 0-9551771-0-3, Vol. 1, (pp. 423-432), Brighton, UK: World Association for Sustainable Development. Available at http://www.worldsustainable.org/conferences/proceedings_2005_small.pdf
11. Lee, Jung-Wan and **Simon W. Tai** (2005) “Impacts of Globalization on Subculture and Consumer Happiness in Transition Economies”, In Aktan, Coskun Can (Ed.), *Proceedings of The First International Conference on Business, Economics, and Management*, ISBN: 975-6339-03-9, Vol. 4, (pp. 107-118), Izmir, Turkey: Yasar University.

Patent:

Conferences attended:

1. Lee, Jung-Wan and **Simon W. Tai** (2007) “Cultural Influence on Negotiation and Decision-Making: A Comparative Study of Kazakhstan and the United States”, The paper was presented to The Fifth International Conference in Brisbane, Australia, October 28-31, 2007, World Association for Sustainable Development.
2. Lee, Jung-Wan and **Simon W. Tai** (2007) “Adjusting external trade strategies and its effects on the sustainable economic development of Kazakhstan”, The paper was presented to The Fifth International Conference in Brisbane, Australia, October 28-31, 2007, World Association for Sustainable Development.
3. Lee, Jung-Wan and **Simon W. Tai** (2006) “The development of major industries and its relationship in sustaining the national competitiveness of Kazakhstan”, The paper was presented at the International Conference on the National Competitiveness of Kazakhstan in Almaty, Kazakhstan, 7-8 December 2006, Kazakh National University.
4. Lee, Jung-Wan and **Simon W. Tai** (2006) “Impacts of Foreign Direct Investment on Country Image and Company Image in a Developing Country”, The paper was presented at The Fourth International Conference in Naples, Italy, November 6-8, 2006, World Association for Sustainable Development.
5. Lee, Jung-Wan and **Simon W. Tai** (2006) “Customer Dissatisfaction Determinants,

Consumer Complaint Behavior, and Grievance Communication Channels by Young Consumers in Transition Economies”, The paper was presented at The Fourth International Conference in Naples, Italy, November 6-8, 2006, World Association for Sustainable Development.

6. Lee, Jung-Wan and **Simon W. Tai** (2006) “Critical Factors Affecting the Growth of E-commerce Adoption: A Cross-Cultural Comparison of American, Korean, and Kazakhstan Consumers,” The paper was presented at The Fourth International Conference in Naples, Italy, November 6-8, 2006, World Association for Sustainable Development.
 7. Lee, Jung-Wan and **Simon W. Tai** (2006), “An Empirical Model for Measuring Customer Satisfaction and Its Productivity of Higher Business Education in Developing Countries”, Presented to The Fifteenth World Business Congress in Sarajevo, Bosnia and Herzegovina, June 18-21, 2006, International Management Development Association.
 8. Lee, Jung-Wan and **Simon W. Tai** (2006) “An Empirical Model to Forecast Global Business Opportunity of Information Technology: the Internet”, Presented to The Fifteenth World Business Congress in Sarajevo, Bosnia and Herzegovina, June 18-21, 2006, International Management Development Association.
 9. Lee, Jung-Wan and **Simon W. Tai** (2005) “Benefits and Expectations of Market-oriented Business Education in Transition Economies”, Presented to The Fifth International Conference on Business and Education: Development Vector, April 21-22, 2005, Almaty, Kazakhstan, International Academy of Business.
 10. Lee, Jung-Wan and **Simon W. Tai** (2005) “Impacts of Globalization on Strategic Management of Business Schools in Transition Economies”, Presented to The 2005 GBATA International Conference, July 12-16, 2005, Lisbon, Portugal, Global Business and Technology Association.
 11. Lee, Jung-Wan and **Simon W. Tai** (2005) “Impacts of Globalization on Subculture and Consumer Happiness in Transition Economies”, Presented to The First International Conference on Business, Economics, and Management, June 16-19, 2005, Izmir, Turkey, Yasar University.
 12. Lee, Jung-Wan and **Simon W. Tai** (2005) “Impacts of Globalization on Human Resource Management and Motivation in Transition Economies”, Presented to The First International Conference on Business, Economics, and Management, June 16-19, 2005, Izmir, Turkey, Yasar University.
 13. Lee, Jung-Wan and **Simon W. Tai** (2005) “Impacts of Marketing by Multinational Firms on Country Image, Corporate Image and on Consumers’ Use of Products in Transition Economies”, Presented in The Third International Conference on Globalization, Technology, and Sustainable Development, November 21-23, 2005, Abu Dhabi, UAE, WASD.
 14. Lee, Jung-Wan and **Simon W. Tai** (2005) “Where the Emerging Markets Are and Where Multinational Firms Should Go: The Rise of Consumers in Kazakhstan”, Presented to The Third International Conference on Globalization, Technology, and Sustainable Development, November 21-23, 2005, Abu Dhabi, UAE, WASD.
- 1. Submitted articles/papers that are under review process*

15. Lee, Jung-Wan and **Simon W. Tai** (2007) "The Effect of Customer Satisfaction on the Sustainability of Higher Education Organizations in Kazakhstan," *International Journal of Management in Education (IJMIE)*. Bucks, UK: Inderscience Enterprises.
16. Lee, Jung-Wan and **Simon W. Tai** (2007) "The Effect of Higher Education Development on the Sustainability of Kazakhstan's Economic Growth," *International Journal of Sustainability in Higher Education (IJSHE)*. Bradford, England: Emerald Publishing.
17. Lee, Jung-Wan and **Simon W. Tai** (2007) "Kazakhstan entrepreneurs' attitude toward entrepreneurship and small business environment," *International Journal of Entrepreneurial Behavior & Research (IJEER)*. Bradford, England: Emerald Publishing.
18. Lee, Jung-Wan and **Simon W. Tai** (2007) "Small business development and its role in contributing to the economy growth of Kazakhstan," *Journal of Small Business Management (JSBM)*. The International Council of Small Business.
19. Lee, Jung-Wan and **Simon W. Tai** (2007) "Consumers' perceptions towards alternative shopping environment: E-commerce adoption in Kazakhstan," *International Journal of Technology Management (IJTM)*. Bucks, UK: Inderscience Enterprises.
20. Lee, Jung-Wan and **Simon W. Tai** (2007) "Standardization of marketing strategy in transition economies: a case of automobile in Kazakhstan," *Journal of Global Business Advancement (JGBA)*. Bucks, UK: Inderscience Enterprises.
21. Lee, Jung-Wan and **Simon W. Tai** (2007) "Determinants of customer satisfaction of mobile communications service: Country effect on behavioral postulation," *International Journal of Mobile Communications (IJMC)*, Bucks, UK: Inderscience Enterprises.

Seminars:

Research funds received in the last three academic years:

(a) Internal (KIMEP) 3000 \$

Title:

1. "Adjusting External Trade Strategies and Its Effects on the Sustainable Economic Development of Kazakhstan" (2007)
2. "Cultural Influence on Negotiation and Decision-Making: A comparative Study of Kazakhstan and The United States" (2007)

Consulting Projects

- (a) Supporting Company:
- (b) Project Title:
- (c) Team:
- (d) Amount:
- (e) Year:

(b) External

If external funds received, indicate below:

- (a) Name (s) of the supporting organization (s)
- (b) Project titles

Other members of the research group, if any:

Affiliations of the group members, if any:

Local collaboration, if any:

International collaboration, if any:

Consolidated Information:

Research Outcomes in the last three years

- (a) No of refereed published papers.....8
- (b) No of internal working papers/reports
- (c) No of conferences attended.....21
- (d) No of papers published in refereed conference proceedings.....11
- (e) No of refereed books
- (f) No of refereed book chapters.....8
- (g) No of patents developed
- (h) No of consulting projects
- (i) No of Seminars