



## NATIONAL UNIVERSITY OF SINGAPORE + QUALTRICS

National University of Singapore (NUS) started out in 1905 as a modest medical school. Today NUS is Singapore's flagship university, consistently ranked first in Asia and among the leading universities of the world. Samuel Yam is an Assistant Professor of Management at NUS who has published award-winning research in business ethics and leadership.



NUS ACHIEVED

>100 Research studies in the last 5 years



Conduct research efficiently, quickly & inexpensively



Streamline the academic research process

“Qualtrics enables me to conduct research efficiently, quickly, and inexpensively.”

SAMUEL YAM, PROFESSOR OF MANAGEMENT, NATIONAL UNIVERSITY OF SINGAPORE





## MAKING ACADEMIC RESEARCH SIMPLE AND INEXPENSIVE

Professor Samuel Yam has been recognised for his innovative management studies regarding ethics and leadership, and has conducted over 100 studies using Qualtrics in the last five years. Prior to 2012 Professor Yam had been relying on a couple of different survey solutions for his research initiatives. However, these rudimentary survey tools were making survey deployment and panel management difficult and inefficient.

Professor Yam came across the Qualtrics platform in 2012 while searching for a solution that could streamline the academic research process. Yam now believes that, although it would be possible for him to publish studies without the Qualtrics platform, it would inevitably require a much larger investment in both time and money—making Qualtrics an indispensable asset.

The Qualtrics platform has helped Professor Yam develop cutting-edge research findings including the following, which have been published in Harvard Business Review:

- ▶ When Joking with your Employees Leads to Bad Behaviour
- ▶ Pushing Employees to Go the Extra Mile Can Be Counterproductive
- ▶ With Flextime, Bosses Prefer Early Birds to Night Owls

## AWARD-WINNING RESEARCH FINDINGS

In 2016, Professor Yam was named one of the best 40 Under 40 Business Professors in the world by Poets and Quants. He attributes this award, in part, to his ability to rapidly turn around quality research projects using the Qualtrics platform. Specifically, he believes the powerful combination of the Qualtrics platform and their online sample solution—which produces the highest-quality of respondents—makes conducting academic research simple, effective, and inexpensive.