



List of Recent Case Publications

1. **Jeremy Cheng**, Kevin Au (2023), "[Sparkle Collection: A Rising Generation's Entrepreneurial Dilemma](#)," Ivey Publishing and CUHK Business School, 10 October 2023.
2. **Kevin Au**, Marshall Jen (2021), "[Mission Hills Group in China: Family Entrepreneurship and Legacy](#)," *Asian Family Businesses* edited by Annie Koh and Jean Lee: World Scientific Publishing, January 2021.
3. **Kevin Au**, Marshall Jen (2021), "[LH Group Ltd.: Strategic Renewal of Restaurant Business by Two Second Generations](#)," *Asian Family Businesses* edited by Annie Koh and Jean Lee: World Scientific Publishing, January 2021.
4. Hugh Thomas, **Kevin Au** (2021), "[Redhill Capital: Strategy in a Pandemic](#)," *Harvard Business Publishing*, 4 November 2021
5. **Kevin Au**, Rebecca Chun (2019), "[Konica Minolta Business Solutions \(HK\) Ltd.: Pioneering Corporate Social Entrepreneurship](#)," *Harvard Business Publishing*, 18 January 2019.
6. **Kevin Au**, Bernard Suen, Daisy Wong, Na Shen (2015), "[Design Careers of Alan Yip and Winnif Pang](#)," *Harvard Business Publishing*, 8 October 2010.
7. **Kevin Au**, Anna Po Yung Tsui, Ross Cheung (2014), "[Diamond Cab: Investment of a Venture Philanthropy Fund](#)," *Ivy Publishing*, 23 January 2014.