

1	NAME	DR. UTANES GODOFREDO CRISTOBAL	
2	ACADEMIC QUALIFICATIONS	2015-2019	MANIPAL GLOBALNXT UNIVERSITY Doctor in Business Administration (DBA), <i>Dean's List</i>
		1987-1989	ASIAN INSTITUTE OF MANAGEMENT (Manila), Master in Business Management. <i>Zobel Scholar</i>
		1986-1987	UNIVERSITY OF BAGUIO Master in Business Administration. <i>Cum Laude</i>
		1978-1982	PHILIPPINE MILITARY ACADEMY (Baguio City) Bachelor of Science. <i>Magna Cum Laude</i>
		Sep-Oct 2020	National University of Singapore (NUS) Business Analytics for Strategic Decisions
		Apr 2020	VMedu, Inc. Scrum Fundamentals Certification
		Mar-Oct 2014	American Hotel and Lodging Association (AHLA) – Smith Travel Reports (STR) Certification in Hotel Industry Analytics (CHIA) Also CHIA-AI, one of the only 200 CHIA authorised instructors globally
3	CURRENT PROFESSIONAL MEMBERSHIP	Philippine Military Academy Alumni Association (PMAAA)	
4	CURRENT TEACHING AND ADMINISTRATIVE RESPONSIBILITIES	<p><i>Manipal GlobalNxt University Bangor University Teeside University Sunderland University Management Development Institute of Singapore</i></p> <ul style="list-style-type: none"> • <i>DBA, MBA and Bachelor Programme Modules Taught & Research Disciplines:</i> Data Analytics and Decision Science Database Management and Applications Data Analytics for Managers Management Information Systems Hotel Industry Analytics IT in the Hospitality & Tourism Industry Quantitative Methods for Business Business Research Methods Marketing Management Economics for Business Dissertation Research & Writing Business Policy & Strategic Management Project Management Human Resource Economics Corporate Business Strategy • <i>Other Research Disciplines & Modules Taught:</i> Strategic Marketing Management 	

		<p>Organisational Behaviour Human Resource Management Financial Analysis Operations and Revenue Management Business Entrepreneurship & Leadership Hospitality & Tourism Management</p>
5	PREVIOUS EMPLOYMENT	<p>Dec 2021 -- Present. AAARYA BUSINESS COLLEGE, SINGAPORE Dean</p> <p>Feb 2009 -- Dec 2021 SDH INSTITUTE, SINGAPORE Senior Lecturer</p> <p>Jul 2001 -- Feb 2007 INFORMATICS HOLDINGS, SINGAPORE, INDONESIA Director, Emerging Markets General Manager</p> <p>May 2000- Jul 2001 INFINITEINFO PHIL., INC., General Manager / Executive Vice President An American IT – Web Development Firm that employed Project Management Methodologies</p> <p>Jun 1993 -- Jun 2000. INFORMATICS COMPUTER INSTITUTE, PHILIPPINES Chief Operating Officer</p> <p>Feb 2003- Mar 2004 GCF PTE LTD., SINGAPORE Communications Pte Ltd Chief Operating Officer (COO)</p> <p>Dec 1991- Jun 1993. FOSTER PARENTS PLAN INTERNATIONAL BAGUIO, PHILIPPINES Technical Services Division Manager</p> <p>May 1990- Nov 1991 3:16 COMPUTERS, INC. Founder-President and General Manager</p>
6	CONFERENCES AND TRAINING	<p>WSQ Critical Core Skills – Self-Management, Adaptability, Communication, Influence, Creative Thinking, and Developing People – AAARYA Business College, Singapore, Jan – Feb 2023</p> <p>Faculty Certificate in Online Teaching (FCOT), Abridged - Manipal GlobalNxt University, Malaysia, Jan 2023</p> <p>Digital Internal Quality Assurance – City & Guilds, UK, 03 Aug 2022</p> <p>Teaching with Technology – Republic Polytechnic, Singapore, 22-29 Jun 2021</p> <p>Tourism Transformed – New Normal in F&B, Shatec Singapore Webinar Series, 16 Oct 2020</p> <p>Business Analytics for Strategic Decisions – National University of Singapore (NUS), NUS Business School, Sep – Oct 2020.</p> <p>Scrum Fundamentals Certified (SFC) Course, VMEdU, April 2020</p> <p>Tourism Transformed – New Normal in F&B – SHATEC, Singapore, 16 Oct 2020</p> <p>Faculty Certificate in Online Teaching (FCOT) - Manipal GlobalNxt University, Malaysia,</p>

		<p>Aug – Sep 2019 Case Study Writing – Singapore Management University, 2018</p>
7	<p>RESEARCH AND PUBLICATIONS</p>	<p>INTERNATIONAL RESEARCH AWARDS</p> <p>PUBLISHED WORKS & RESEARCH AWARDS</p> <p>RESEARCH EXCELLENCE AWARD <u>“Covid-19 Crisis: Leveraging Disruption to Acquire a Competitive Advantage in the Singapore Hotel Industry”.</u> (Nov 2021). CirVath – <i>Les Cahiers Internationaux du Tourisme</i> (The International Journal of Tourism). Vol. no. 13. Vatel Group. Centre International de Recherche Vatel en Tourisme et Hôtellerie: Nimes Cedex, France.</p> <p>BEST RESEARCH PAPER <u>“Marriott International vs. AccorHotels: Battling Over Cost and Margin Supremacy”</u> during the 2020 Vatel France Convention in Lyon, France. (June 2020). CirVath – <i>Les Cahiers Internationaux du Tourisme</i> (The International Journal of Tourism). Release of the online publication by Cirvath is to be announced. See also https://www.schoolnetwork-sg.com/marriott-vs-accor</p> <p>BEST RESEARCH PAPER Awarded the Best Research Paper for <u>“Critical Success Enablers for Entrepreneurs in Southeast Asia During Times of Major Crises – Part 1”</u> during the 1st Manipal University Dubai Entrepreneurship Conference, Dubai, UAE. February 15-16, 2017. Besting 29 other research papers and abstracts from Dubai, India, Liberia, Malaysia, and Egypt. Paper published in the conference proceedings.</p> <p>TECHNOLOGY EXCELLENCE AWARD <u>“The Perception of Technology Adoption Among Middle Managers and Supervisors in Jakarta’s Luxury Hotels”.</u> (June 2019). CirVath – <i>Les Cahiers Internationaux du Tourisme</i> (The International Journal of Tourism). Vol. no. 9. Pp. 171-211. Vatel Group. Centre International de Recherche Vatel en Tourisme et Hôtellerie: Nimes Cedex, France. See https://issuu.com/vatel/docs/cirvath_cahier_internationaux_8_32 (copy and paste URL on Internet browser)</p> <p>INTERNATIONALLY PUBLISHED RESEARCH PAPERS</p> <p><u>“Critical Success Enablers of Southeast Asian Entrepreneurs in Times of Major Crises”.</u> (Jul 2022). Open Access Library Journal, Volume 9, No. 7. DOI: 10.4236/oalib.1108968 https://www.scirp.org/journal/paperinformation.aspx?paperid=118575</p> <p><u>“Covid-19 Crisis: Leveraging Disruption to Acquire a Competitive Advantage in the Singapore Hotel Industry”.</u> (Nov 2021). CirVath – <i>Les Cahiers Internationaux du Tourisme</i> (The International Journal of Tourism). Vol. no. 13. Vatel Group. Centre International de Recherche Vatel en Tourisme et Hôtellerie: Nimes Cedex, France.</p> <p><u>“Crisis Leadership During the Covid-19-Outbreak: A Systematic Literature Review”.</u> (Nov 2021). CirVath – <i>Les Cahiers Internationaux du Tourisme</i> (The International Journal of Tourism). Vol. no. 13. Vatel Group. Centre International de Recherche Vatel en Tourisme</p>

		<p>et Hôtellerie: Nimes Cedex, France.</p> <p><u><i>“Modifying the Abridged Version of the Gross National Happiness Index Survey to Suit the Singapore Hospitality Industry”</i></u>. (Aug 2020). Open Access Library Journal, Volume 7, e6615. ISSN Online: 2333-9721. ISSN Print: 2333-9705. http://www.oalib.com/paper/5436858#.X3ILCx1S9Gw</p> <p><u><i>“Developing a Technology Framework for Singapore’s Hospitality Industry”</i></u>. (June 2019). CirVath – <i>Les Cahiers Internationaux du Tourisme</i> (The International Journal of Tourism). Vol. no. 11. Pp. 277-302. Vatel Group. Centre International de Recherche Vatel en Tourisme et Hôtellerie: Nimes Cedex, France. See https://issuu.com/vatel/docs/livre_150x210_cirvath_11_vatel_web (copy and paste URL on Internet browser)</p> <p><u><i>“The Perception of Technology Adoption Among Middle Managers and Supervisors in Jakarta’s Luxury Hotels”</i></u>. (June 2019). CirVath – <i>Les Cahiers Internationaux du Tourisme</i> (The International Journal of Tourism). Vol. no. 9. Pp. 171-211. Vatel Group. Centre International de Recherche Vatel en Tourisme et Hôtellerie: Nimes Cedex, France. See https://issuu.com/vatel/docs/livre_150x210_cirvath_11_vatel_web (copy and paste URL on Internet browser)</p> <p><u><i>“Singapore Hotels’ Use of Technology for Productivity, Customer Service and Branding: A Descriptive Study”</i></u>. (May 2017). CirVath – <i>Les Cahiers Internationaux du Tourisme</i> (The International Journal of Tourism). Vol. no. 9. Pp. 171-211. Vatel Group. Centre International de Recherche Vatel en Tourisme et Hôtellerie: Nimes Cedex, France. See https://issuu.com/vatel/docs/cirvath_9 (Also, See also, Vol. 9, https://issuu.com/vatel/docs/cirvath_cahier_internationaux_9_32) (copy and paste URLs on Internet browser)</p> <p><u><i>“Gearing-Up Food and Beverage Managers in Singapore: A Competencies Model”</i></u>. (May 2016). CirVath – <i>Les Cahiers Internationaux du Tourisme</i> (The International Journal of Tourism). Vol. no. 8. Pp. 35-74. Vatel Group. Centre International de Recherche Vatel en Tourisme et Hôtellerie: Nimes Cedex, France. See https://issuu.com/vatel/docs/cirvath_cahier_internationaux_8_32 (See also, Vol. 8, https://issuu.com/vatel/docs/cirvath_cahier_internationaux_8_32) (copy and paste URL on Internet browser)</p> <p><u><i>“Marriott International vs. AccorHotels: Battling Over Cost and Margin Supremacy”</i></u> during the 2020 Vatel France Convention in Lyon, France. (June 2020). CirVath – <i>Les Cahiers Internationaux du Tourisme</i> (The International Journal of Tourism). Release of the online publication within the next 2 months.</p> <p>COLLOQUIUM-PRESENTED & CONFERENCE-ACCEPTED RESEARCH PAPERS</p> <p><u><i>“Ensuring Quality of Learning by Organising Webinars as an Alternative Assessment for Higher Education Students During the Covid-19 Pandemic Period: An Experiment”</i></u>. Research paper accepted, presented in the Asia Pacific Quality Network (APQN) Annual Conference (AAC) Publishing, Nov 2022 conference in Singapore, and published in the APQN 2022 Anthology.</p>
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8	CONSULTANCY	<p>Aug 2021- Nov 2022 REDZGROUP & INITIA PTE LTD Consultant</p> <p>May 2022- Sep 2022 PACIFIC LOGISTICS GROUP, Singapore Consultant</p> <p>2016 – 2018 THAMES INTERNATIONAL, Philippines Consultant</p> <p>Feb 2009 -- Dec 2021 SDH INSTITUTE, SINGAPORE Consultant, Academic Development</p> <p>1999- 2001 E-Commerce Consultant and Free-Lancer</p> <p>May 1991- EDUCATE, INC. / BALLBROS ARC CORP. (Philippines)</p>

		Feb 1992 External Management Consultant
9	COMMUNITY SERVICE	Willing Hearts Singapore - Volunteer
10	OTHER RELEVANT INFORMATION	<p>CERTIFICATIONS Scrum Fundamentals Certified (SFC), April 2020 CHIA-AI (Certification in Hotel Analytics – Authorized Instructor), 2020-2022 CHIA (Certification in Hotel Industry Analytics) certified, 2014-2024 ACTA, WDA-WSQ (IAL), 2011 – Certified in Training and Assessment Certified Supply Chain Practitioner – CSCP (PASAS, 2008)</p> <p>OTHER IMPORTANT COURSES Damage Control Officer Course (Navy, 1984) Mess and Supply Officer’s Course (Navy, 1983) Naval Officers Qualification Course (Navy, 1982)</p> <p>PERSONAL Singaporean citizenship Happily married to Mrs Joy Cruz Utanes, a Singapore civil servant With 2 married children, boys, one Souz Chef, one Singapore civil servant (UX) With a 4.5-year-old grandson Excellent health (by God’s great graces) Possesses a Class-3 Singapore Driver’s Licence Owns a publishing and consultancy business Hobbies: jogging-walking, swimming, golf, playing guitar, playing the clarinet, singing, writing, publishing, reading</p>