



Lingnan Masterclass Series 嶺大大師班系列

The Art of Influence – Decoding **Consumer Behaviour** and **Marketing Strategy**

影響力的藝術 ——
解構**消費者行為**與**市場策略**

Have you ever wondered
why we crave certain brands
or how an advertisement
changes our mind?



In this masterclass...

Join us to explore the hidden mechanics
of the market. Discover how successful
marketers use data and creativity to
understand—and influence—the modern
consumer.

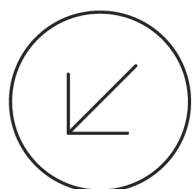


Date: 11 March 2026

Time: 15:30 – 16:30

Venue: LYH209

Language: English



About the Speaker

Professor OH Ga-Eun, Grace

Assistant Professor in the **Department of Marketing and International Business**, Prof. Oh is an expert in consumer psychology and marketing strategy. Her diverse research explores the "why" behind our daily choices, spanning self-control, food consumption, and health behaviour. She also investigates the power of social influence on creativity, innovation, and conspicuous consumption in the modern market.

