
CURRICULUM VITAE

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Academic Qualifications

PhD Michigan State University, USA

BSocSc The Chinese University of Hong Kong

Professional Qualifications

2006-Now Fellow, Chartered Institute of Marketing

2011-Now Chartered Marketer, Chartered Institute of Marketing

2001-2006 Member, Chartered Institute of Marketing

2003-Now Member, Hong Kong Institute of Marketing

Academic Positions

- Associate Professor, Department of Business Administration, Faculty of Business, Chu Hai College of Higher Education, 2008 - Now
- Director, Higher Education / Head, Centre of Business and Logistics / Academic Leader, School of Post-secondary Education / Head of Programme, Accounting and Business, School of Post-secondary Education, Hong Kong College of Technology, 2001-2008
- Assistant Professor / University Lecturer / University Assistant Lecturer / Visiting Fellow, Department of Economics and Finance, City University of Hong Kong, 1993-2001

Selected Publications Related to Public Policies and Business Cases

- “Transparency for Crisis Communication in the Digital Age – Cases from Food Safety Disasters”, *Eurasian Journal of Business and Management*, 4(1), 2016, pp.51-61 (with Fanny Sau-Lan Cheung)
- Five Cases contributed to Belch, G.E. and Belch, M.A., *Advertising and Promotion – an Integrated Marketing Communications Perspective*, 10th Ed, 2015, McGraw Hill.
- “Cross-Cultural Differences in Attitude towards TV Advertising among Beijing, Hong Kong and Warwick”, *International Journal of Integrated Marketing Communications*, Vol. 4. No. 1, Spring 2012, pp. 43-60 (with Guoqing Guo and Fanny S.L. Cheung).
- “Client Following Revisited – A Study of Transnational Advertising Agencies in China”, *International Journal of Advertising*, Vol. 27, No. 4, 2008, pp. 593-628. (with Fanny S.L. Cheung and Hafiz Mirza).
- “International Expansion of Transnational Advertising Agencies in China: An Assessment of the Stage Theory Approach” *International Business Review*, Vol 16, Iss 2, 2007, pp.251-268 (with Fanny S.L. Cheung).

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- “SARS versus Asian Financial Crisis” (with Oliver H.M. Yau, Fanny S.L. Cheung and Chervis Chow), Proceedings of 2004 EAMSA Annual Conference - Harmony v Conflict: Euro-Asian Management in a Turbulent Era, City University of Hong Kong, Hong Kong, 3-6 November 2004, pp.350-366.
- “Valuation effects of international joint venture formation: Hong Kong listed companies”, Applied Financial Economics Letters, 2007, Vol. 3, Issue 6, pp.349–357 (with Fanny S.L. Cheung)
- “Impacts of FDI liberalization on investment inflows”, Applied Economics Letters, Vol. 8, No. 4, 2001, pp. 253-256 (with Chor-yiu Sin).
- “Effects of Administrative Barriers to Trade on Cross-Border Flow of Services”, City Economist, Vol. 9, No.1, September 1999 (with Steve Ching, Victor Hung, Clement Wong and Anming Zhang).
- “Barriers Hindering Trade in Services – ‘Services 2000’ Preliminary Interview Results”, Services 2000, Vol.3, Hong Kong Coalition of Service Industries, August 1999, (in name of Services 2000 Research Team, with Stephen Ching, Andrew Kao, Clement Wong and Anming Zhang).
- “Asian Financial Crisis and Market Prospects of the Financial Sector”, Services 2000, Vol.2, Hong Kong Coalition of Service Industries, May 1999, (in name of Services 2000 Research Team, with Stephen Ching, Andrew Kao, Clement Wong and Anming Zhang).
- “Some Characteristics of the Linked Exchange Rate System in Hong Kong”, Hong Kong Economic Papers, No.24, 1996, pp.69-83.
- “The Choice between an International Joint Venture and a Wholly-Owned Subsidiary in a Developing Country under Technology Spillover Effects”, Open Economies Review, Vol. 6, 1995, pp.341-368.

Administrative Experience (Selected)

- Acting Head, Department of Accounting and Banking, Faculty of Business, Chu Hai College of Higher Education, Sep 2018 – Dec 2018
- Director, Centre for Corporate Ethics and Social Responsibilities, Chu Hai College of Higher Education, 2013 – Now
- Chairperson, Board of Examiners, Bachelor of Business Administration, Chu Hai College of Higher Education, 2008-2013
- Chairperson, Board of Examiners, Centre of Business and Logistics, HKCT, 2007-2008.
- Person-in-charge, Promotion and Admission of Full-time Programmes, HKCT, 2006-2007
- Chairperson, Foundation Year for Higher Diploma Programmes / Pre-foundation Year for Associate Degree Programmes, 2006-2007.
- Chairperson, Re-Institution Review, HKCT, 2006.
- Chairperson, School of Youth & Post-secondary Education Management Committee, HKCT, 2006-2007.
- Chairperson, Board of Examiners, School of Youth & Post-secondary Education, HKCT, 2006-2007.

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- Chairperson, Programme Development Team, Associate Diploma, HKCT, 2005.
- Chairperson, Programme Development Team, Higher Diploma in Business (Tourism), HKCT, 2003.
- Chairperson, Committee for Continuing Education Fund Courses, HKCT, 2002-2003.
- Chairperson, Programme Committee, Higher Diploma in Business, HKCT, 2001-2004.
- Chairperson, Programme Development Team, Higher Diploma in Business (Marketing, Finance and China Business), HKCT, Jan 2002-Aug 2002.
- Local organizer of *Workshop on International Trade, Industrial Organization & Asia*, City University, 1999.
- Local organizer of *Workshop on International Trade, Factor Mobility, and Asia*, City University, 1998.
- Editor of *City Economist*, Department of Economics and Finance, CityU, 1997-2000