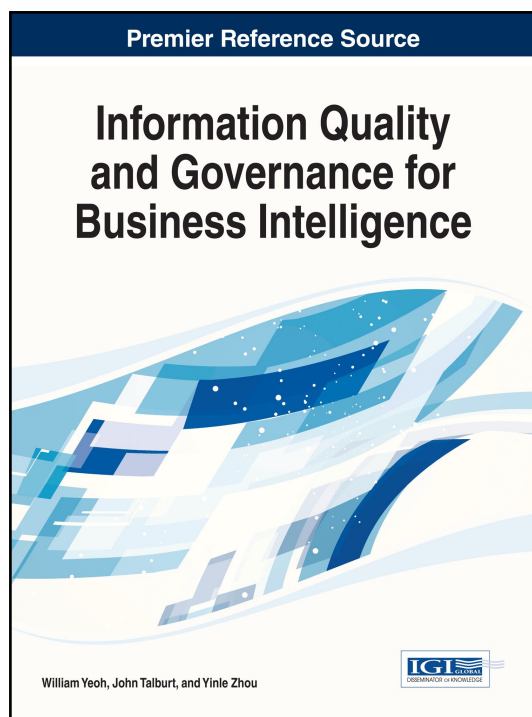


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**Dr. William Yeoh** is a Lecturer in School of Information and Business Analytics at Deakin University. He received his PhD in Business Intelligence from the University of South Australia and he has taught within Australia, Malaysia and Hong Kong. He is a researcher in the areas of business intelligence and information quality. He has published numerous research papers in peer-reviewed journals and conference proceedings. He is a frequent invited speaker in practitioners' conferences. He has been providing consultancy services to a number of organisations including JobStreet.com. He was the Deputy Dean for Research and Development (R&D) in Faculty of Information and Communication Technology at University Tunku Abdul Rahman in Malaysia, and was also a Visiting Scholar at University of Arkansas in Little Rock.



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