

Research Interests of Staff
Department of Marketing and International Business

Prof. CHAN Tsang-sing, *Associate Vice-President (Academic Quality Assurance); Shun Hing Chair Professor of Marketing; BBA, MBA (Wisconsin); DBA (Indiana)*

The application of strategic marketing planning to business; International marketing with special focus on export channels; Marketing issues in China; Marketing education.

Dr. POON Shing-chung, Patrick, *Associate Professor and Head of Department; METM, PhD (Queensland)*

Cross-cultural marketing; Services marketing; Consumer behaviour; New product development; Social marketing.

Prof. CUI Geng, *Professor; BA (Peking); MPS (Cornell); PhD (Connecticut)*

China consumer market; FDI strategies and performance; Interactive marketing; Data mining using machine learning.

Dr. CHOW Kong-wing, Clement, *Associate Professor and Associate Director of Business Programmes; BSocSc (CUHK); MA (Queen's); PhD (Western Ontario)*

International trade and investment; Productivity; Labour issues; Civil aviation research of China.

Dr. LI Ling-ye, Esther, *Associate Professor and EMBA Associate Programme Coordinator; Dip. (HKBU); MBA (Wales); PhD (Western Australia)*

International marketing; Trade show planning; Relationship marketing; Channel marketing.

Dr. LUI Hon-kwong, *Associate Professor; BSc (Econ) (London); MSocSc, PhD (HKU); DipM (Chartered Inst. of Marketing)*

Hong Kong economy; Economics of human behaviour; Applied marketing research.

Dr. PENG Ling, *Assistant Professor; Ph.D. (Alberta); MA (Econ) (Zhongshan); BEng (Renmin)*

Marketing measurement, including applications of generalizability theory and IRT in marketing; New product management; Consumer decision making.

Dr. WAN Chun-ying, Lisa, *Assistant Professor; BBA, MPhil, PhD (CUHK)*

Cross-cultural consumer behaviour; Service marketing; Consumer decision making.

Dr. WHITLA Paul A, *Assistant Professor; BA (Manchester Metropolitan); MBA (Manchester); PhD (PolyU)*

Globalisation in service industries; Multinational business strategy; Marketing strategy in Asia-Pacific; Sports marketing and internationalisation.

Dr. WONG Hiu Kan, Ada, *Assistant Professor; BA (Marketing), MPhil, PhD (PolyU)*

Organizational learning of marketing capabilities in transition economies; Buyer seller relationships; Market orientation; Cultural distance; Effect sizes.

Dr. LEUNG Lai-cheung, Leo, *Senior Teaching Fellow; BA (HKU); MBA (CUHK); DBA (Newcastle)*

Branding, Applied marketing research, & Services marketing.

Mr. TONG Shing, Steve, *Senior Teaching Fellow; BBA, MBA (CUHK)*

Global brand penetration in developing countries; Sustainable growth and corporate social responsibilities; New product development and growth; Success determinants of branding in China.

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