



List of Recent Case Publications

1. **Howard Pong-yuen Lam, Kam Sing Wong** (2023), "[Hong Kong Special Administrative Region Government: Address Global Climate Change](#)," *Ivey Publishing*, 13 July 2023.
2. **Howard Pong-yuen Lam, Hugh Thomas, Elsie Tsui, Shi Yu Lu** (2022), "[Health View Bioanalytic Limited: Generating Impact from Research](#)," *Ivey Publishing*, 5 December 2022.
3. **Howard Pong-yuen Lam, Hugh Thomas, Hang Yee Rosette Leung, Hanni Jie** (2022), "[OmniFoods: Plant-Based Pork from Hong Kong to the Rest of China](#)," *Ivey Publishing*, 28 September 2022.
4. **Hang Yee Rosette Leung, Hugh Thomas, Hannie Jie, Howard Pong-yuen Lam** (2022), "[Green Monday: Flexitarianism, Innovation, and Endorsement](#)," *Harvard Business Publishing*, 10 July 2022.
5. **Howard Pong Yuen Lam, Hugh Thomas, Keith Chi Ho Wong** (2020), "[SenseTime Group Limited: Business Model Expansion](#)," *Harvard Business Publishing*, 16 June 2020.
6. **Hugh Thomas, Andrew C.F. Chan, Howard Pong Yuen Lam, Icy Fong Lai Ngai** (2019), "[Incubation and the Hong Kong Science and Technology Parks Corporation](#)," *Harvard Business Publishing*, 16 August 2019.
7. **Howard Pong Yuen Lam, Andrew C.F. Chan, Icy Fong Lai Ngai** (2019), "[OpenSky.tv: A New Business Model-Content Creation, Curation, Consumption, and Commercialization](#)," *Harvard Business Publishing*, 3 May 2019.
8. **Kevin Au, Howard Pong Yuen Lam, Shi Yu Lu, Icy Fong Lai Ngai** (2018), "[Bamboos Health Care Holdings \(Hong Kong\) Ltd.: Business Model and Expansion](#)," *Harvard Business Publishing*, 12 November 2018.

9. Hugh Thomas, Andrew C.F. Chan, **Howard Pong Yuen Lam**, Andy Wong, Canice Man Ching Kwan (2018), "[AmorePacific Hong Kong: Marketing Korean Beauty Products](#)," *Harvard Business Publishing*, 3 May 2018.
10. Andrew C.F. Chan, **Howard Pong Yuen Lam**, Hugh Thomas, Elsie Tsui (2016), "[Hung Fook Tong: From Hong Kong to China](#)," *Harvard Business Publishing*, 30 May 2016.
11. Kevin Au, Andrew C.F. Chan, **Howard Pong Yuen Lam**, Cinty Li (2015), "[TSL Jewellery: An Innovator Across Generations](#)," *Harvard Business Publishing*, 24 Feb 2015.