



Research at Lingnan



Department of Accountancy

Prof. LIN, Zhenpin Kenny, Professor and Head of Department; BA (Jiangxi Fin. & Econ. Univ.); MSc (Strathclyde); PhD (Glasgow Caledonian); CGA

Auditor decision-making; China auditing and taxation.

Prof. SIMMONS, Richard Stanley, Associate Director of Undergraduate Business Programmes and Professor of Teaching; BA (Exeter); MSc, DIC, PhD (London); FCA (UK); FCPA (HK); ATIHK

Hong Kong taxation; International taxation; Business, accounting and tax ethics.

Prof. LO, Wai Yee Agnes, Associate Professor; BA (PolyU); PhD (LU); FCCA (UK); CPA (HK)

Hong Kong and PRC taxation; Transfer pricing.

Prof. LUI, Man Ching Gladie, Associate Professor; BSc (BYU-Hawaii); MBA (Northeast Louisiana); MAcct (Washington State); PhD (CUHK); CPA (US); CPA (HK)

Financial accounting; Behavioural accounting.

Prof. SHAFER, William Eugene, Associate Professor; BBA, MSc (Sam Houston State); PhD (Houston); CMA (US); CPA (US)

Professionalism and ethics in accounting; Corporate social responsibility.

Prof. ZHANG, Yue, Associate Professor; BA (Nankai); MS, MBA, PhD (Texas, Dallas)

Capital market; Supply chain.

Prof. CHENG, Lai Sheung Suwina, Assistant Professor; BBA, MBA (OUHK); MPhil (PolyU); PhD (Bath); AICPA; CMA; CGMA

Corporate governance; Corporate social responsibility; Firm performance; China taxation.

Prof. QIANG, Wei, Assistant Professor; BM (Jiaotong, Xi'an); MMgt (Xiamen); PhD (NTU)

Financial reporting and disclosure; Earnings quality; Auditing; Social ties.



Department of Computing and Decision Sciences

Prof. LIU, Liming, Dean of the Faculty of Business and Chair Professor of Computing and Decision Sciences; BEng, MEng (Huazhong Univ. of Sci. and Tech); PhD (Toronto)

Logistics; Supply chain management; Stochastic models; Port operations and economics.

Prof. LENG, Mingming, Professor, Head of Department and Master of Science in eBusiness and Supply Chain Management Programme Director; BEng (Shenyang Inst. of Tech.); MEng (Wuhan Univ. of Tech.); PhD (McMaster)

Supply chain management; Game theory; Stochastic processes; Operations research.

Prof. LIANG, Liping, Associate Professor; BSc (South China Univ. of Tech.); MSc, PhD (British Columbia)

Operations management; Supply chain management; Incentive mechanism design; Game-theoretic modeling; Service operations.

Prof. SHANG, Weixin, Associate Professor; BSc (THU); PhD (HKUST)

Operations management; Supply chain management; Stochastic models.

Prof. WONG, Man Leung, Associate Professor; BSc, MPhil, PhD (CUHK); MIEEE; MACM

Data mining and knowledge discovery; Machine learning; Evolutionary algorithms; Knowledge-based systems; Fuzzy sets theory.

Prof. YEUNG, Wing Lok, Associate Director of Undergraduate Business Programmes and Associate Professor; HighDip (HKPoly); PgCert (Northumbria); MSc (Salford); PhD (CNA); MBCS

Web services; Human computer interaction; Multi-agent systems.

Prof. LOO, Wai Sing Alfred, Adjunct Associate Professor and Master of Science in eBusiness and Supply Chain Management Associate Programme Director; BSc, PgDip (CUHK); MSc (NYU-Poly); CertEd (PolyU); PhD (Sunderland); MBCS; CITP; CEng; C.Math. MIMA; Chartered Scientist (UK)

Computer security; Distributed computing; Mobile forensics.



Research at Lingnan

Department of Finance and Insurance



Prof. LI, Jingyuan, Professor and Head of Department; MA (Huazhong Univ. of Sci. and Tech); PhD (Texas A&M)
Theory of risk and uncertainty; Theory of insurance.

Prof. POON, Pui Han Winnie, Associate Professor; DBA (Mississippi State); FHKSI
Credit risk and credit ratings; Bond markets; International financial market; Chinese financial markets.

Prof. WONG, Man Lai Sonia, Associate Professor; BSocSc, MPhil (CUHK); PhD (HKU)
Corporate governance; Corporate transparency; Chinese financial markets; Corporate finance.

Prof. GAO, Jin, Assistant Professor; BSc (UIBE); MA (Wayne State); PhD (Georgia State); ASA; CFA
Corporate finance; Financial risk management; Actuarial science.

Prof. WEI, Lai, Assistant Professor; BEcon&Fin, PhD (HKU)
Corporate finance; Financial reporting; Capital market regulations; Corporate innovation.

Prof. ZHAO, Xiaofeng, Assistant Professor; BA, MSc, MPhil (LU); PhD (CUHK)
Corruption and political connections; Corporate governance; Executive compensation; Corporate transparency; Corporate innovation.



Department of Management

Prof. WONG, Shiu Ho Alfred, Associate Professor and Head of Department; HighDip (HKPoly); MBA (East Asia); PhD (Sheffield Hallam)

Supply chain management; Buyer and supplier relationships; Leadership and teamwork; Cooperation and competition; Strategic management.

Prof. SNELL, Robin Stanley, Professor; BA (Sheffield); MA, PhD (Lancaster)

Qualitative research methodology in organisational behaviour research; Cross-cultural organisational learning; Business ethics; Organisation studies.

Prof. CHEN, Yifeng Nancy, Associate Professor and Master of Science in Human Resource Management and Organisational Behaviour Programme Director; BA (Shandong); PhD (LU)

Cross-cultural management; Conflict management in joint ventures; Leadership and teamwork; Cooperation and competition; Relationships, social capital and other management issues in China.

Prof. WONG, Mei Ling May, Associate Professor; BA (HKU); MA (Hitotsubashi); PhD (City, London); MIHRM

International human resource management; Cross-cultural management; Japanese and Chinese management; Human resource management; Organisational behaviour.

Prof. WONG, Yui Tim Edward, Associate Professor; BBA (CUHK); MSc (LSE, London); PhD (CUHK)

Organisational behaviour; Human resources management.

Prof. YANG, Hongyan, Associate Professor; BA (Peking); PhD (Washington)

Firm innovation; Organisational learning; Knowledge spillovers; FDI; Entrepreneurship and firm strategies in emerging markets.

Prof. CHEN, Tingting, Assistant Professor and Master of Science in Human Resource Management and Organisational Behaviour Associate Programme Director; BEcon, MEcon (Sun Yat-sen); PhD (CityU)

Leadership; Creativity; Innovation; Chinese indigenous management issues.

Prof. WANG, Nan, Research Assistant Professor; BA (Renmin); MSc (CityU); PhD (NUS)

Experience-sampling research method; Positive work events; Leadership; Feedback; Creativity; Proactivity; Behavioural genetics in organisational behaviour.



Research at Lingnan



Department of Marketing and International Business

Prof. CUI, Geng, Associate Dean (Research and Postgraduate Studies) of the Faculty of Business and Professor; BA (Peking); MPS (Cornell); PhD (Connecticut)

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

Prof. CHOW, Kong Wing Clement, Associate Dean (Undergraduate Studies) of the Faculty of Business, Director of Undergraduate Business Programmes and Associate Professor; BSocSc (CUHK); MA (Queen's); PhD (Western Ontario)

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

Prof. LUI, Hon Kwong, Professor and Head of Department; BSc (Econ) (London); MSocSc, PhD (HKU)

Labour economics; Applied marketing research; Hong Kong economy.

Prof. LI, Ling Yee Esther, Associate Professor; Dip (HKBU); MBA (Wales); PhD (UWA)

Internationalisation of new ventures; Market entry strategies and performance; Channel and trade show marketing; Sustainable marketing and firm competitiveness.

Prof. PENG, Ling, Associate Professor and Master of Science in Marketing and International Business Programme Director; BEng (Renmin); MEcon (Sun Yat-sen); PhD (Alberta)

Marketing measurement; New product and innovation management; E-commerce and social media; Consumer behaviour.

Prof. POON, Shing Chung Patrick, Associate Professor; METM, PhD (Queensland)

Cross-cultural marketing; Services marketing; Consumer behaviour; New product development; Brand management; Tourism marketing.

Prof. CHEN, Yu Jen, Assistant Professor; BSc (National Chiao Tung); MBA (National Cheng Kung); PhD (Maryland)

Consumer behaviour; Word-of-mouth communication; Social influence; Persuasion knowledge; Online consumer communication.

Prof. WHITLA, Paul A, Assistant Professor and Master of Science in Marketing and International Business Associate Programme Director; BA (Manchester Metropolitan); MBA (Manchester); PhD (PolyU)

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

Prof. WONG, Chi Vincent, Assistant Professor; BEng (Sun Yat-sen); MA, MPhil (HKBU); PhD (CUHK)

Consumer information processing; Cross-cultural consumer psychology; Advertising effects.

Prof. WONG, Hiu Kan Ada, Assistant Professor; BA, MPhil, PhD (PolyU)

Marketing capabilities in transition economies; Supply chain management; Distance effects on marketing strategy; Marketing orientation; Social marketing; Practical significance in academic research; Marketing strategies of social enterprises.