MBA Students Determined to Win

Our Faculty’s MBA involves a lot more than just traditional classroom teaching. To expose students to the real world of business and give them a competitive advantage in the tough task of job-hunting, we regularly take them out of their comfort zone, out of the classroom, even out of the country...

MBA Career Retreat
On 4 February, 56 full-time MBA students participated in the Faculty’s first-ever MBA Career Retreat, held at the Hotel Novotel Hong Kong Citygate.

Dr. Chris Chan, Associate Professor and Assistant Dean (MBA), explained: “The MBA Career Retreat was an innovation of the Career Development Office. Most of our MBA students have traditionally positioned themselves for finance and consulting careers. The financial crisis has significantly changed the market landscape in such a way that the Career Retreat was organised to offer mental and practical tools to help students re-position themselves for long-term career success.”

The half-day retreat therefore consisted of a series of practical, enriching activities facilitated by trained professionals with extensive experience in the finance and HR fields.

In the “New Reality Check” module, students learned about the latest business and job news and emerging employment practices; in the “My Career Book” module, they reflected on their career aspirations and career planning, and in the “Aspiration in the Dark” module, they were challenged to undertake tasks in complete darkness.

Special guest speakers on the day were Ms. Kathy Yao, Business Director of Oracle, and Mr. Don Lee, Chief Financial Officer of Stella Holdings.

After the retreat, participants reported that the key messages and lessons they were taking away were: “Be positive and optimistic”, “Be flexible with regard to job opportunities” and “Be willing to change and adapt”.

MBA Career Trek Singapore
Just one week later, from 11 to 13 February, 22 MBA students participated in the Faculty’s second annual “Career Trek Singapore”. The aim was to enable them to make valuable contacts with leaders and potential employers in Singapore’s business community and to gain insights into Singapore’s corporate culture.

The visit was also an excellent opportunity for participating students and Faculty members to promote our MBA programme to the host corporations in Singapore.

During the action-packed three-day, two-night trek, the students met with executives from leading companies such as Apple, Bloomberg, Contact Singapore, DHL, HAYS, Huntsman, Macquarie, Marina Bay Sands Singapore Hotel & Casino, NTUC Income and OCBC.

In addition to the company visits, students also had the opportunity to network with business executives and potential employers at a seminar presented by The American Chamber of Commerce Singapore. The seminar, titled “Business Strategies in China – Managing Crisis and Opportunity in Turbulent Times”, featured three of our Faculty members as guest panelists: Dr. Chris Chan, Associate Professor and Assistant Dean (MBA); Dr. Marcus Schüetz, Executive in Residence, Visiting Adjunct Professor, Assistant Dean EMBA-Global Asia, and Professor Thomas Hout, Visiting Associate Professor.
The Early Admission Scheme

Why should I enroll in HKU’s Faculty of Business and Economics? What does each programme involve? Will it be challenging enough for me? How will you support and motivate my child?

These were the burning questions on the minds of about 300 people – Form 6 students with outstanding HKCEE/GCE results and their parents – who attended an Early Admission Scheme Information Day held on campus on 3 January.

Several Faculty members and students volunteered to staff an information desk, answering questions from the prospective students and their parents. The visitors also attended a series of informative talks by Faculty members and student representatives.

Professor Bennett Yim spoke about the Faculty’s Undergraduate Enrichment Programme (which includes international exchanges, internships, mentorship programmes, the Intensified Learning Opportunity Programme and opportunities to participate in competitions, seminars and workshops); what the EAS students can expect from their studies in our Faculty, and their likely career prospects.

Two student representatives from BBA(Law), Year 3, Mr. TANG Ho Fung Andrew and Miss CHAN Man Hei Michele, also shared their insights about their experiences. Mr. Tang, who was admitted under the Early Admission Scheme three years ago, commented: “It’s always a struggle for EAS students when prioritising their programme and university choices. I experienced that same ambivalence three years ago, but since deciding on the HKU BBA(Law) programme, I’ve never looked back. The hard work that I’ve put in has equipped me with skills essential to my future employment. By honing my presentation skills in business courses and acquiring analytical skills in my legal studies, I’ve benefited by becoming a more all-rounded person.”

Offering his advice to the incoming EAS students, Mr. Tang said: “Opportunities are abundant in HKU, but it’s really up to you to grasp those opportunities, step out of your comfort zone and dare to be successful.”

Dr. P.S. Tso and Dr. Clement Wong then introduced two of the Faculty’s newest and most popular undergraduate programmes, the BBA(Law) and the BSc(QFin) respectively.

EAS Interviews – Standing out from the crowd

On 11, 14 and 17 February, about 140 keen local Form 6 students who had gained outstanding HKCEE results attended interviews in the hope of being accepted early by our Faculty to study in their preferred programmes.

The interviewers were looking for evidence of the applicants’ outstanding track record in terms of their academic and personal qualities; their communication skills, and their ability to analyze complicated issues.

The offer results will be announced in early April.
School of Economics and Finance Seminars

The School of Economics and Finance has recently presented three seminars featuring distinguished guest speakers.

Edward K Y Chen Distinguished Lecture Series 2008

On 1 December, Mr. Jack Ma, Chairman and Chief Executive Officer of the Alibaba Group, was the guest speaker at the Edward K Y Chen Distinguished Lecture Series 2008.

Speaking on the topic of “Economic Winter: Now What?” Mr. Ma encouraged entrepreneurs to see the current financial crisis as an opportunity to grow. He suggested that those who were well prepared and who did not give up would be able to survive the crisis - or “the growing pains of globalisation”, as he called it - and would possibly become the next generation of the newly-rich.

The lecture was held on campus in the Loke Yew Hall, and attracted an appreciative audience of over 600 HKU staff, students, alumni, as well as members of the community. The annual Edward K Y Chen Distinguished Lecture Series was established in 2007 by a group of former students of Professor Chen in honour of this fine scholar and loving teacher.

Professional Seminar Series

On 19 January, Mr. Ronald Wan, Managing Director of China Merchants Securities, was the guest speaker at a Professional Seminar Series event on the topic of “Overseas Acquisition Opportunities and Risks for Chinese Enterprises under the Current Financial Crisis”.

Mr. Wan discussed the overseas acquisition activities of Mainland Chinese enterprises over the past decade. He offered his thoughts on the way forward, and explored the role of investment banks in the M&A process. He also explained the strategic significance of the takeover of Wing Lung Bank by China Merchants Bank.

About 30 people attended the seminar, which was co-organised by the School of Economics and Finance and the Hong Kong Securities Institute.

Seminar on Microeconometrics

Professor Sebastian Galiani, Associate Professor of Economics at Washington University in St. Louis, USA, gave a series of lectures on Microeconometrics at HKU from 8 to 11 December.

This seminar focused on the use of econometric methods to study institutions (the laws, rules, customs and norms) that govern real economies and affect transaction costs. In theoretical and applied sessions, Professor Galiani covered such topics as the investigation of micro data, the evaluation of social programmes and the management of panel data.

The event, which was sponsored by the School of Economics and Finance and the Ronald Coase Institute, attracted about 40 faculty members and students from local and overseas universities.

One participant was Mr. Yao HUANG, a PhD candidate in our School of Economics and Finance. He commented: “The insights and research experiences that Professor Galiani shared were far beyond what we could have learned from any textbook.”
School of Business Seminars – Sharing Expertise

In recent months, our School of Business has continued its series of informative research seminars for Faculty members and PhD students.

Strategy seminars

13 January  “Political Strategy in Emerging Economies: Evidence from the Chinese Private Sector”  
Dr. Nan JIA, Postdoctoral Fellow, University of Toronto

15 January  “Categorical Distortion in Innovation and Competition”  
Mr. Xuesong GENG, PhD candidate, University of Toronto

19 January  “Making Lemonade out of Lemons: Cognitive and Relational Perspectives on Obtaining Benefits from Interfirm Competition”  
Dr. Kwangho KIM, PhD candidate, Pennsylvania State University

20 January  “Does Downsizing Work? A Subsidiary Level View”  
Dr. Nikhil Celly, Assistant Professor of International Business, Loyola University

22 January  “Where to Explore? Relying on the Guidance of Knowledge Spillover Recipient Firms to Expand Technological Boundaries”  
Dr. Hong Yan (Ivy) YANG, Assistant Professor, Hong Kong Polytechnic University

Accounting seminars

17 December  “Relationship-based Assets and Earnings Informativeness: Evidence from Corruption Cases in China”  
Dr. Y. (George) YANG, Assistant Professor, School of Accountancy, The Chinese University of Hong Kong

7 January  “The Impact of the Sarbanes-Oxley Act on Analysts’ Information Environments”  
Dr. Yamin GAO, Assistant Professor of Accounting, School of Business, University of Alberta

14 January  “PCAOB Inspections and Audit Firm Quality”  
Professor Clive Lennox, Associate Professor, Department of Accounting, Hong Kong University of Science & Technology

Information Systems / Operations Management seminars

23 January  “Coordinating Decentralized Assembly Supply Chains with Buy-Back and Lost-Sales Cost-Sharing Contracts”  
Dr. Mingming LENG, Assistant Professor, Lingnan University

Dr. Yulan (Amanda) WANG, Visiting Assistant Professor, The Hong Kong Polytechnic University

16 February  “Make Today the Best It Can Be: Supply Chain Dynamics in Innovative Product Pricing and Distribution”  
Dr. Wei-Yu (Kevin) CHIANG, Assistant Professor, City University of Hong Kong

18 February  “When Hackers Talk: Managing Information Security Under Variable Attack Rates and Information Dissemination”  
Dr. Wei T. YUE, Assistant Professor, University of Texas at Dallas

20 February  “Competitive Strategies in Business Model Innovation”  
Ms. Mei LIN, PhD candidate, University of Texas at Austin

Mr. Sung-Joo BAE, PhD candidate, MIT Sloan School of Management

Miss Ray Rui WANG, a PhD candidate in Accounting in the School of Business, attended the 17 December seminar, and commented: “The seminar broadened my knowledge of corruption phenomena in China. Actually, my thesis for my MPhil degree was about audit collusion in a transitory economy, so it was very inspiring for me to hear about related research about corruption. The seminar has given me some new ideas that will help me go deeper in my research.”

Dr. Wei-Yu (Kevin) Chiang of City University of Hong Kong discusses supply chain dynamics

Ms. Mei Lin of the University of Texas at Austin shares her thoughts about competitive strategies in business model innovation
UMA Seminars – The Secrets of Success

The University of Hong Kong Management Alumni Society (UMA) recently presented two fascinating seminars at which guest speakers shared valuable tips about business and career success.

On 9 January, over 80 UMA members and alumni heard guest speaker Mr. Andrew Look offer his thoughts on the topic “2009 Economic and Market Outlook”. He outlined the various factors that are affecting the Hong Kong’s investment and economic outlook in 2009.

On 10 February, as part of the “Distinguished Lady CEO Forum Series”, internationally renowned beauty industry expert Mrs. Vera Waters shared her advice about “The Twelve Recipes for Success”:

- **Good image** – be graceful in your appearance and in how you talk
- **Foresight** – set your gaze firmly on your long-term goals
- **Sweet talk** – be positive
- **No gossip** – don’t listen to or spread rumours
- **Trustworthiness** – practise what you preach and deliver what you promise
- **Generosity** – be kind and considerate
- **Good temper** – don’t let your emotions or personal problems affect your work
- **Solid strength** – learn everything you can, to keep pace with a fast-changing world
- **Good reputation** – be warm, honest and community-conscious
- **Good interpersonal skills** – embrace optimism and humility
- **Decisive action** – identify opportunities and grab them
- **Efficiency** – manage your time and resources well

Among her many impressive accomplishments, Mrs. Waters founded the first beauty and charm school in Hong Kong; became the first female manager with the Hong Kong Standard Chartered Bank, and was honoured in 2004 as one of the “100 Outstanding Women Entrepreneurs in China” by the National Women’s Association.

About 50 UMA members and several representatives from the Business Association of HKU attended the talk.

For more information about the UMA and its upcoming events, visit [http://uma.org.hk/uma](http://uma.org.hk/uma).

Business and Economics Association Seminar – Opportunity Knocks

Mr. Peter Wong Tung Shun, JP, the Group General Manager and Executive Director, Hong Kong and Mainland China, of The Hongkong and Shanghai Banking Corporation Limited, was the guest speaker at a seminar on 18 February, presented by the Business and Economics Association (BEA) of the HKU Students’ Union.

The seminar, titled “Get Opportunities Out of the Threats: The Business Trend of Hong Kong in 2009”, was part of the BEA’s “Celebrity Seminar Series”. Mr. Wong gave an inspiring speech aimed at encouraging people to see the silver lining in the cloud of the current financial crisis. In his opinion, the crisis is in fact an unprecedented opportunity for wise investors to succeed.

Over 150 students, staff and members of the public attended the seminar, held on campus in the Meng Wah Complex.
Student Achievements – An Analysis of Success

Five teams of students from our Faculty recently achieved excellent results in the Hong Kong Institute of Certified Public Accountants (HKICPA) Qualification Programme Case Analysis Competition 2008.

One team took the Overall Championship, one team was judged Second Runner-up and three teams won Merit Awards.

This annual competition, now in its seventh year, aims to develop undergraduates’ business skills and professional judgment through the use of real-life case studies, and also prepares them for the accounting qualification programme.

Championship Team

Group leader: Miss WOO Mei Yee Jenny, Year 3 BBA(Law)
Members: Miss LUK Man Wai Letty, Year 3 BBA(Law)
Mr. TSANG Chun Yin Ivan, Year 3 BBA(Law)
Miss TSANG Ka Wai Michelle, Year 3 BBA(Law)

Second Runner-up

Group leader: Mr. CHAN Kay Fung Keith, Year 2 BBA(Law)
Members: Miss LAI Sze Kei Katherine, Year 2 BBA(Law)
Miss NG Wilhelm Fiona, Year 2 BBA(Law)
Miss POON Yan Yin Florence, Year 2 BBA(Law)

Merit Award

Group leader: Miss JIANG Wen Ting Wenting, Year 2 BBA(Acc&Fin)
Members: Miss DING Xin Stella, Year 2 BBA(Acc&Fin)
Miss LI Li Wen Olivia, Year 2 BBA(Acc&Fin)
Mr. LIU Tao Jiang Gene, Year 3 BBA(IS)

Merit Award

Group leader: Miss PUN Hoi Ying Tracy, Year 2 BBA(IBGM)
Members: Miss TANG Ching Yan Tracy, Year 2 BBA(IBGM)
Miss WU Hoi Yan Fiona, Year 2 BBA(IBGM)

Merit Award

Group leader: Mr. WONG Shun Yee Joshua, Year 1 BBA(Law)
Members: Miss GHULAM Jean, Year 1 BBA(Law)
Miss HAI Sin Man Estella, Year 1 BEcon&Fin
Mr. TAM Chun Ho Andy, Year 1 LLB

Mr. Edward Chiu, Assistant Director of the Undergraduate Enrichment Programmes, Faculty of Business and Economics, commented: “It was both teamwork and individual resourcefulness that distinguished our Championship team from the other participants (including four other teams from the University of Hong Kong that were among the final eight) in terms of content and articulateness. The adjudicators were clearly impressed.”

It is open to all accountancy/business university students in Hong Kong, and 204 teams participated in the 2008 event.

The competition was divided into two rounds. In the first round, each team had to submit a written report in English. In the second round, held on 22 November, eight teams gave short presentations, in English, based on their reports.

The delighted leader of the Championship team, Miss Jenny WOO Mei Yee, reported: “We learned a lot about the operations and prospects of the travel industry, and we're looking forward to the internship opportunities that we have been offered.”

Congratulations to the five HKU teams: the Championship team, the Second Runner-up team, and the winners of three merit awards.
The Business of Communication

In our Faculty’s inaugural Advanced Business Communication Course Case Competition, held on campus on 9 March, students impressed the judges with their creative ideas about branding and marketing strategies.

The competition, organised by our Faculty’s Business Communication Team, was open to the top six teams from the newly launched “Advanced Business Communication” course. It offered the participants, all Year 2 or Year 3 Business students, the opportunity to consolidate their communication skills and business knowledge by competing in front of a panel of expert judges.

The six nominated teams presented their branding and marketing strategies for various Chinese-manufactured products, based upon their analysis of the Asia Case Research Centre’s WE Marketing Group Case, which they had already studied in class. Each team had 15 minutes to present their strategies, and then five minutes to answer on-the-spot questions from the judges.

The Faculty offers its special thanks to the three judges who shared their time and offered helpful comments about the students’ performances. They were Mr. Todd Lam, Director of Global Business, Kerry Logistics; Dr. Marcus Schuetz, Assistant Dean (EMBA), Faculty of Business and Economics, and Mr. Jeroen van den Berg, Centre Manager of the Asia Case Research Centre.

The Business Communication Team

The Faculty’s Business Communication Team was established when the Director, Ms. Elsie Christopher, joined the Faculty in April 2008. Other team members are Mr. Kin Tang, Mr. Raymond Chau and Mr. Rodney Ho. They are responsible for creating, writing and teaching all of the Business Communication courses and programmes within the Faculty.

And the winners were…

Winning Team
Miss LOOK Anthea, Year 2 BBA
Mr. LEE Kwan Lok Gordon, Year 2 BBA(Acc&Fin)
Miss LOU Qiong Janice, Year 2 BBA(Acc&Fin)
Miss TAN Shee Yee Mary Anne, Year 2 BBA(Acc&Fin)

Ms. Elsie Christopher, Business Communications Director, explained: “The winning team was particularly impressive when they answered questions from the judges regarding their ideas about product branding and the implementation of their marketing strategy.”

The CEO of WE Marketing Group, Ms. Viveca Chan, will present a prize to the winning team at the Faculty’s inaugural Business Leaders and Innovation Forum on 17 April.

1st Runner-up Team
Miss CHAN Hiu Nam Harriet, Year 3 BBA(Acc&Fin)
Miss LIU Yinan Alice, Year 3 BBA(Acc&Fin)
Miss WEN Binbin Annie, Year 3 BBA(Acc&Fin)
Miss ZHOU Ziwei Natalia, Year 3 BBA(Acc&Fin)

2nd Runner-up Team
Miss LAM Tse Ki Suky, Year 2 BBA(Acc&Fin)
Miss SUN Jieni Janet, Year 3 BBA(Acc&Fin)
Mr. WONG Ho Lun Alan, Year 2 BBA(Acc&Fin)
Mr. WONG Yick, Year 2 BBA(Acc&Fin)

Best Presenter
Miss TAN Shee Yee Mary Anne, Year 2 BBA(Acc&Fin)

Ms. Elsie Christopher with the competition’s best presenter, Miss Tan Shee Yee Mary Anne
Faculty Member Wins HKU Outstanding Teacher Award

Professor Ali Farhoomand has won one of Hong Kong University’s inaugural Outstanding Teacher Awards. He was the only member of our Faculty to win such an award.

At an award presentation ceremony held on campus on 19 February, Professor Farhoomand, the founding director of the Asia Case Research Centre, received a prize valued at HK$150,000, which is to be used for teaching-related purposes. “I am honoured to receive this award, and I’m delighted that the University is now placing more emphasis on teaching. After all, Hong Kong’s taxpayers are paying for teaching,” he said.

He continued: “My passion is to challenge students to think creatively; in fact I teach a course on creativity and business innovation. In all my teaching, my basic philosophy is to motivate students to shift their emphasis from memorising and remembering to reflecting and understanding, as I believe that real education should entail a thoughtful understanding of why things happen as they do.”

The professor’s students certainly agree that he is an outstanding teacher. Andrew Chang, an exchange student from the USA last year, commented: “Professor Ali Farhoomand was more than just a teacher. He was a consultant and a coach; a mentor and a partner; a philosopher and a poet.”

Professor Farhoomand has been teaching at Hong Kong University for 17 years, 13 of them in our Faculty. He has taught and conducted research in universities across Asia Pacific, North America and Europe, and has written several books, many articles and over 100 case studies. He also produced the popular “FocusAsia Business Leaders” video series that was broadcast globally by BBC World, PBS and Asia News Network.

Thank You

In a ceremony held in Loke Yew Hall on 4 February, two non-academic staff-members of our Faculty received Long-service Awards in recognition of their loyalty and their contributions to the University.

Mrs. Judy Lau of the Faculty of Business and Economics and Ms. Chan Yuk Lan of the School of Business have both served HKU for 15 years.

Mrs. Judy Lau enjoys a challenge

Mrs. Judy Lau is a Senior Programme Manager. Before joining the University, she worked in the accounting industry in the commercial sector for 10 years. She reports that she finds the world of academic administration very dynamic and demanding. “In accounting, there are always set rules to follow, but on the academic side, there are always new challenges and problems for the administration, and we need to be creative in solving them. I also enjoy the interaction with people, and I have a really good team working with me.”

Ms. Chan Yuk Lan is an Office Assistant. Her philosophy is inspiring: “I believe it’s important to be helpful and to treat my colleagues well. They all treat me well too – it’s a two-way relationship. So I’m very happy working here.”

A proud Ms. Chan receives her Long-service Award
Faculty Achievements – In Print

Congratulations to our Faculty members on their achievements in having papers accepted (or conditionally accepted) for recent or forthcoming issues of top-tier publications.

<table>
<thead>
<tr>
<th>Faculty Members</th>
<th>Publications</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Dr. Cheng QIU</strong>&lt;br&gt;Assistant Professor in Marketing</td>
<td>Mood and Comparative Judgment: Does Mood Influence Everything and Finally Nothing?&lt;br&gt;Journal of Consumer Research Volume 34, Issue 5 (February 2008), Pages: 657-669&lt;br&gt;Cheng Qiu and Catherine W. M. Yeung</td>
</tr>
<tr>
<td><strong>Dr. Kevin ZHOU</strong>&lt;br&gt;Associate Professor</td>
<td>Do Managerial Ties in China Always Produce Value? Competition, Uncertainty, and Domestic vs. Foreign Firms&lt;br&gt;Strategic Management Journal Volume 29, Issue 4 (April 2008), Pages: 383-400&lt;br&gt;Julie Juan Li, Laura Poppo and Kevin Zheng Zhou</td>
</tr>
<tr>
<td><strong>Chair Prof. David TSE</strong>&lt;br&gt;Chair Professor of International Marketing</td>
<td>When Does Guanxi Matter? Issues of Capitalization and Its Dark Sides&lt;br&gt;Journal of Marketing Volume 72, Issue 4 (July 2008), Pages: 12-28&lt;br&gt;Flora F. Gu, Kineta Hung and David K. Tse</td>
</tr>
<tr>
<td><strong>Dr. Kevin ZHOU</strong>&lt;br&gt;Associate Professor</td>
<td>Market Orientation, Job Satisfaction, Product Quality, and Firm Performance: Evidence from China&lt;br&gt;Strategic Management Journal Volume 29, Issue 9 (September 2008), Pages: 985-1000&lt;br&gt;Kevin Zheng Zhou, Julie Juan Li, Nan Zhou and Chenting Su</td>
</tr>
<tr>
<td><strong>Prof. Bennett YIM</strong>&lt;br&gt;Professor in Marketing and&lt;br&gt;Chair Prof. David TSE&lt;br&gt;Chair Professor of International Marketing</td>
<td>Strengthening Customer Loyalty Through Intimacy and Passion: Roles of Customer–Firm Affection and Customer–Staff Relationships in Services&lt;br&gt;Journal of Marketing Research Volume 45, Issue 6 (December 2008), Pages: 741-756&lt;br&gt;Chi Kin (Bennett) Yim, David K. Tse and Kimmy Wa Chan</td>
</tr>
<tr>
<td><strong>Dr. Cheng QIU</strong>&lt;br&gt;Assistant Professor in Marketing</td>
<td>When Uncertainty Brings Pleasure: The Role of Outcome Imageability and Mental Imagery&lt;br&gt;Journal of Consumer Research Forthcoming&lt;br&gt;Cheng Qiu and Yih Hwai Lee</td>
</tr>
<tr>
<td><strong>Prof. Zhigang TAO</strong>&lt;br&gt;Professor (Area Co-ordinator) and&lt;br&gt;<strong>Dr. Yi LU</strong>&lt;br&gt;Research Assistant Professor</td>
<td>Bi-Sourcing in the Global Economy&lt;br&gt;Journal of International Economics Forthcoming (In Press, Accepted Manuscript)&lt;br&gt;Julian Du, Yi Lu and Zhigang Tao</td>
</tr>
<tr>
<td><strong>Dr. Echo WAN</strong>&lt;br&gt;Assistant Professor</td>
<td>Regulating Risk or Risking Regulation? Construal Levels and Depletion Effects in the Processing of Health Messages&lt;br&gt;Journal of Consumer Research Forthcoming&lt;br&gt;Echo W. Wan and Nidhi Agrawal</td>
</tr>
<tr>
<td><strong>Dr. Echo WAN</strong>&lt;br&gt;Assistant Professor</td>
<td>The Effect of Regulatory Orientation and Decision Strategy on Brand Judgments&lt;br&gt;Journal of Consumer Research Forthcoming&lt;br&gt;Echo W. Wan, Jiewen Hong and Brian Sternthal</td>
</tr>
<tr>
<td><strong>Dr. Echo WAN</strong>&lt;br&gt;Assistant Professor</td>
<td>The Effect of Regulatory Depletion on Consumer Certainty&lt;br&gt;Journal of Marketing Research Conditionally Accepted&lt;br&gt;Echo W. Wan, Derek D. Rucker, Zakary L. Tormala and Joshua J. Clarkson</td>
</tr>
<tr>
<td><strong>Dr. Jin ZHANG</strong>&lt;br&gt;Associate Professor and&lt;br&gt;<strong>Miss Yuqin Huang</strong>&lt;br&gt;PhD Student</td>
<td>The CBOE S&amp;P 500 Three-Month Variance Futures&lt;br&gt;Journal of Futures Markets Conditionally Accepted&lt;br&gt;Jin E. Zhang and Yuqin Huang</td>
</tr>
</tbody>
</table>
Faculty Appointments

We welcome the following new and visiting Faculty members.

**School of Business**

**Dr. Patrick Harvey**  
Assistant Dean  
Executive Programmes and Special Projects  
Adjunct Associate Professor of Accounting  
PhD, University of Southern California

Professor Tim Baldenius is a Faculty member at Columbia Business School, New York. His research interests are in managerial accounting, more specifically the areas of decentralisation, incentives, performance measurement and corporate governance. At HKU, he is teaching a PhD course in Incentives and Performance Measurement.

After Dr. Harvey earned his PhD, his first position was at The University of Hong Kong. He later moved to the Hong Kong University of Science and Technology, where he helped establish outside programmes and participated in executive education and cross-disciplinary activities. His publication and research interests relate to largely undocumented economic events such as fraud, tax evasion, smuggling and counterfeiting.

**Dr. Felix Tzu Lung TANG**  
Lecturer  
PhD, The Chinese University of Hong Kong

Dr. TANG’s research interests focus on consumers’ perception of fairness, customer satisfaction, the influence of emotions on reference prices and the consumption of counterfeit goods. He has published articles in the respected journal *Advances in Consumer Research*, and has presented papers at many international conferences.

**Professor Thomas Hout**  
Visiting Associate Professor  
(1 January - 31 March, 2009)

Professor Hout is an Adjunct Professor at the Fletcher School of Law and Diplomacy at Tufts University, Boston. He is also a senior advisor to the Boston Consulting Group, where he spent a 27-year career. His research interests include the globalisation of business competition and the competitive interaction between emerging-market companies and established multinationals.

Professor Hout joined HKU as an Adjunct Professor in 2002, and comes to Hong Kong as a visiting Faculty member for three months every year.

**School of Economics and Finance**

**Professor Kam Hon CHU**  
Visiting Associate Professor  
PhD, University of Toronto

Professor CHU is currently Associate Professor of Economics at Memorial University of Newfoundland, Canada. His main research fields are free banking, banking stability, banking regulation and deposit insurance. Before obtaining his PhD, he was a bank economist with HSBC and Shanghai Commercial Bank Ltd. in Hong Kong. He also has consulting experience with the Economic Committee of APEC.

**Dr. Xiaoguang CHEN**  
Visiting Assistant Professor  
PhD, Peking University

Dr. CHEN’s research interests include economic growth and development, innovation, human capital and economic structural change.

**CONTACT**

March 2009

THE UNIVERSITY OF HONG KONG  
The Faculty of Business and Economics

For further information, please contact the Faculty of Business and Economics  
The University of Hong Kong  
tel  (852) 2241 5661  
fax  (852) 2549 3735  
email  contact@fbe.hku.hk  
web  www.fbe.hku.hk