



NOVEMBER 2024

RESEARCH PULSE

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GREETINGS FROM RESEARCH PULSE

THANK YOU FOR TUNING IN...

Greetings and Kaya!

In this final issue of *Research Pulse* for 2024, we are delighted to share what's happening with research at Curtin Singapore. There have been several fascinating events and research outputs recently, and we're pleased to have our colleagues share their research stories in this issue.

Jeffrey Woo, Joelle Yap, and Hazik Mohamed will be sharing their conference experiences from the past couple of months. If you're interested in learning how to communicate beyond academia and make an impact with your research, Lawrence Yeo's article on writing for an op-ed is a great read.

Please enjoy this final 2024 issue of *Research Pulse*, and we look forward to having you with us in 2025. Thank you for tuning in!

Best Wishes,
Dr. Adrian Tan
Research Director
Curtin Singapore

2nd Curtin Singapore Research Symposium 2024: Event and Abstracts

Contributed by Dr. Adrian Tan



Some of the presenters and attendees gathered for a shared learning experience.

The 2nd Curtin Singapore Research Symposium was held on 25th September 2024. The half-day event in the afternoon was preceded by a morning workshop on Qualitative Research Methodology, conducted by Professor Tracey Moroney and Associate Professor Georgia Halkett from the Curtin School of Nursing. In the morning, our academics received a refresher on qualitative research and then stayed on for the research symposium, which featured a packed schedule of presentations on 15 research projects and one keynote presentation. Each presenter was given 10 minutes to showcase their research to an audience comprising academic and professional staff members. Although it was an internal event, it was a highly productive gathering, showcasing the research currently being conducted at Curtin Singapore. We were also delighted and thankful to have had the Deputy Vice-Chancellor for Research, Professor Melinda Fitzgerald, attend the event.

2nd Curtin Singapore Research Symposium 2024: Event and Abstracts

Contributed by Dr. Adrian Tan

The following are the abstracts of the research projects presented during the symposium.

A Comprehensive Approach to ESG and Financial Sustainability

By Dr. Hazik Mohamed

In this paper, we investigate how human security, environmental challenges, and climate risk mitigation can be coordinated through economic policy that supports sustainability. Both the shift to a low-carbon economy and climate change pose very real risks to the financial system. Therefore, in order for the ESG framework to be effective and sustainable in and of itself, it must be improved. Because of this, we suggest an improved ESG framework that is based on solid economic principles in order to identify opportunities for growth. In order to effectively accomplish public policy goals, green and sustainable finance must be driven by strong policies and initiatives in order to achieve sustainable economic development globally and the shift to a low-carbon economy.

AI's Cognitive Integration: Reshaping Memory and Consumer Choice

By Mr. Jack Ng

This study explores how Artificial Intelligence's integration into cognitive processes influences consumer decisions, moving beyond viewing AI as an external factor. It examines how AI-driven experiences, like personalized recommendations and decision-making support, impact human memory and ...

2nd Curtin Singapore Research Symposium 2024: Event and Abstracts

Contributed by Dr. Adrian Tan

... purchasing behaviour. The study investigates how AI tools, such as recommendation systems and personalized advertisements, can enhance or impair memory functions. Understanding these dynamics provides insights for developing AI technologies influencing consumer purchase decisions. This research offers a novel view of AI's role in human cognitive processes, particularly consumer behaviour. This research contributes to a more holistic view of AI's role in human cognitive processes, particularly in consumer buying decision-making behaviour.

The DNA of Twists, Turns, Trials and Triumph: Uncovering Stories of Resilience

By Ms. Joelle Yap

Nurses play an important role when disasters strike but burnout and compassion fatigue in working in such harsh and unpredictable conditions are common. There is a lack of understanding about how resilience is experienced by nurses during disaster response. There are gaps in studies which looked at strategies for combating stress among professions who respond to disasters. This research will look at what lies within, or the DNA of, the trials and triumphs that are experienced by nurses from the findings of an integrative literature review. This is to understand the specific demands in disaster nursing. The process may highlight the nurses' growth journey, empowering them to better care for those affected by disasters and themselves.

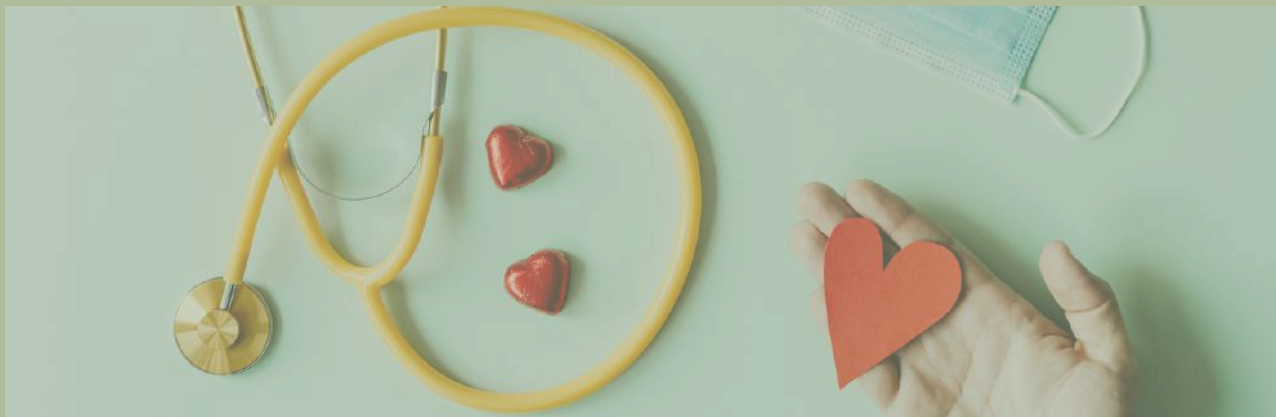
2nd Curtin Singapore Research Symposium 2024: Event and Abstracts

Contributed by Dr. Adrian Tan

Nursing Students' Experiences and Perceived Learning Effectiveness of Patient Safety and its Influencing Factors: An Integrative Literature Review

By Mr. Jeffrey Woo

The aim of the research was to synthesize primary research to gain insights into nursing students' (NSs') experiences and their perceived learning effectiveness of patient safety (PS) and its influencing factors. The research design was an integrative review. 5,940 papers were initially retrieved. 33 papers were included following screening of title, abstract and full-text. No papers were omitted through quality appraisal. Despite NSs' generally positive attitude toward PS, their idealistic view did not translate into actual actions of upholding PS due to various factors. Moreover, their experiences and perceived effectiveness of learning PS were influenced by factors such as organizational safety culture and pedagogical contexts. Thematic analysis revealed four themes: 'perception, attitudes, and evaluation toward patient safety'; 'supportive organizational culture as impetus to promote patient safety'; 'perceived confidence, knowledge, and competence toward patient safety'; and 'educational contexts and pedagogies to promote learning of patient safety'.



2nd Curtin Singapore Research Symposium 2024: Event and Abstracts

Contributed by Dr. Adrian Tan

Towards a Theory of How Singaporean Social Studies Teachers Understand and Rationalise the Teaching of Critical Thinking

By Mr. Shaowen Ng

This study investigates the integration of critical thinking into citizenship education within secondary schools in Singapore. The research design employs a grounded theory approach, utilising literature, document study, and interviews to explore educators' perceptions of critical thinking in their pedagogical practices. Although data collection is ongoing, early findings suggest that while teachers acknowledge the importance of fostering critical thinking, challenges remain in effectively implementing these strategies due to institutional constraints. This presentation will share preliminary insights drawn from the literature and early-stage data, aiming to contribute to the dialogue on enhancing critical thinking in citizenship education, especially in an enigmatic country like Singapore.

Agentic AI in Transforming Educational Practices

By Dr. Murphy Choy and Dr. Ma Nang Laik (SUSS)

This research project explores the role of Agentic AI in transforming educational practices by providing personalized and autonomous learning experiences. The study examines how AI systems, functioning as intelligent agents, adapt to individual learner needs, offering tailored content, real-time feedback, and customized support. By analyzing data-driven ...

2nd Curtin Singapore Research Symposium 2024: Event and Abstracts

Contributed by Dr. Adrian Tan

... decision-making processes, the paper highlights the potential of Agentic AI to enhance engagement, improve learning outcomes, and promote self-directed learning. It also addresses the challenges associated with integrating such AI technologies in education, including ethical concerns, data privacy issues, and the necessity for human oversight. The paper aims to provide insights into the implications of Agentic AI for educators, policymakers, and learners in the evolving educational landscape.

Inference for Factor Model by Synthetic Control under Fixed Number of Control-Units

By Dr. Dennis Lim and Dr. Paulo Ramos (independent researcher)

Current estimators are generally biased if treatment assignment is correlated with unobserved confounders, even when the number of pre-treatment periods goes to infinity. Ferman and Pinto (2021) show that a demeaned version of the SC method can substantially improve the bias and variance of estimates relative to the difference-in-difference estimator; however, their proposed method assumes that (1) the number of control-unit increases and (2) error term and common-factors are asymptotically independent. In common empirical settings, (1) may not be sufficiently satisfied, leading to finite sample bias. This paper proposes a test that can consistently estimate the correct null when (1) control-units are fixed and (2) error terms and common-factors are dependent.

2nd Curtin Singapore Research Symposium 2024: Event and Abstracts

Contributed by Dr. Adrian Tan

Enhancing Student Well-being with ChatGPT: Mediating Role of Mianzi

By Dr. Ashley Tong and Dr. Zahirah Zainol

Artificial intelligence (AI) applications such as ChatGPT continue to change how tasks are traditionally performed in industries including higher education. While research has begun discussing the effects of ChatGPT in education delivery and performance, there is less certainty of how such AI applications can affect students' subjective well-being. Guided by the Stimulus-Organism-Response (S-O-R) theory and synthesizing the AI, service, culture, and higher education literature, this paper develops and tests a model of how ChatGPT can affect students' subjective well-being through its perceived AI service quality and the mediating role of Mianzi or face value. Findings from a dataset collected from 128 higher education students indicate that ChatGPT service quality can positively affect the desire to gain Mianzi which can improve the student's subjective well-being. This article contributes to the literature on AI in education and helps education and technology leaders consider the implications of using AI in higher education to enhance student well-being.

Safety of Large Language Models for Young Consumers

By Mr. Leo Kee Chye and Dr. Adrian Tan

This research examines the effectiveness of guardrails in Large Language Models (LLMs) such as OpenAI's ChatGPT, Google's Gemini, and Anthropic's Claude in guiding young consumers ...

2nd Curtin Singapore Research Symposium 2024: Event and Abstracts

Contributed by Dr. Adrian Tan

... toward safe and ethical consumption decisions. The study specifically focuses on the models' responses to inappropriate and potentially harmful prompts, such as requests for advice on bypassing age verification, using fake credit card information, and concealing purchase activities from parents or guardians. Initial findings suggest that while existing guardrails in LLMs are largely effective, they are not foolproof. The ability of young consumers to circumvent these protections poses significant risks, highlighting the need for more robust and resilient safety measures to ensure ethical and secure consumption practices among this vulnerable demographic.

Faction: The Art of Blending Fact with Fiction

By Mr. Felix Cheong

This ethnographic research examines the application of faction, the duality and tension of blending fact with fiction in my latest graphic novel, *Opium: A War Story*. While facts provide the basis to grow the plot, fictionalisation is essential to create a narrative both engaging and accessible.

Flexible Work Arrangement in Singapore - A Case, Literature Review and Future Directions

By Dr. Tien Nguyen and Dr. Adrian Tan

In the context of the recently introduced “Tripartite Guidelines on Flexible Work Arrangements Requests of Singapore Government effective in 2024, this study aims to provide a review and an analysis of the current status of Flexible work arrangements in Singapore with further suggestions for a ...

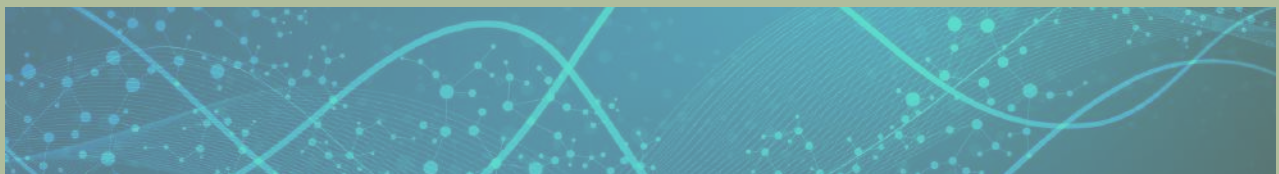
2nd Curtin Singapore Research Symposium 2024: Event and Abstracts

Contributed by Dr. Adrian Tan

... successful implementation and governance of flexible work arrangements. The paper emphasises that there should be a holistic approach to FWAs to ensure an accessible, equitable, transparent, and effective implementation of FWAs in Singapore.

The Influence of Network Diversity on Innovation Adoption: An Empirical Analysis of SMBs in Taiwan's Logistics Sector *By Dr. Charles Wang*

This study investigates how network structures affect the diffusion of innovation, challenging the traditional emphasis on the role of strong ties within social networks. The research underscores that entrepreneurs in boundary-spanning networks are more likely to access diverse information, enhancing the likelihood of early-stage innovation adoption. Network heterogeneity provides access to alternative options that are often unseen, yet crucial for innovation diffusion. Data from business networks in Taiwan's traditional logistics industry support the hypothesis that increased network diversity correlates with higher rates of innovation adoption. In addition, the study reveals that a manager's risk tolerance influences how network characteristics affect their innovation decisions. Managers who are more risk-tolerant and operate within highly heterogeneous networks are significantly less likely to disregard new ideas. The paper concludes by discussing the implications for innovation management strategies.



2nd Curtin Singapore Research Symposium 2024: Event and Abstracts

Contributed by Dr. Adrian Tan

Impact Assessment on Women Entrepreneurship Empowerment: Case study on Singapore Technology-centric Women Entrepreneurs

By Ms. Maler Vilee and Ms. Kim Nguyen

To implement and institutionalize women's entrepreneurship empowerment, a government needs a holistic and unified approach with various stakeholders domestically and internationally. Despite the significant efforts made by several government entities embarking on several initiatives, there is a lack of collection of gender-disaggregated data intertwined with education, skills, challenges, economic rights, and access to entrepreneurship-supporting institutions. Hence, women empowerment and gender equity have been the UN's 2030 Agenda in every part of the Sustainable Development Goals (SDGs) .

The Role of Responsible Leadership in Alleviating Poverty Through Decent Work and Employee Well-being: A Case of Singapore

By Dr. Carolyn Koh, Dr. Nik Chong, Dr. Krishnamoorthy Renganathan and Ms. Maler Vilee

Our research explores the role of responsible leadership in addressing in-work poverty through decent work and employee well-being in Singapore. Despite Singapore's economic prosperity, significant income inequality and in-work poverty persist among lower-wage workers. Through a comprehensive review of Singapore's wage policies, life-long learning ...

2nd Curtin Singapore Research Symposium 2024: Event and Abstracts

Contributed by Dr. Adrian Tan

... programmes, income inequality metrics, and the Progressive Wage Model, the study highlights the inadequacies in current approaches and suggests that a living wage aligned with employee well-being is crucial. To reduce in-work poverty more effectively, we suggest that responsible leadership practices such as the duty of care is needed, in collaboration with government initiatives to achieve the Sustainable Development Goals (SDGs), emphasizing the ethical imperative and societal benefits of fair wages and supportive working conditions.

Review of Independent Learning and Future Directions

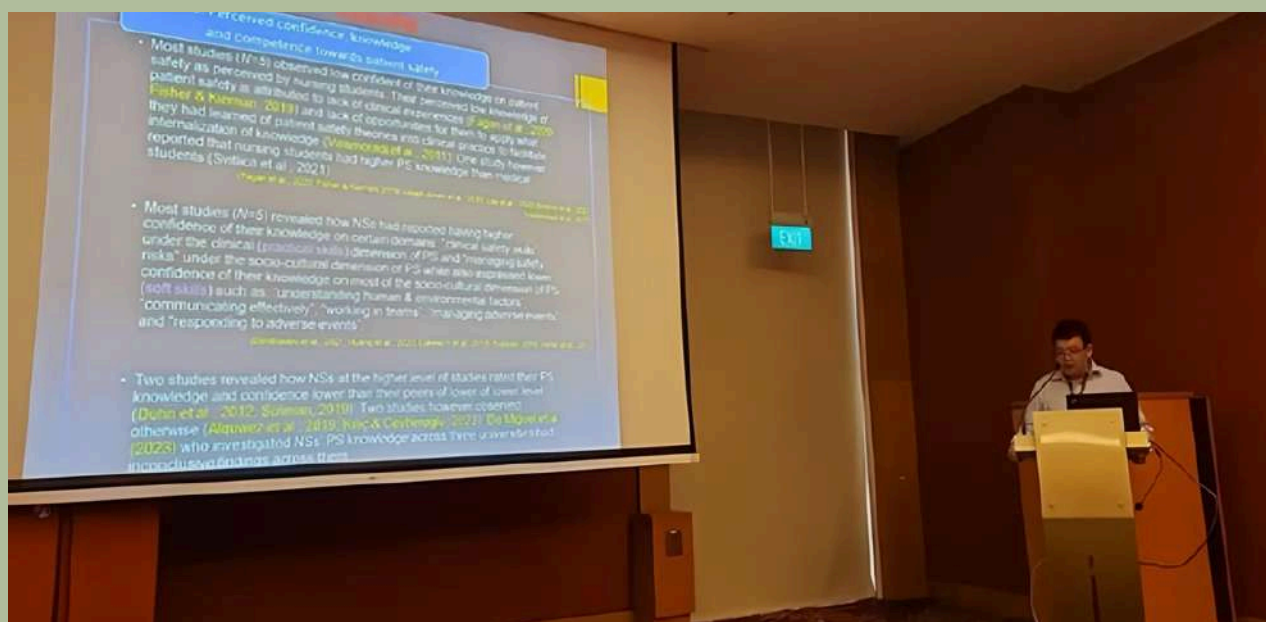
By Dr. Adrian Tan

Disruptive technologies such as artificial intelligence (AI) have potential impact on students' ability to learn independently. In the era of generative AI with the proliferation of AI chatbots such as ChatGPT which have infiltrated learning spaces in higher education, one might question how students would learn independently. Independent learning is an essential aspect in higher education. The study provides a review of independent learning as a concept with intent to address the research question "How can educators in higher education continually inculcate independent learning in students?". Through the use of the PRISMA approach, a scoping review was conducted and scientometric analysis using VOSviewer was conducted to ascertain trends concerning independent learning. The study uncovered perspectives, support elements as well as opportunities and challenges towards independent learning.



Reflection on Presentation at the 35th International Nursing Research Congress

Contributed by Mr. Jeffrey Woo



Mr. Jeffrey Woo presenting at the 35th International Nursing Research Congress

It is indeed my pleasure and a humbling experience to represent Curtin Singapore in presenting my latest research study titled: *"Nursing Students' Experiences and Perceived Learning Effectiveness of Patient Safety and Its Influencing Factors: An Integrative Literature Review"* at the 35th International Nursing Research Congress organized by the Sigma Theta Tau International Honor Society of Nursing, held at Resorts World Sentosa from 25 to 28 July 2024. This is an important and timely topic, as the significance of patient safety cannot be overstated, and a robust safety culture is a fundamental principle in advocating for safe and high-quality nursing care. Reviewing the literature to gain a collective understanding of pre-registration/undergraduate nursing students' experiences and their perceptions of the effectiveness of learning patient safety during their course of study is crucial. The findings of this study can inform targeted ...

Reflection on Presentation at the 35th International Nursing Research Congress

Contributed by Mr. Jeffrey Woo

... educational and managerial interventions undertaken by both academic and healthcare stakeholders to enhance their learning of patient safety and prepare them for professional nursing practice.

The driving force behind my intention to conduct research (a literature review) on this topic arose from the consolidated managerial, clinical, and educational background of my 16 years of nursing experience. As a senior nurse manager and nursing academic, having taught undergraduate and pre-registration nursing students, my interaction with them during clinical duties and teaching revealed that nurses generally hold a less positive perception and attitude towards incident or error reporting. In general, they cited fear (blame, repercussions, and punishment) as the main reason that impedes and challenges their ability to advocate for patient safety by reporting errors. These findings corroborate the results of my integrative review. This served as an impetus for me to conduct this study to review the literature, enabling myself and other nurse educators to gain insights into how nursing students perceive patient safety and to tailor interventions that better support their learning needs, enhancing their commitment to patient safety.

Having my research study selected for an oral presentation and the opportunity to disseminate my findings on such a prestigious international platform was a privilege. Being the first on the list of speakers, I was truly honored to begin the concurrent session and present the findings of my integrative review to several attendees from different countries. I am ...

Reflection on Presentation at the 35th International Nursing Research Congress

Contributed by Mr. Jeffrey Woo

... thankful for the many questions posed by the audience, which allowed me to discuss my findings and clarify any doubts in greater detail. I also received positive feedback on the robustness of my research methodology and the quality of my study. I was humbled yet delighted to hear from several attendees during and after my session that they took great interest in my study and are looking forward to reading it once published. Attending this conference also brought me greater perspectives and insights on patient safety, as I had the opportunity to hear from other renowned researchers sharing their studies on similar topics. Additionally, it allowed me to establish connections with fellow nursing academics from around the world, building a professional network.



Mr. Jeffrey Woo presenting at the 35th International Nursing Research Congress

Reflection on Presentation at the 35th International Nursing Research Congress

Contributed by Mr. Jeffrey Woo

After nearly five months of waiting, I am happy to announce that this research manuscript was finally accepted for publication in the *Journal of Advanced Nursing* (Impact Factor 2023: 3.8) on 2 October 2024. While having my paper published in a Q1 high-ranking nursing journal affirms my research capabilities, it is even more gratifying to contribute to advancing nursing knowledge and supporting evidence-based interventions to enhance nursing practices. To access my latest publication for more detailed information on this study, the citation is as follows:

Woo, M.W.J., & Cui, J. (2024). Nursing Students' Experiences and Perceived Learning Effectiveness of Patient Safety and Its Influencing Factors: An Integrative Literature Review. *Journal of Advanced Nursing*. <https://doi.org/10.1111/jan.16538>



A Trip to Bentley Campus: Recalibrate, Reconnect, Refuel, Review

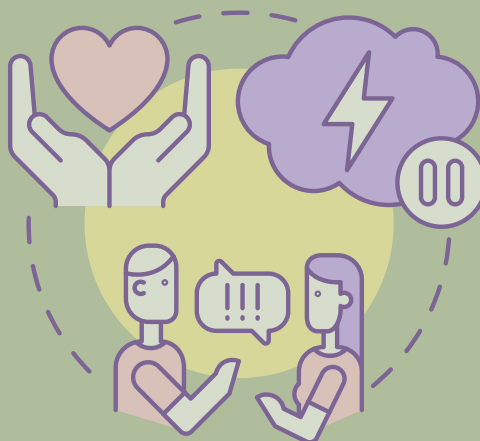
Contributed by Ms. Joelle Yap

Joelle describes her trip to the Bentley campus in September. You can read about her Milestone 1 experience from her previous trip [here](#).

A Push to Recalibrate

It was a trip filled with many unexpected moments. The literature review I was working on was progressing but very slowly—it felt like a huge mountain to conquer, with many perceived hurdles. However, I was given the opportunity to present my preliminary findings from the literature review at the Curtin School of Nursing's 50th Anniversary Conference held in the Bentley campus from 4 to 6 September. Just like in any journey, having something exciting to look forward to gave me the added motivation to recalibrate and get things moving.

I looked forward to reconnecting with my supervisors, colleagues, and fellow PhD candidates in Bentley. Being there in person allowed me to refocus, regain my bearings, and stay on track. Besides the conference, I had planned to start the week with the Mark Liveris seminar, where I was scheduled to give a 3-minute presentation, followed by two Masterclasses preceding the conference.



A Trip to Bentley Campus: Recalibrate, Reconnect, Refuel, Review

Contributed by Ms. Joelle Yap

Road Bumps, Twists, and Turns

En route to Perth, the Mark Liveris seminar was rescheduled. I was slightly disappointed but, at the same time, relieved to have one less thing to focus on. However, the next morning, the School of Nursing decided to host the nursing presenters in-house. Delivering my 3-minute presentation was unlike anything I had done before. Remaining silent at the beginning was a hook I had planned to use in my presentation, but the unexpected twist was that the silence added to my nerves, which led to even more silence—it didn't help that the clock was ticking. I had less than 180 seconds! In the end, I improvised and spoke off script for about 3 minutes.



A Trip to Bentley Campus: Recalibrate, Reconnect, Refuel, Review

Contributed by Ms. Joelle Yap

A Chance to Reconnect

Despite the hiccups, I felt better thanks to everyone's encouragement, and it was proposed that I repeat the presentation at the conference. This provided PhD candidates with the opportunity to retell our 3-minute presentations in person to a wider audience. I saw this as a chance to redeem myself—I now had more time to refine my delivery, and I practiced hard. The cancellation of the full-day seminar opened up opportunities to attend workshops and sessions I thought I would miss. I also reconnected with participants I had only met online at the thesis writing boot camp.

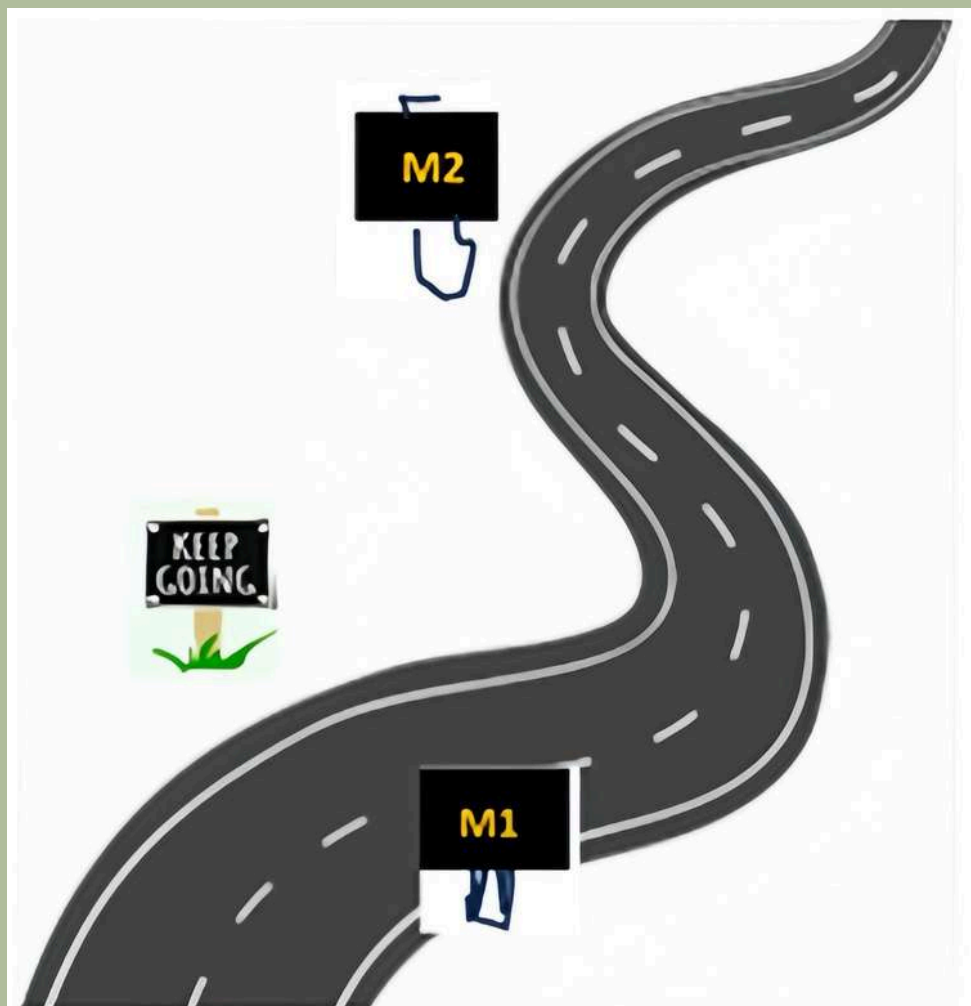


A Trip to Bentley Campus: Recalibrate, Reconnect, Refuel, Review

Contributed by Ms. Joelle Yap

A Great Time to Refuel

My trip to the Bentley campus was a great stop to refuel and regain momentum. I took home many valuable lessons. The two Masterclasses provided tips and ideas that were highly beneficial for my PhD journey—exactly what I needed at this point. The conference was well-organized and impactful. It began with a powerful Welcome to Country ceremony by an Aboriginal Elder. During the ceremony, he sang a song about a spider web and emphasized the importance of networks and how connected we are across time and space.



A Trip to Bentley Campus: Recalibrate, Reconnect, Refuel, Review

Contributed by Ms. Joelle Yap

Review and Renew

The Curtin School of Nursing led the nation in establishing graduate education and research for nurses 50 years ago. At the conference, I witnessed the incredible progress the school has made and its continued drive to make tomorrow better. I was inspired by the keynote speakers' enthusiasm and their engagement with participants. I was also exposed to various disciplines, interests, and specialties, yet I felt a deep connection with everyone present. I forged new friendships and built valuable networks, leaving with a renewed sense of purpose to drive onward to greater heights.

The visit to the Bentley campus was a much-needed stop for me. I am thankful for the support I received and how events unfolded seamlessly. After all, it's not just about the destination, but the people we meet and the experiences we gain along the way. I look forward to more exciting and unexpected moments, including the inevitable twists and turns.



Curtin Early to Mid-Career Research Symposium 2024

Contributed by Dr. Hazik Mohamed

On 24th October 2024, the Steering Committee of the Curtin Early and Mid-Career Researcher (EMCR) Network organised the second annual EMCR research symposium in Perth, Australia. The Symposium's main attraction is the chance for EMCRs to present their work, emphasising impact and innovative methodologies. Additionally, there are numerous opportunities to network all day long. There were 22 accepted abstracts presented which included one from Curtin Singapore (by Dr. Hazik Mohamed) and another from Curtin Malaysia (by Dr. Christine Yeo Wan Sieng).

The Symposium presented a varied assemble of research which offered a multi-disciplinary atmosphere fertile for much collaboration and discourse among the participants. The Schools that were represented were Curtin Law School, Allied Health, Earth & Planetary Sciences, Education, Marketing & Management, School of Population Health, Centre for Crop & Disease Management, Media, Creative Arts and Social Inquiry, Future of Work Institute, WA School of Mines – Kalgoorlie, Molecular & Life Sciences, Accounting, Economics & Finance at Curtin University Singapore, Chemical and Energy Engineering at Curtin University Malaysia, Curtin Medical School, Centre for Optimisation & Decision Science, and Design & Built Environment.



Curtin Early to Mid-Career Research Symposium 2024

Contributed by Dr. Hazik Mohamed

The day promptly began at 9am with Dr. Julia Easton, Chair EMCRN Steering Committee, opening and welcoming all attendees, followed by Professor Matthew Tonts who is the Provost. Professor Anthony Langlois, who is the Stan Perron Dean of Applied Ethics at the Curtin Centre of Applied Ethics presented the keynote address on “Opportunities, Dilemmas and Norms: On the Ethics of AI Use in Research”.

It was my first time being on Curtin University’s main campus, since joining Curtin Singapore in June 2024. The paper that I presented was “Exploring the Spectrum of Climate Risk Insurance: Types, Trends, and Future Directions”.



Curtin Early to Mid-Career Research Symposium 2024

Contributed by Dr. Hazik Mohamed

My paper abstract described one of the most important instruments for reducing the financial effects of climate change and that is climate risk insurance. The many forms of climate risk insurance — such as crop, property, flood, parametric, business interruption, liability, and life and health insurance — were examined in my paper. Examples from actual situations were used to illustrate each type, including the National Flood Insurance Program's reaction to Hurricane Katrina and the index-based insurance offered by African Risk Capacity.

New developments in the field were also covered, such as public-private partnerships, like the Caribbean Catastrophe Risk Insurance Facility, blockchain technology for increased transparency, and microinsurance for low-income groups. The paper outlined novel future directions that included using AI and big data for advanced risk modelling, creating resilience bonds, and offered premium discounts as incentives for risk reduction. These strategies sought to improve climate risk insurance's effectiveness and accessibility. The incorporation of these models into more comprehensive strategies for climate adaptation can help practitioners and policymakers better anticipate and address financial risks associated with climate change.



Op-Ed Pitching and Writing

Contributed by Mr. Lawrence Yeo

Pitching

If you want to get your article accepted for publication with well-known mass media outlets, and want to know how to pitch and write an Op-Ed, read on. I am London's Financial Times' longest-serving columnist (fDi Intelligence) since May 2005, writing to a target audience of more than 50,000 C-level executives globally on Asia business, investment, and trade. I will use the Financial Times (FT) as an example.

BASIC QUESTIONS

An email pitch is probably the most effective way to generate interest, build credibility and communicate your relevant opinion and perspective quickly. The pitch addresses basic questions like:

1. What?

What's the opening hook and worth reading? For example, my latest piece was on the US presidential impact on Asia trade and investment.

2. Why this topic?

Why should people care about this topic? My main argument was that whoever gets elected as the next US president has his/her own foreign and trade policy (hawkish vs collaborative), potentially significantly affecting business and investment in Asia. Thus, the column was newsworthy.



Op-Ed Pitching and Writing

Contributed by Mr. Lawrence Yeo

3. Why listen to me?

Why am I the most suitable person to write this? I have more than 2 decades of experience as an Asia strategy consultant serving over 500 Fortune 500 and bigger domestic corporate clients on international strategy and marketing, investment and trade. Also, it helps that I have been Financial Times' longest-serving columnist since May 2005. That's 'street cred'!

4. When?

Why should people read it now? Because the US presidential election is in November 2024, and the impact of subsequent US trade and FDI policies may be felt very quickly in January 2025, affecting many corporate strategic plans formulated usually in the last quarter annually.

PITCH ELEMENTS

1. Opening & Closing:

The introductory hook should catch attention with a mystery, fact, claim, or teaser observation. The closing should address the opening, preceded by previous topical statements and contain memorable information, revelation or an action call. In my last FT article, I used the reversed yin and yang analogy to represent dark Trump and positive Harris.

2. Concise:

Adhere to the suggested word count between 350 to 800 words, depending on media organisation. FT allocates only 350 words! Make every character and punctuation count! Do not bring your readers around the world with long rambling grandfather stories! C-levels scan within seconds only.

Op-Ed Pitching and Writing

Contributed by Mr. Lawrence Yeo

3. Timely:

Read up often on ever-changing world events and try to offer your crystal ball's POV. In my last FT article published in October, the timeliness was just a month before the November US presidential election.

4. Display your subject matter expertise:

You're as good as your last expertly written piece. Only write on topics in which you are an expert. Thus, I specifically stick to the topics where I am an SME (subject matter expert): Asia foreign direct investment (FDI) and other factors impacting FDI e.g. geopolitics, supply chains, trade, policymaking, economic development, etc. Assumptions and drivers are your key crystal ball supports.

5. Independent voice or perspective:

Be bold to offer your unique take on the topic, whether it's conversational, authoritative, controversial, humourous or provocative. Staying safe and not rocking the boat means you're just parroting your views with what others are writing and may not get people reading your piece.

6. Work closely with your editorial team: they can offer their own POVs, writing style and importantly, suggest guiding pointers to help ensure that your article aligns with their thematic series (often with an advertising slant)! FT's themes can range from political leadership changeover, geopolitical trends, digitalization, unexpected crises like onset of COVID19, supply chain disruptions etc.

Op-Ed Pitching and Writing

Contributed by Mr. Lawrence Yeo

7. Know the media organisation's guidelines:

These may be shown on their website or directly emailed to you. FT's guidelines:

- o Their op-eds are unscripted open-access and included on their weekly p-ed newsletter.

- o They are 600-700 words, contain no footnotes / endnotes, and any data included shows the original source (a hyperlink is fine).

- o Op-eds should make an overarching argument/view, acknowledge at least one weakness or counterargument, and then address it so the piece comes full circle. In my latest FT article, my counterargument to the yin yang effect is that the economic effect may be marginal despite bigger geopolitical effect between the yin and yang.

- o FT has started detecting significant AI content in some contributions. This creates authenticity and copyright issues. So they ask contributors to limit the use of AI to the minimum, and for them to agree via email to the following:

- o 'All Material is your own original work, and is not copied wholly or substantially from any other work or material or any other source; You will not use generative AI services to write or gather reporting or information used within your piece; and if you do use AI in the creation of your piece it is only after consultation with and written permission from the assigning editor and/or appropriate FT representative. You will not feed any FT content or content you create at the behest of the FT into any generative AI system or large language model or any other system that employs user-generated content to "train" its models or systems.'

Op-Ed Pitching and Writing

Contributed by Mr. Lawrence Yeo

Media Targeting

So now that you've written your corporatized virgin article and are raring to share with the world, who should you approach, and how?

Segmentation:

Choose media organisations which closely mirror your subject expertise, not necessarily the most renowned media names at first. It takes time to build your writing reputation out there, so work your way up. I first started writing for local media (e.g. The Edge) and appearing in local media (e.g. Channel News Asia's The Strategist TV programme etc) and once my articles became more popular, it was easier to pitch. Also, choose carefully because for copyright and branding reasons, almost all media organisations prefer to lock you in as their exclusive loyal contributor and not have you sharing your articles with their rivals. Once you have been selected by one, grow with them jointly. As for me, both FT's editor in chief and their head of sales had flown to Singapore to interview me back in May 2005 and I have faithfully been writing for them ever since!

Get registered with FT or other media outlets to pitch by browsing their websites 'Contact Us' or editorial section as they always welcome new contributors. Content sells, and old writers retire, become busier or change their life priorities!



Op-Ed Pitching and Writing

Contributed by Mr. Lawrence Yeo

Following Up

If the editor replies:

Still thank them even if they say 'No' now, which may open a 'Yes' door in future.

If the editor 'ghosts' you without a reply:

inform them that there's a time line (1 to 2 days for short shelf life topic and a week for longer term) before you send your op-ed article elsewhere.

Have fun researching and writing, and may the creative Force be with you!



Latest Journal Publications

By Mr. Jeffrey Woo:

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~ Journal of Advanced Nursing (Published October 2024, DOI: <https://doi.org/10.1111/jan.16538>)

