

## HIGHLIGHTS AS



# CUHK STUDENTS



“ I enjoyed the open learning atmosphere in CUHK. Teachers are conscientious and care about the real personal development of students. They treated us as ‘thinkers’ and encouraged us to take up leading roles in society. ”

**Prof. Kenneth Law (BBA – General Business Management)**  
 Professor, Department of Management  
 Associate Dean (Research)

“ I fondly remember President T. C. Cheng when I was a first year student at United College back in 1963. When I did not know how to get to the Registry and asked him in the door entrance, he held my arm and accompanied me to the registry office on the second floor. I didn’t know at the time that he was the president! ”

**Prof. Lee Kam-hon (Bachelor of Commerce, MBA)**  
 Emeritus Professor of Marketing, School of Hotel and Tourism Management



“ I was deeply influenced by two marketing authority figures at CUHK. One is EMBA Programme Director Prof. Andrew Chan Chi-fai, who brought me to the world of strategic marketing. His ‘Left-Right Circles Theory’ enabled me to create the greatest synergy for stakeholders. The other is Prof. Mun Kin-chok, Former Dean of the Business School, who is an expert on I Ching and incorporating philosophical elements like Yin and Yang into business studies. It inspired me to introduce liberal arts components to management studies later in life. ”

**Dr. Jeffrey Hui (BBA – Integrated BBA, EMBA)**  
 Professional Consultant, Department of Marketing

“ Scoring the highest marks for five major subjects in the degree examination! ”

**Prof. Andrew Chan (BBA – Marketing, PhD – Marketing and International Business)**  
 Professor, Department of Marketing  
 Executive Associate Dean (MBA)  
 Director, Executive MBA Programme  
 Head, Shaw College



“ I took softball in PE and joined a team that won the runner up in the CUHK Softball Competition. That was the first ever medal I got in any sporting event. ”

**Dr. Edmund Wong (BBA – Professional Accountancy)**  
 Senior Lecturer, School of Accountancy  
 Director, Professional Accountancy Programme



“ I took French as a minor and was once fluent in French. I joined a summer programme in France during my third year. People there thought I was a native speaker! Unfortunately, I have forgotten almost everything now. ”

**Prof. Andy Wong (BBA – Integrated BBA)**

Associate Professor of Practice in Marketing  
Associate Dean (Undergraduate Studies)  
Director of Studies in Undergraduate Studies in Business

“ Being an executive member of the Society of Business Administration was great because I had a lot of fun hanging out with the Executive Committee Members. Of course I also gained valuable exposure to the business sector. ”

**Dr. Andrew Yuen (BBA – Integrated BBA, MPhil – Decision Sciences and Managerial Economics)**

Senior Lecturer, Department of Decision Sciences and Managerial Economics  
Associate Director (e-Learning), MBA Programmes  
Associate Director, Aviation Policy and Research Centre



## HIGHLIGHTS AS



# CUHK FACULTY MEMBERS



“ I have spent nearly 17 years at CUHK, from being a student to a professor. To me, this is a place full of love and trusting relationships. I'm happy to have developed good relationships with students who often seek my advice on both their studies and career planning. One of my former students went so far to develop his startup business, applying what he learned in my classes. Students who keep in touch with me after graduating are especially dear, it gives me great joy that they trust me to give them career and personal advice, and treat me as their life coach. ”

**Prof. Lisa C. Wan (BBA – Integrated BBA, MPhil – Marketing, PhD – Marketing)**

Assistant Professor, School of Hotel and Tourism Management  
Director, Centre for Hospitality and Real Estate Research

“ I participated in a 100% online undergraduate course series. This was a new experience for both my students and I. Instead of delivering my teaching in a physical classroom, I was in a Chroma-key studio and in front of a computer camera. ”

**Dr. Frank Ng (BBA – Integrated BBA, PhD – Management)**

Lecturer, Department of Management





“ I always share with students that the best driver of learning is joy, and the best competitive advantage of a firm or an individual is the ability to keep on learning especially in a fast-changing and dynamic business environment. ”

**Dr. Stephen Poon (EMBA)**

*Professional Consultant, Department of Marketing*

“ The students are motivated by their desire for knowledge and curiosity. ”

**Prof. Zhan Xintong (PhD – Finance)**

*Assistant Professor, Department of Finance and School of Hotel and Tourism Management*



“ I’ve had the privilege of being able to provide my advice to students. For example, a former student who graduated more than ten years called me up to discuss about his plans to open up a business and eventually he did go for it; a fresh graduate told me about her job offers and sought advice on which one to accept. The trust that my students place in me is the ultimate gift of teaching. ”

**Dr. Wong Chi-Sum (BBA – General Business Management)**

*Professor, Department of Management*

“ The best part is meeting all sorts of people during my time teaching here at CUHK. The most challenging part in being a teacher is to explore the changing needs of my students and to adjust my teaching accordingly. Though I may have taught the same discipline multiple times already, I have never grown bored with it. It is also rewarding to see that some of the teacher-student relationships have transformed to friendships, where my students still seek for help and advice after graduation. One of the highlights during my teaching is definitely receiving a teaching award at the congregation ceremony where I could share the happiness with my students. ”

**Mr. Eric Leung (BBA – Professional Accountancy)**

*Senior Lecturer, School of Accountancy  
Associate Director, Professional Accountancy Programme*



“ Knowledge inspires and empowers, changes thoughts and drives breakthroughs. With every milestone reached, sights are set beyond the horizon, bringing confidence, hope and peace. Glad to have begun and continue this journey at CUHK! ”

**Prof. Daphne Yiu (MPhil – Management)**

*Professor and Chairperson, Department of Management  
Associate Director, Centre for Business Sustainability*