
CURRICULUM VITAE

Dr. LAU Siu Nor, Julia (劉小娜)

Part-time Lecturer
Department of Business Administration

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Academic Qualifications

University of Management and Technology (U.S.A.)
Doctor of Business Administration (DBA)

University of Ballarat (Australia)
Master of Business Administration (MBA)

Bond University (Australia)
Bachelor of Commerce
Double Majors: Marketing and Hospitality Management

Membership

DET Membership by Election (July 2018)
Delta Epsilon Tau International Honor Society (U.S.A.)
~ By election of the Kappa of Virginia Chapter at the University of Management and Technology (UMT) based on academic excellence

Work Experience

Administrative Role

Had been engaging in administrative field for over a decade covering Hong Kong, Canada and Australia

Major responsibilities involved handling independent correspondences, promoting company products and services, addressing queries from customers, participating in business trips and liaising with local and overseas colleagues as to all relevant business matters.

Corporations worked before included IBM, Xerox, ANZ Bank, HSBC, Hewlett-Packard, British-American Tobacco Corporation, Philip Morris, Arco Chemicals, New Horizon System Solutions (Formerly Ontario Hydro) and so on.

Marketing Role

Had been engaging in sourcing and prospecting new leads for Asian market, conducting product launches, seminars and exhibitions on a free-lance basis for **AVON Canada**, and handling all relevant liaison and coordination tasks.

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Training Role

Had been conducting a couple of training courses for government sector:

- Supervisory Management
- Say it Right and Well for Frontline Staff
- Customer Service Skills on the Telephone
- Impromptu Talk

Teaching Role

Had been engaging in lecturing and tutoring roles for more than a decade covering different courses in Business English, Business Management, Marketing, Tourism and Hospitality areas.

Scope of courses that taught before:

Business English

- Business Communication
- Workplace English / Basic Writing Skills

Marketing

- Marketing Fundamentals / Marketing in Practice
- Marketing Environment / Principles of Marketing

Business Management

- Principles of Business Management
- Exploring Business Enterprise
- Strategic Management
- Human Resources Management

Tourism /Hospitality / Event Management

- Managing the Hospitality Experience
- Conventions, Exhibitions and Business Meetings
- Travel and Tourism Management /
- Hospitality Management
- Conference & Exhibition Management

Education institutes include:

City University (SCOPE), Chu Hai College of Higher Education, Hong Kong Baptist University, University of South Australia (Australia), University of Wollongong (Australia), Hong Kong Management Association, RMIT University (Australia), University of Wales (U.K.), Chinese University of Hong Kong, and HKU SPACE.