Research Interests of Staff
Department of Marketing and International Business
2018-19

Prof. LUI Hon-Kwong, Professor and Associate Vice-President (Academic Affairs and External Relations);
BSc (Econ) (London); MSocSc, PhD (HKU)
Labour economics; Applied marketing research; Hong Kong economy.

Prof. CUI Geng, Professor and Director of Hong Kong Institute of Business Studies; 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 Professor and Head of Department; BSocSc (CUHK);
MA (Queen's); PhD (Western Ontario)
International trade and investment; Productivity; Labour issues; Civil aviation research of China.

Prof. CHEN Yu-Jen, Associate 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. LI Ling-Yee, Esther, Associate Professor; Dip. (HKBU); MBA (Wales); PhD (Western Australia)
Internationalization of New Ventures; Market entry strategies and performance; Channel and trade show marketing; Sustainable marketing and firm competitiveness.

Prof. PENG Ling, Associate Professor; 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 of Teaching; Associate Dean (Undergraduate Studies);
Director of Undergraduate Business Programmes; METM, PhD (Queensland)
Cross-cultural marketing; Services marketing; Consumer behaviour; New product development; Brand management; Tourism marketing.
Prof. WHITLA Paul A, Associate Professor of Teaching; 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 Hiu-Kan, Ada, Associate Professor of Teaching; 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.

Prof. CHAE Myoung-Jin, Assistant Professor; BBA (Korea); MA (Columbia); PhD (Georgia Tech)
Digital marketing; Social media; Consumer engagement; Context advertising; Online word-of-mouth; Services marketing.

Prof. WONG Chi Vincent, Assistant Professor; BEng (Sun Yat-sen); MA, MPhil (HKBU); PhD (CUHK)
Consumer information processing; Cross-cultural consumer psychology; Advertising Effects.

Dr. ZHAN Ge, Gary, Lecturer; BA (Jilin), MA (MDH); PhD (PolyU)
Foreign market entry; New product market; Consumer happiness

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