

Curriculum Vitae

NAME

Paul Andrew WHITLA

CURRENT POSITION

Professor of Teaching

Concurrent Appointments

Associate Director of Undergraduate Programmes

ACADEMIC QUALIFICATIONS (in reverse chronological order)

Doctor of Philosophy (Business) The Hong Kong Polytechnic University, Hong Kong.	2003
Master of Business Administration (International Business) Manchester Business School, Manchester, UK.	1991
Bachelor of Arts (Business Studies) Manchester Metropolitan University, Manchester, UK.	1988

PROFESSIONAL QUALIFICATIONS AND MEMBERSHIPS (in reverse chronological order)

Fellows / Members of Professional Bodies/Academic Associations

Member, Academy of International Business, USA	1996 - Present
Member, Academy of Management	1996 - Present

TEACHING AND RESEARCH INTERESTS

Global Strategy; Internationalisation in Service Industries; Emerging Markets; Technology Development in Chinese Enterprises.

WORK EXPERIENCE (in reverse chronological order)

Lingnan University	1994 - Present
Professor of Teaching	(Sep 2021 – Present)
Associate Professor of Teaching, Dept. of Marketing and International Business	Sep 2017 – Aug 2021)
Assistant Professor, Dept. of Marketing and International Business	(Sep 2003 – Aug 2017)
Lecturer, Dept. of Marketing and International Business	(Sep 1994 – Aug 2003)
Research Associate - China Business Centre Hong Kong Polytechnic University	1993 - 1994
Marketing Manager, Sara Beattie College	1992 - 1993
Staff Assistant - Department of Special Projects Boston Children's Hospital	1986 - 1988
Administrator - Credit Controller Rodney Miller Associates	1983 - 1984

COURSES TAUGHT AT LINGNAN (since Jan 2014)

Undergraduate	: Doing Business in Emerging Markets Global Business and Sustainable Development Global Business and Management The Value of Sports Global Business Environment International Business Management International Marketing Management Marketing Management
Postgraduate	: Strategic Management (MSc in HRM & OB) International Marketing Management (MSc in MIB) International Trade and Investment (MSc in MIB) Consulting Project (MSc in MIB) M.Phil Thesis Supervisor

RESEARCH /PUBLICATIONS /CONFERENCE PAPERS (from Jan 2015 to Dec 2024, in reverse chronological order)

1. Bradley Barnes, Liane Lee, Thomas Leung and Paul Whitla 'A Systematic Review of Guanxi in Leading Management Journals' Asian Academy of Management Annual Conference, Bangkok, Thailand, June 2025
2. Paul Whitla 'How to Assess Student Performance in the Age of AI? Utilising the Peer Review and Group Member Evaluation Tools in Feedback Fruits for Performance Review' E-learning Forum Asia, Hong Kong Baptist University, December 2024
3. Pauline Wong, Po Keung Ip, Bradley R. Barnes and Paul Whitla 'A 'Hidden Champion' in Hong Kong's banking sector: the case of Hang Seng Bank' Asia Pacific Business Review, 1–23. <https://doi.org/10.1080/13602381.2024.2423232> (published November 2024).
4. Barnes, Bradley and Paul Whitla "Using Big Data to Assess Press Sentiment's Influence on RCEP Membership' XXV International Conference on Business, Economics, Law, Language and Psychology at the Asian Institute of Technology Bangkok, Thailand December 21-22 2022
5. Ada Wong, Crystal Wu, Paul Whitla and Robin Snell "How LMX and marketing capabilities guide and motivate customer-facing employees' learning" Journal of Business Research Volume 138, January 2022, pp.161-169
6. Patrick Poon and Paul Whitla "The use of gamification for blended learning in the marketing curriculum" 25th International Conference on Teaching Education, and Learning (ICTL), Bangkok 21 December 2021
7. Paul Whitla and Richard Simmons "Integrating a liberal arts approach into an undergraduate business programme; lessons from a university in Hong Kong" Academy of International Business Asia-Pacific Regional Conference, Mahidol University, Bangkok, 8-10 December 2021
8. Vicheth, Pisey, Paul Whitla, Clement Chow "The impact of South-South FDI: Knowledge Spillovers from Chinese FDI to Local Firms" *The Hang Seng University of Hong Kong Business Review* Vol 2, Iss.1-2 pp.5-12, December 2019
9. Barnes Bradley and Paul Whitla "Marketing Research" chapter contributed to the textbook *Marketing*, 3rd Edition, Pearson Education Limited, pp. 100-143, July 2019
10. Barnes, Bradley, Lianxi Zhou and Paul Whitla "Unleashing the Dynamics of Product-Market Ambidexterity for Seizing on International Opportunities Among Emerging Economy Firms" Academy of Marketing Annual Conference, London, United Kingdom, July 2019. Refereed. (PICs: A, TICs:3)
11. Vicheth, Pisey, Paul Whitla, Clement Chow "A test of the awareness-motivation-capability model on the impact of knowledge spillovers in south-south FDI: A case of

Chinese FDI in Cambodia” Academy of International Business - U.S. Midwest Chapter 2018 Annual Meeting, Chicago, United States, July 2018. Refereed. (PICs: A; TICs: 3)

12. Vicheth, Pisey, Paul Whitla, Clement Chow “The impact of South-South FDI: Knowledge Spillovers from Chinese FDI on Local Firms in the Cambodian Garment Industry” SIBR 2017 Osaka Conference on Interdisciplinary Business and Economics Research, Osaka. Japan. July 2017. Refereed. (PICs: A; TICs: 3)
13. Barnes, Bradley, Ron Berger, R. Herstein, A. Silberberger, Paul Whitla, "Ethics and Diamonds", GAMMA Global Marketing Conference, Hong Kong, July 2016, Refereed. (PICs: A; TICs: 3)
14. Barnes, Bradley, Ron Berger, R. Herstein, A. Silberberger, Paul Whitla, "Ethics and Diamonds: Paradoxical Issues Surrounding Guanxi Relations in China", Academy of International Business South East Asian Region Annual Conference, Hong Kong Institute of Business Studies, Penang, Malaysia , Dec 2015, Refereed, (Winner - Best Paper Award (Organisational Behaviour)) (PICs: A; TICs: 3)
15. Whitla, Paul and Ada Wong “Chinese Consumer Attitudes to the Purchase of Second-Hand Goods” Paper presented at SIBR-Thammasat Conference on Interdisciplinary Business and Economics Research, Bangkok, Thailand, 4-6 June 2015. (PICs: B; TICs: 3)

AWARDS AND RECOGNITION

ABLE@Lingnan Programme Certification May 2023

Teaching Excellence Team Certificate of Merit 2016-17, Lingnan University

Significant Faculty Contribution to Outcome Based Education 2016-17, Lingnan University

Significant Faculty Contribution to Outcome Based Education 2015-16, Lingnan University

Teaching Excellence Award 2013-14, Lingnan University

Teaching Excellence Award 2009-10, Lingnan University

Teaching Excellence Award 2017-18, Lingnan University

Distinguished Teacher Award, 2018. Lingnan University

Nominated for U.G.C. Teaching Excellence Award 2019