

RESEARCH SYMPOSIUM ON

CULTURAL INFLUENCES ON BUSINESS

Date: 28 May 2018 (Monday)

Time: 2:00pm to 5:30pm (Registration starts at 1:30pm)

Venue: Room A102, CIHE Campus

Language: English



Scan QR code to register

Culture is a shared value system. With the rapid development of the Belt and Road Initiatives, improved understanding of cultural differences and their impact on business management have become both an important and an urgent matter. The School of Business and Hospitality Management will organize a Symposium on Cultural Influences on Business which will specifically focus on cultural influences on Marketing, Accounting and Hospitality Management.

Speakers:



Prof. Michael Hui

Choh-Ming Li Professor of Marketing

Chinese University of Hong Kong

Prof. Hui formerly served as Pro-Vice-Chancellor/Vice President (2009-2017) of CUHK. Prof. Hui has published extensively in cross-cultural marketing, consumer behavior and services marketing. Prof. Hui will explain the definition and underlying dimensions of culture as well as his research on cross-cultural issues. He will also discuss theoretical and methodological issues in culture-related research.



Prof. Jeffrey Ng

Professor of Accountancy

Hong Kong Polytechnic University

Prof. Ng was an associate professor at Singapore Management University and an assistant professor at MIT Sloan School of Management. Prof. Ng has broad research interest in Accounting and Finance. Prof. Ng will speak on the role of culture in accounting research including financial accounting, auditing and management accounting. He will also discuss how culture influences accounting and vice versa.



Dr. Jennifer Cronin

President

Wharf Hotels (formerly Marco Polo Hotels)

Dr. Cronin had previously held senior marketing and operational managerial positions in leading international hotel groups including Hyatt International and Ritz-Carlton. She was conferred Bond University's most prestigious alumni accolade, the Robert Stable Alumni Medal, for her exceptional achievement in bridging academia and industry. Dr. Cronin will speak on cultural influences in hotel management and operations. It is expected that Dr. Cronin's presentation will generate constructive and practical ideas for future research in hospitality management.

This seminar is fully supported by a grant from the Research Grants Council of the Hong Kong Special Administrative Region, China (UGC/IDS11/14)

Organizer: School of Business and Hospitality Management