

Dr Geoffrey Lee is the Associate Dean Engagement, College of Business at University of Western Sydney and is responsible for assimilating an engagement pedagogy in teaching, learning and research. Geoffrey has been Head of Program (post-graduate marketing and international business), and unit coordinator and lecturer for a range of postgraduate and undergraduate units.

Geoffrey's research focuses on the applications of ICT for SMEs, industry sectors, and education. He has completed various funded industry and government studies and has published more than 25 papers in the areas of small business, e-commerce, education and post-modern constructivism. He has completed various funded industry studies on behalf of Advanced Manufacturing Australia, BASI, Wright International, Parramatta City Council and the NSW Department of Industry and Commerce. His current projects include SMExcellence, Small Business Tool Kit, Winning Business Online, Business Building Blocks, online gambling, Parramatta Justice Precinct Community Law Centre, assessing small business skill development needs and experiential community-based learning.