

## Roger Levermore

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### CAREER SUMMARY

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- Current title; Associate Professor (Senior Lecturer), Business Education & Associate Director, CUHK MBA Programs
- Sixteen years as faculty in management/international development (eleven in a tenured capacity)
- Expertise as a senior administrator in programme development and delivery (MBA and UG levels)
- Excellence in a diverse range teaching subjects (ethics, leadership, strategy, scenario planning, cross-cultural management, politics/development/contemporary issues, business in Africa, sports industry, study treks and capstone MBA) using experiential learning methods. Commendations and awards for excellence in teaching in 2007, 2010, 2013-2017.
- Active researcher in the role of socially responsible business in addressing social development
- Publications: editor of two books, twelve journal articles, ten book chapters – mainly related to the role of business/industry in international development/corporate social responsibility (1000+ citations)

### EMPLOYMENT

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#### **Chinese University of Hong Kong, 2018-present**

Associate Professor in Business Management Education (Senior Lecturer) at the School of Business

Associate Director, MBA programs

#### **Hong Kong University of Science and Technology, 2012-2018**

Associate Professor in Business Management Education (Senior Lecturer) at the School of Business Management, July 2012-present

Interim Director of the HKUST MBA (July 2012-July 2013)

Associate Director, HKUST MBA programs (May 2014-to date)

### **University of Liverpool, 2001-2014 (tenured track)**

Lecturer in international development and management, 2001-12 & MBA programme Director, 2005-2010, BA (International Business) programme Director, 2002-2005.

### **Norwich Union Life Insurance Society, 1989-1994**

Senior Claims Administrator

## **EDUCATION**

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Both PhD and Master's partially funded by a grant from the Economic and Social Research Council (ESRC)

- November 1998 to November 2001: Ph.D. in Geography (The politics of southern Africa and EU-South Africa relations) at the University of Plymouth. Passed viva 7 December 2001. This included a three month posting as visiting Research Fellow at the South African Institute of International Affairs (June-September 1999).
- September 1997 to September 1998: MA in International Politics, University of Hull. **Distinction.**
- BA (Hons) in Politics and History at John Ruskin University, Cambridge (1994 to 1997): **First class Honours degree.**

## **TEACHING**

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### **General information:**

- My teaching includes key management topic areas such as strategy, internationalisation (politics, cross cultural analysis and global economy overview), ethics, leadership, crisis, consultancy, simulated CEO decision-making under pressure, capstone MBA, immersion MBA, sports management, scenario planning and business in sub-Saharan Africa. Of these, ethics and leadership are the subjects I have taught most at HKUST (2012 to date). Strategy has also been an area I taught at the University of Liverpool (2002-2012).
- I teach at undergraduate, postgraduate (MBA and MSc) and executive education levels.
- Received teaching excellence award, University of Liverpool, 2007
- Nominated for teaching excellence award, University of Liverpool, 2010
- 2015 winner of the 'Common Core' excellence in teaching award, HKUST (out of 300 Common Core courses)
- 2016 winner of the HKUST 'Franklin prize' for UG core course teaching
- Finalist for the annual MBA core teaching excellence award ('Franklin prize'), June 2014 & 2015.
- Dean's commendation for excellence in teaching of undergraduate and MBA teaching at HKUST, 2013-17
- I give lectures on experiential learning practices around the world

### **Undergraduate teaching:**

My most recent teaching has been the following courses at HKUST:

- MGMT2120: Business, Society and the Individual (eight sections in 2013/14) – excellence in teaching distinction received (course evaluated at over 85/100)
- MGMT1120: Developing the Leader in You (instructor ratings up to 97/100). This is a ‘common core’ course that receives applications from across all programs from the University and from across all year groups.

Overall, my teaching experience has spanned many areas across management studies and social science for the past 15 years. Selected courses are; 1<sup>st</sup> year level: Managing Across Borders (course designer and module leader); 2<sup>nd</sup> year: International Development (course designer and module leader) (2003-2012), Exchange module coordinator (2002-2005), 3<sup>rd</sup> year: Business and Development in Africa (course designer and module leader) (2004-2006), Critical Perspectives of Management (2002-2008), The football industry in the UK (2006-2008), Independent Study courses/fieldwork/dissertation (2002-2007), Leadership (2014-16).

### **MBA teaching experience**

My most recent teaching has been the following courses at HKUST:

- MGMT5590: Responsible Leadership and Ethics. Taught 24 times since 2013. This is taught to five sections of students; two on the full time MBA; two on the part-time MBA (MBA for professionals) and one for the Shenzhen HKUST MBA students – excellence in teaching distinction received (course evaluated at between 88-93 for each of the three programs in 2014/15). **This course was a finalist for MBA core teaching awards in 2015 and 2016.**
- MGMT5210: Prepare to Lead (immersion program), 2015 & 2016
- MGMT5640: Time to Lead (end of program, residential capstone course) (three sections in 2013-15) (instructor rating of over 85/100).
- Elective courses on business in Africa, sports management, scenario planning, study treks to South Africa and London

Overall, my teaching experience has spanned many areas across management studies. This includes, Enhanced Study Skills (course designer and module leader) (2007-2011), Strategy/global economy (course designer and module leader) (2008-2011), Management Game – blend of strategy and crisis management exercises (course designer and module leader) (2006-2012), Dissertation (2002-2011), Football industry specific courses (2002-2012), Responsible Leadership & Business Ethics (2013-present, Capstone leadership/leadership skills mentor (2013-17), Case competition adviser (2013-17).

### **MSc:**

- International Development (course designer and module leader) (2012)
- Consultancy project (2014-2015) for the CEMS MSc program (two cohorts)

**MPA:** International Development (2009)

**PhD:** Successfully supervised four PhD students and internal examiner of PhDs too.

- Peter Millward (2008), Jamie Cleland (2009), Neil Moore (2010), Andy Lyon (2013)

**Executive education:**

HKUST EMBA, November 2017

HKUST executive leadership sections, October and November 2014

Engineering Leadership Programme, HKUST – March 2013

Engineering Leadership Programme, HKUST – November 2013

## **ADMINISTRATIVE EXPERIENCE**

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I have over fifteen years experience of senior administrative positions that include Director-level postgraduate and undergraduate programme responsibilities that have encompassed representing the programme, recruitment, programme oversight/strategy, induction activities, placement, international exchange co-ordination and alumni activities.

### **Director of Programme**

- Undergraduate (International Business BA): 2002-2005
  - Includes International exchange placement coordinator, 2002-2006; development of outreach (business) involvement in enriching the programme and interacting with students.
- Liverpool MBA: 2005-2010
- Liverpool EMBA: 2007-2008
  - My role was as an analyst – assessing the extent to which the University of Liverpool might position itself to deliver an international EMBA programme.
- HKUST: Interim Director, MBA Programs, HKUST. July 2012 to July 2013.
  - My role included:
    - business outreach to promote the MBA, meeting over 600 business people in the process and organising executive evening meetings between senior business practitioners and MBA students
    - recruitment/admissions (interviewing over 150 applicants and attending MBA recruitment events around the world)
- HKUST: **Associate Director**, MBA Programs. May 2014 to 2018
  - My role includes improving the student experience, admissions interviewing, developing business relations and curriculum development.
- CUHK: **Associate Director**, MBA Programs, July 2018-present

## RESEARCH

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My PhD (1998-2001) was undertaken in a multidisciplinary field, with a critical examination of how a trade agreement might address a multitude of poverty indicators in southern Africa. Since 2001, my training has been in a business school where I have continued this multidisciplinary approach, with publications in high ranking journals (eg *Sociological Review*) or practitioner-oriented (eg *Journal of Corporate Citizenship*) in both management studies (*Corporate Governance: The international journal of business in society*), development studies (*Third World Quarterly*), international relations/politics (two edited books) and the sports industry /sport (*Sport, Business, Management: An International Journal*). These articles have been cited over 600 times.

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A full list of publications can be viewed in my full CV.

Notable and recent publications include:

### Edited books

- Roger Levermore and Aaron Beacom (Eds). 2012, *Sport and International Development*. London, Palgrave
- Roger Levermore and Adrian Budd (Eds), 2004, *Sport and International Relations: An emerging relationship*. London, Routledge

### Published Refereed Academic Journals

- Roger Levermore and Neil Moore, 2015, 'The need to apply new theories to "Sport CSR"', *Corporate Governance: The international journal of business in society*, 15:2, 249-253
- Roger Levermore, 2014, 'How 'organisational geography' influences the shaping of CSR: an example of seven Japanese MNEs', *Journal of Corporate Citizenship*, 56: December, 67- 82.
- Neil Moore and Roger Levermore, 2012, 'English professional football clubs: Can business parameters of small and medium-sized enterprises be applied?', *Sport, Business, Management: An International Journal*, 3:2, 196-209.
- Roger Levermore, 2011, 'Analysing the extent to which evaluation of corporate social responsibility for development through sport is conducted', *Third World Quarterly*, 32:3, 322-335.
- Roger Levermore, 2011, 'Sport-for-development and the 2010 football World Cup', *Geography Compass*, 5:12, 886-897.
- Roger Levermore, 2010, 'CSR for development through sport: Examining its potential and limitations', *Third World Quarterly*, 31:2, 223-241.
- Roger Levermore and Peter Millward, 2007, 'Official policies and informal transversal networks: Creating 'pan-European identifications' through sport?', *Sociological Review* 55:1, 144-164.

**Other (guest lectures/outreach):**

- Member of the Higher Education Academy, 2011- to date
- Invited to lecture at universities and businesses around the world to discuss experiential learning, corporate responsibility and the sports industry. Since 2001, I have travelled to France, South Africa, Canada, Japan, Germany, UAE, India, the US, China and Central America to present. The most recent examples include:
  - December 2017: Sports University of Cologne, Germany: The latest state of sports development
  - December 2016: Tsukuba University, Tokyo: Two day symposium on the role of sports in social and economic development
  - June 2016 (& March 2014): Taipei ‘Simulating crisis management: a practical example of experiential learning’: guest lecture session to IMBA students at Ming Chuan University.
  - May 2016 – The extent to which ESG (CSR) can boost the profit of a company, HR Directors summit, Hong Kong (Wan Chai Exhibition Centre)
  - January 2016 & June 2017: San Diego State University, International relations and sport
  - May 2015: Fudan University, Shanghai: Modern Global Leadership: Conflict, Crisis, Communication
  - July 2014: HSBC, ‘Leadership, crisis, communication in a VUCA world’, special guest lecture to HSBC scholars (Hong Kong)
  - May 2014: Sun-Yat Sen University, Guangzhou – ‘Business ethics issues in the finance industry’ (guest lecture to MSc Finance students).
  - November 2013: INCAE: experiential learning and the sports industry
  - October 2013: University of Illinois: progress in sport for development
  - March 2013: China-Europe International Business School (CEIBS), Shanghai – Simulating crisis management for executive level managers
  - June 2012: Sports University of Cologne, Germany: The good, the bad, the ugly: possibilities and limitations of Sport in the context of development
  - May 2012, University of Maryland, USA: Sport and international development
  - January 2012, British University of Dubai, UAE: The Sports Industry & Global Ethics (HRM in Practice series)
  - July 2011, Experiential learning and sport and international development delivered to exchange students from the Universities of Maryland and Memphis, London
  - November 2010, Birkbeck University, London: Corporate social responsibility in the sports industry