Research Interests of Staff
Department of Marketing and International Business
2020-21

Prof. LUI Hon-Kwong, Professor and Associate Vice-President (Further Education & Projects); BSc (Econ) (London); MSocSc, PhD (HKU)
Labour economics; Applied marketing research; Hong Kong economy.

Prof. CUI Geng, 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 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 and MScMIB Programme Coordinator; BSc (National Chiao Tung); MBA (National Cheng Kung); PhD (Maryland)
Consumer behaviour; Word-of-mouth communication; Social influence; Persuasion knowledge; Online consumer communication.

Prof. PENG Ling, Associate Professor and Associate Director of Hong Kong Institute of Business Studies; 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, 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.
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Prof. WHITLA Paul A, Associate Professor of Teaching; Associate Director of Undergraduate Business Programmes; BA (Manchester Metropolitan); MBA (Manchester); PhD (PolyU)
Globalisation in service industries; Multinational business strategy; Marketing strategy in Asia-Pacific; Sports marketing and internationalisation.

Prof. CAO Cong Clark, Assistant Professor; BM, MMgt (Jiaotong, Shanghai); PhD (Arizona)
Consumer psychology and consumer neuroscience; Basic motivation; Collecting behavior; Information processing.

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. HE Dongjin, Assistant Professor; BBA (JUFE); MSc (ZUEL); PhD (PolyU)
Social influence on consumer behaviour; Information sharing and concealment; Social exchange; Feelings and emotions; Visual information processing.

Prof. LI Yiwei, Victor, Assistant Professor; BBA, M.S., PhD (CUHK)
Applied econometrics; Field experiments; Social network; Crowdfunding, Mobile marketing; Online word-of-mouth; Behavioral economics.

Updated on 17 August 2020