



RESEARCH SHARING WORKSHOP 2026

MAY 12 (TUE)

VENUE: LYH201/2 (2/F, LAU LEE YUEN
HAAN AMENITIES BUILDING)

1:00-1:45PM LIGHT LUNCH AND ICE BREAKING
SESSION FOR REGISTERED PARTICIPANTS
2:00-4:45PM RESEARCH WORKSHOP

GUEST SPEAKERS:



CHEE-WEE TAN

Professor, Department of
Management and Marketing,
The Hong Kong Polytechnic University



ZHOU LIANXI

Professor of Marketing and International
Business, Goodman School of Business (GSB)
Brock University, Canada

DEVELOPING A SUSTAINABLE LONG-TERM RESEARCH PROGRAM

by Prof. Chee-wee TAN

Developing a sustainable long-term research program is an elusive challenge that confronts researchers, especially when they are relatively early into their academic career. More often than not, researchers struggle to identify a contemporary topic from which to craft a viable long-term research program. To this end, I will walk the audience through my own journey of formulating a long-term research program. Specifically, I will not only differentiate the investigability of a phenomenon from its publishability in order to draw attention to the strategic considerations I have when devising a long-term research program, but I will also delve into how research and publication can be intricately intertwined to gain visibility for one's work. The purpose of this seminar is not to prescribe a 'one-size-fits-all' solution, but rather, to share my experience in hope of starting a discourse on how a sustainable long-term research program can be developed.

WHAT TOP-TIER PAPERS TEACH US ABOUT MEANINGFUL BUSINESS RESEARCH

by Prof. ZHOU Lianxi

Publication today is an increasingly challenging process. At the heart of this challenge lies a deceptively simple question: what makes a paper truly interesting—and why do so many promising studies fail to make an impact? In this session, I focus on what top-tier research consistently gets right: the ability to formulate compelling research questions, develop genuine novelty, and construct theoretically meaningful arguments. Through carefully selected articles treated as learning cases, I examine the often implicit qualities that distinguish impactful research—being different, imaginative, likable, important, and useful—and show how these dimensions are embedded in framing research questions and contributions. Drawing on my research in international entrepreneurship, as well as my editorial and reviewer experience, I highlight key conceptual barriers that limit research impact, including weak problem framing, limited theoretical imagination, and underdeveloped articulation of contribution. Overall, I offer a structured and candid perspective on how scholars can move beyond incremental work to produce research that captures attention, advances theory, and ultimately matters.



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