



Dr. **CHONG** Kok Fei (*Desmond*) Adjunct Professor 莊国辉博士客座教授

Malaysian Financial Planning Council (MFPC) :

- **Deputy President**
- **Chairman of Certification and CPD Board**

Malaysia China Silk Route Chamber

- **Treasurer General**

Yayasan Bakti Nusa Malaysia

- **Treasurer General**

Taylor's University

- **Adjunct Professor**

(School of Accounting and Finance (01 December 2021 till 31 December 2022), Re-appointment 01 January 2023 till 31 December 2023)

- **External Advisor**

(2023-2024) School Programme Review Committee)

University Tunku Abdul Rahman (UTAR Sungai Long Campus)

- **Industry Advisor (2022 - 2025) Faculty of Accountancy and Management**

AGENSI KAUNSELING DAN PENGURUSAN KREDIT (AKPK)

- AKPK Club & Ambassador Club (Financial Planning) Advisor (10 Public & Private Universities)

Qian Zhuang (理财钱莊)

- **Founder**
- **Columnist**

MFPC RFP & Shariah RFP Course

- **Principal Trainer**
- **Certified Examiner**

Finance Accreditation Agency (FAA)

- **Certified Financial Programme Assessor**
- **Certified Individual Competency Assessor**

Introduction :

Dr Desmond Chong Kok Fei who is Adjunct Professor @ Taylor's University also holding below positions. Dr Desmond Chong currently hold positions in MFPC as Deputy President, 2) Financial Trainer @ AKPK and 3) Treasurer General @ Malaysia and China Silk Route Chamber and 4) Treasurer General @ Yayasan Bakti Nusa Malaysia. Dr Desmond Chong Adjunct Professor carry with him 30 years of working experience in marketing and management, covering both local and oversea market. His significant working experience with accountants in delivering comprehensive financial planning service has help many companies and individual to achieve their plan.

Dr Desmond Chong Adjunct Professor obtained professional qualification Registered Financial Planner (RFP) and Shariah RFP from Malaysian Financial Planning Council (MFPC) and Certified Financial Planner (CFP) from Financial Planning Association of Malaysia (FPAM). Dr Desmond Chong also obtained Doctorate in Business Administration (DBA) in year 2003 and Master degree in marketing in year 2000. Dr Desmond Chong Adjunct Professor obtained Doctor of Philosophy (PhD) in 2021 at University Putra Malaysia and Dr Desmond Chong appointed as Adjunct Professor by Taylor's University with the School of Accounting and Finance effective 01 December 2021 till 31 December 2022.

Experience

- Conducted more than **1,000** seminars for the past 15 years
 - ✚ Government Sector
 - ✚ Private Sector (Watson, Huayang)
 - ✚ Banks and financial Institution
 - ✚ Insurance Companies
 - ✚ Public Listed Company
 - ✚ Universities and Colleges
 - ✚ NGO (Parliamentary Service Centre)
 - ✚ NPO (Huazong, Dongzong, Chinese Chamber, YMM, Gambler Rehab, JCI, MSA)
 - ✚ Foundation /Yayasan (Women Foundation, Kuok Foundation)
 - ✚ Private Schools
 - ✚ Association (Association of Banks Malaysia)
- Attended more than **500** interviews
- TV and Radio Interviews in series (Total of 250 series)
 - ✚ **94 episodes** Media Prima Programme Ais Kajang Podcas (2018 – 2019)
 - ✚ **60 episodes** City Plus FM Live Talk Show as permanent Guest (2018-2019)
 - ✚ **60 episodes NTV 7 Living Delight (2014-2015)**
 - ✚ **12 episodes** 988FM Star Media Group
 - ✚ **12 episodes** Melody FM Astro Radio
 - ✚ **12 episodes** AiFM RTM Radio
- Columnist for Newspaper and Magazine (Total 200 articles)
 - ✚ 36 articles Money Compass
 - ✚ 24 articles The Entrepreneur
 - ✚ 24 articles Chinapress
 - ✚ 24 articles Nanyang Siang Pau (2018 till present)
 - ✚ 24 articles Sinchew Daily
 - ✚ 24 articles New Life Post
 - ✚ 12 articles Real Estate Property Magazine
 - ✚ 12 articles The Property Insight
 - ✚ 12 articles The Entrepreneur Insight
 - ✚ 4 articles The Interview
 - ✚ 4 articles Compare Hero

- Others Conventional Media
 - ✚ TV : 1) Astro Awani , 2) TV 2 _ Fresh Brew Programme, 3) TV 2 _ What Say You, 4) Astro AEC, 5) 8TV
 - ✚ Radio : 1) My FM, 2) Durian FM, 3) BFM, 4) Light FM, 5) Red FM
 - ✚ Newspaper : 1)Sinchew Daily, 2) Nanyang Daily, 3) Guang Ming Daily, 4)China Press, 5) Kwong Hua Daily, 6) See Hua Daily, 7) The Sun Daily, 8) The Star , 9) Berita Harian, 10) Utusan Malaysia
 - ✚ Magazine : 1) The Busy Weekly, 2) Feminine Magazine, 3) The Financial 1st, 4) Focus Malaysia

Academic Achievement

- Adjunct Professor Taylor’s University
- External Advisor Taylor’s University
- Industry Advisor UTAR Sungai Long
- AKPK Club/AKPK Ambassador Club Advisor
- PhD (University Putra Malaysia, Human Ecology Faculty)
- Doctorate in Business Administration (US)
- Master of Arts in Marketing (UK)
- Post Graduate Diploma in Marketing (UK)
- Association of Business Association (UK)
- Registered Financial Planner
- Shariah Registered Financial Planner
- Certified Financial Planner (CFP)

Professional Achievement

- Certified MFPC Principal Trainer
- Certified MFPC Examiner
- Certified FAA Programme Assessor
- Certified FAA Individual Assessor
- FAA Industry Lead Project Finance Professional Qualification Structure (2018-2019)M
- Industry Advisory Panel UCSI Faculty Business & Management (2021-2022)
- MFPC Research Member Project Financial Capability & Utilization of Financial Advisory Services (2018, 2020)
- HRDF Certified Trainer (PSMB)
- Magazine Panel Advisors Malaysia Real Property – 1 Balcony (2020 till present)

