
CURRICULUM VITAE

Dr. CHAN Shun, Charmaine (陳純)**Assistant Professor &
Head of Department of Business Administration**

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Bio

Since joining Chu Hai College, Dr. Chan involved in various accreditation activities in the BBA (Hons) Programme, other business programmes as well as Programme Area Accreditation of the Faculty of Business. Prior to working in academia, she worked in the field of human resource in a multinational corporation and has extensive management and training experience. Her research interests include human resource management, international business and cross cultural management. She regularly publishes articles at Master Insight.

Academic Qualifications

PhD in International Business
The Australian National University

Master in Business Administration (MBA)
The Australian National University

Bachelor in Languages with Business (Japanese Major)
The Hong Kong Polytechnic University

Professional Qualifications

- Senior member of the Hong Kong Institute of Marketing (HKIM)
- Certificate of Proficiency in Japanese for Business Level 2
- Certificate Japanese Language Proficiency Level 2

Courses Taught

- Human Resource Management
- Organizational Behavior
- Training and Development
- Strategic Management
- Principles of Management
- Business Ethics and Corporate Governance

Research Interest

- International marketing strategy adaptation
- Gender Equality and Work Satisfaction
- Internationalization strategy
- Leadership
- Strategic Management

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Current Research Project

“Transforming Internship for Transformative Learning and Reciprocal Knowledge Transfer between University and Workplace” (2016-19) (participate as a project member working with Project Leader, Dr. Robert Wright of Polytechnic University, and other Co-Leaders in HKBU, CUHK, Lingnan U and HKU)

Articles Publication/Research

Articles published at Master-Insight (<http://www.master-insight.com>)

- 1) 企業社會責任的迷思 (1) 2017-03-24
<http://www.master-insight.com/?p=16298>
- 2) 企業社會責任的迷思 (2) 2017-03-31
<http://www.master-insight.com/?p=17068>
- 3) 不罵人的主管 2017-05-26
<http://www.master-insight.com/?p=30123>
- 4) HR 是無間道或是中間道 ?
<http://www.master-insight.com/?p=36655>
- 5) 「我我我」的千禧人才 2017-09-08
<http://www.master-insight.com/?p=40238>

College Services

- Member of Academic Board (2016-now)
- Committee member of the Conference of Quality Enhancement Support Scheme (QESS) for Chu Hai College of Higher Education (2015-16)
- Programme Leader, BBA (Hons) Programme (2009-now)
- Mentor BBA students
- Supervisor of Final Year Projects

Community Services

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|-----------|---|
| 2016- now | Director, The Phoenix Chamber (Non-Profit Organization) |
| 2013 | Mentor of the Hong Kong Business Leadership Programme (The Phoenix Chamber) |

Industry Working Experience

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| July 2002 - Jan 2003 | Man Sang Jewelry Company Ltd
Sales Executive (International business division) |
| 1997 - 2001 | Ricoh Time (HK) LTD
Executive Secretary |