

Anson C. K. AU YEUNG 歐陽秋乾

Department of Finance | CUHK Business School | The Chinese University of Hong Kong
Phone: (+852) 3943 3780 | Email: ansonauyeung@cuhk.edu.hk

ACADEMIC EXPERIENCE

The Chinese University of Hong Kong

Senior Lecturer, Department of Finance

2013 – Present

EMBA Teaching:

- Designed and developed context-rich finance cases that aligned with the needs of executive-level professionals, supported by a teaching grant.
- Fostered an interactive learning environment by leveraging industry connections and facilitating active engagement.

MBA / MiM Teaching:

- Revamped Financial Management into a blended online / in-class core course for the Flex-MBA programme.
- Developed a 3-day Accelerator workshop during pre-term for MBA / MiM students to accommodate their academic needs.

Undergraduate Teaching:

- Developed a corporate finance teaching case to illustrate the business motive for share repurchases as a response to takeover threats.
- Created micro-modules to support flipped teaching in Financial Management.

Chung Chi College General Education Course Teaching:

- Led the service-learning course, establishing partnerships with industry partners, cultivating a sense of empathy towards others.
- Conducted student-oriented small group tutorials, engaging in discussions and reports on reading materials related to university education and university life.
- Supervised senior students from different disciplines at Chung Chi College, guiding them in conducting small group research on current affairs, cross-disciplinary knowledge, and daily life issues.

City University of Hong Kong

Visiting Assistant Professor, Department of Economics and Finance

2008 – 2012

Northwestern University, IL, USA

Visiting Scholar, Finance Department, Kellogg School of Management

2005 – 2006

EDUCATION

Ph.D. in Finance

City University of Hong Kong

2003 – 2007

BBA (Hons, 1st Class) in Finance

City University of Hong Kong

1999 – 2002

ADMINISTRATIVE EXPERIENCE

The Chinese University of Hong Kong

Assistant Dean (Undergraduate Studies)

2021 – Present

- Established and manage the *Asian Business Education Network* (ABEN), fostering collaborations in student exchange and teaching engagement among renowned Asian institutions.
- Facilitated the signing of MoUs with 7 Asian institutions, including KAIST, Nagoya University of Commerce and Business, National Chiayi University, National Tsing Hua University, National University of Singapore, Shanghai Jiao Tong University, and Thammasat University, developing deeper academic programme collaborations.
- Actively contributed to the curriculum design, course coordination, and marketing and admissions efforts as a member of the programme committee team for the new Integrated Programme for Biotechnology, Entrepreneurship, and Healthcare Management (BEHM).
- Oversaw a team of 20+ administrative staff members in the Undergraduate Office.

Director of Asian Business Studies (ABS) Programme

2017 – Present

- Executed a programme structural revamp in 2023, expanding the number of exchange partners from two to six, thereby providing students with a wider choice and increased flexibility in their exchange options.
- Incorporated a corporate capstone project into the curriculum to enhance practical application in the field of Asian business.
- Organized various experiential learning opportunities, including overseas study tours, company visits, and workshops, to equip students with unique insights into the Asian business landscape.

Director of International Business & Chinese Enterprise (IBCE) Programme 2022 – Present

- Sustained a productive working relationship with University of South Carolina's Darla Moore School of Business.
- Enhanced the enrollment numbers by proactively engaging with potential transfer-in students at an early stage.

Co-Director of Integrated BBA Programme

2021 – 2022

- Initiated the recruitment and invitation of 10 colleagues to serve as Level 0 advisors within the IBBA programme, enhancing the current academic advising system by facilitating idea exchange among advisors, student ambassadors, and freshmen through subgroup interactions.
- Maintained the highest number of JUPAS Band A applicants, making the CUHK IBBA the most popular business programme in terms of application numbers.

TEACHING AWARD

Vice-Chancellor's Exemplary Teaching Award	2017 – 2018
Faculty Teaching Excellence Award	2017 – 2018
Faculty Teaching Merit Award	2014 – 2022

TEACHING GRANT

Teaching Development and Language Enhancement Grant

Co-Investigator 2023

- Title: "Summer Global Studies Series"
- Amount: HK\$284,260

Co-Investigator 2022

- Title: "Building an Inter-institutional and Inter-disciplinary Community-engaged Learning Hub: Baccalaureate Education for Social Good"
- Amount: HK\$999,450

Co-Investigator 2019

- Title: "Business for Social Good Education Program"
- Amount: HK\$637,500

Co-Investigator 2016

- Title: "Promoting Case-Based Teaching and Learning Using Innovative e-Approach"
- Amount: HK\$500,000

Micro-Module Courseware Development Grant

Co-Investigator 2017

- Title: "T&L Effectiveness of Micro-Modules in Economics and Finance Courses at Undergraduate and Postgraduate Business Programs"
- Amount: HK\$137,500

Principal Investigator 2015

- Title: "Flipped Learning in a Financial Management Course"
- Amount: HK\$90,985

Funding Scheme for Innovation in Business Education

Principal Investigator 2023

- Title: "Developing New Cases and Activities to Facilitate MiM/MBA/EMBA Finance Classes"
- Amount: HK\$50,000

TEACHING

The Chinese University of Hong Kong

Postgraduate Level:

- FINA5015 Corporate Financial Analysis and Decision Making (EMBA)
- FINA5010 Financial Management (MBA)
- FINA5011 Corporate Finance (MiM)
- MBAC6100 Current Topics in Business: Belt & Road cum Greater Bay Area Ecosystem (MBA)

Undergraduate Level:

- FINA2010 Financial Management
- FINA3020 International Finance
- FINA3070 Corporate Finance: Theory and Practice
- GECC1131 Idea of a University: STOT
- GECC1132 Learning through Serving: STOT
- GECC4130 Senior Seminar
- IBBA3010 Issues in Business
- IBBA3032 Corporate Project

City University of Hong Kong

Undergraduate Level:

- EF3320 Security Analysis and Portfolio Management
- EF4313 Corporate Finance I
- EF4320 Advanced Security Analysis and Portfolio Management
- FB3410 Financial Management

BUSINESS LECTURE

Risk Management Strategies in Financial Derivatives

EMBA Master Class

2024

Bitcoin as an Asset Class

MBA Mini Lecture

2021

GameStop Short Squeeze Event

The Integrated BBA's Taster Class

2021

What's Going on in Oil ETFs?

CUHK Business Webinar Series

2020

A Black Swan Event in the Crude Oil Market

The Integrated BBA's Taster Class

2020

The Behavior of Bitcoin Prices: A Finance Perspective

MBA Master Class in Macau

2019

Stock Trading as an Investment

Hotung Secondary School

2019

Ying Wa College

2019

PUBLICATION

Wu, X., Au Yeung, C. K., 2012. Firm growth type and capital structure persistence. *Journal of Banking and Finance* 36, 3427 – 3443.

RESEARCH

A Growth Type Explanation for Persistence in Retained Earnings and the Decision to Pay Dividends

co-authored with Xueping WU

The Sensitivity of Investment to Cash Flow: An Explanation Based on the Growth-type-aligned Financing Hierarchy

co-authored with Xueping WU

Two Faces of Firm Valuation Uncertainty: Insights from the Persistence of Investment Styles and Financial Policies

co-authored with Xueping WU

PRESENTATION

The Sensitivity of Investment to Cash Flow: An Explanation Based on the Growth-type-aligned Financing Hierarchy

Australasian Finance and Banking Conference, Sydney, Australia 2016

A Growth Type Explanation for Capital Structure Persistence

NTU International Conference on Finance, Taipei, Taiwan 2008

China International Conference in Finance, Dalian, China 2008

Australasian Finance & Banking Conference, Sydney, Australia 2006

Best Paper Awarded at:

- NTU International Conference on Finance
- China International Conference in Finance

A Growth Type Explanation for Persistence in Retained Earnings and Propensity to Pay

China International Conference in Finance, Guangzhou, China 2009

FACULTY RESEARCH SEMINAR

University of Macau

Department of Finance and Business Economics 2012

Lingnan University

Department of Finance and Insurance 2012

SERVICE TO CONFERENCE

Emerging Markets Risk Management Conference

Conference Committee, City University of Hong Kong 2012

SCHOLARSHIP AND AWARD

Research Activities Fund 2006
Research Tuition Scholarship 2006
AFA Student Travel Award 2006
Bank of China Group Charitable Foundation Scholarships 2002
Hang Seng Bank Hong Kong Scholarships 2001

SOFTWARE AND DATABASE

Software: SAS, EViews, SPSS, Gauss

Database: CRSP, COMPUSTAT, Datastream, SDC Platinum, CDA / Spectrum 13F, PACAP

TASK FORCE AND COMMITTEE

University

Member, *Senate Staff-Student Consultative Committee* 2017 – Present

Chung Chi College

Member, *Integrative Basic Studies Committee* 2020 – 2021

Member, *General Education Committee* 2022 – Present

CUHK Business School

Member, *Committee on Undergraduate Academic Advising* 2021 – Present

Member, *Committee on Teaching and Learning Quality* 2021 – 2023

Member, *Undergraduate Admissions Sub-Committee* 2021 – Present

Member, *Faculty Board* 2020 – Present

Member, *IBBA Committee* 2018 – Present

Member, *CUSB Committee* 2017 – Present

Member, *BA Faculty e-Learning Taskforce* 2020

Member, *Executive Committee of the MBA Strategic Plan* 2019

Member, *Task Force for Business Lecture Series* 2018

Department of Finance

Member, *IFAA Programme Committee* 2022 – Present

Member, *QFIN Programme Committee* 2022 – 2023

Member, *QFRM Programme Committee* 2022 – 2023

Convenor, *Committee on UG Studies* 2021 – Present

EXTERNAL SERVICES

External Examiner, <i>Hong Kong Institute of Vocational Education</i>	2020 – Present
External Examiner, <i>City University of Macau</i>	2019 – 2020
External Reviewer, <i>The Chinese University of Hong Kong, Shenzhen</i>	2016 – Present
External Reviewer, <i>Hong Kong Baptist University</i>	2018 – 2019