



Department of Management and Marketing 

People 

Academic Staff

## Academic Staff

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Sort by:

Dr Xin XU

Associate Professor and Interim Head of Department

*BEcon (Nanjing), MPhil (Nankai), PhD (HKUST)*

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 [xin.xu@polyu.edu.hk](mailto:xin.xu@polyu.edu.hk)

 3400 3947

 M824

Research Area:

MIS

Consulting, Research and Teaching Interests:

IT Service Management, IT Innovation and Consumers, Human Computer Interaction, Mobile Computing, Social Media and Business Analytics

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## Prof. Wai Ting Eric NGAI

### Professor and Associate Head of Department

*BSc (Hons), MSocSc, PhD*

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- 2766 7296
- M931

Research Area:  
MIS

Consulting, Research and Teaching Interests:  
E-Commerce, Decision Support Systems, Social Computing, Logistics and Supply Chain Management, Knowledge Management & Innovation, IT Governance, RFID and Energy & Environmental Informatics Research

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## Prof. Yuwei JIANG

### Professor

*BA Econ (UIR), MSc Econ (HKUST), PhD Marketing (HKUST)*

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- 3400 3948
- M914
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Research Area:  
Marketing

Consulting, Research and Teaching Interests:  
Social Influence and Consumer Behavior, Psychology of Time and Money,  
Visual Information Processing, Sensory Marketing, Metacognitive  
Experiences

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**Prof. Wu LIU**

**Professor**

*BEcon (Fudan), MEcon (Fudan), PhD (Vanderbilt University)*

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- ☐ 3400 3954
- ☐ M936

Research Area:  
Management

Consulting, Research and Teaching Interests:  
Employee Voice Behavior, Top Management Teams, Leadership,  
Negotiation, Cross-cultural Management, Conflict Management

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**Prof. Pok Man Peter YUEN**

**Professor and Dean (CPCE)**

*BA, MBA (SUNY Buffalo), PhD (Birmingham), FCHSE (Aust)*

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Research Area:  
Management

Consulting, Research and Teaching Interests:  
Public Policy Analysis, Health Services Management

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## Dr Yee Kwong Ricky CHAN

### Associate Professor and Associate Head of Department

*BBA (Hons), MBA, PhD (CUHK), LLB (Hons), LLM (London), Barrister (Middle Temple), DipM (CIM), DipJap (HKU)*

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□ 2766 7110

□ M821

Research Area:  
Marketing

Consulting, Research and Teaching Interests:  
Consumer Behavior, Green Marketing, Operations of Multi-national Enterprises

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## Dr Fang Flora GU

### Associate Professor and Associate Head of Department

*BEcon (Fudan), PhD (HKU)*

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□ M826

Research Area:  
Marketing

Consulting, Research and Teaching Interests:  
Marketing Strategy, Interorganizational Relationships, Distribution Channels, Cross-cultural Marketing, Digital Marketing

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## Dr Bonnie Hayden CHENG

### Associate Professor

*MA (University of Toronto), PhD (University of Toronto)*

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- ☐ 2766 7380
- ☐ M1015

Research Area:  
Management

Consulting, Research and Teaching Interests:  
Emotional Well-being at Work: Workplace Anxiety, Work Recovery, Work-life Balance, Depletion & Replenishment, Maintaining Proactivity & Productivity

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### Dr Wing Sing Vincent CHO

#### Associate Professor

*BSc (HKU), MEngSc (UNSW), PhD (HKUST), PgCert (Ed) (HKU), GradDip (CS) (Melbourne Univ), GradDip in BA (Monash Univ), MHKCS*

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- ☐ 2766 6339
- ☐ M933

Research Area:  
MIS

Consulting, Research and Teaching Interests:  
Textual Mining, Technology Adoption, Information Systems Management

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### Dr Kwok Yee Wing LAM

#### Associate Professor

*BBA (CityU), MA (Lancaster), PhD (PolyU)*

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- 2766 4541
- M1011

Research Area:  
Management

Consulting, Research and Teaching Interests:  
Proactive Behavior in Organization, Emotional Labor, Leadership, Human  
Resource Management Issues in China

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### Dr Amy Y. OU

Associate Professor

*BEcon (Peking), MMgt (Peking), PhD (Arizona State)*

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- 2766 4057
- M939

Research Area:  
Management

Consulting, Research and Teaching Interests:  
Strategic leadership, Leader humility, Organizational culture, Women  
career management

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### Dr Robert Phillip WRIGHT

Associate Professor

*BBus (WACAE), MIR (UWA), PhD (HKU), FHKIHRM, FAIM, FHKIoD*

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- 2766 7378
- M906

Research Area:  
Management

Consulting, Research and Teaching Interests:  
Paradoxical Thinking, Strategy-as-Practice, Strategy-as-Paradox, Reflective Practice, Boards of Directors, Managerial Cognitions, Executive Education

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## Dr Xueyong ZHAN

Associate Professor

*BS Engineering (Tsinghua), MSc Management (CAS), MPA & PhD Public Administration (USC)*

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  - 3400 3648
  - M1029

Research Area:  
Management

Consulting, Research and Teaching Interests:  
Public and Nonprofit Management, Public Policy Processes, Environmental Governance, Government and Business, Public Sector Financial Management

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## Dr Xubing ZHANG

Associate Professor

*BEng (USTB, Beijing), MEng (BPU, Beijing), PhD (Toronto)*

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  - 2766 4060
  - M927

Research Area:  
Marketing

Consulting, Research and Teaching Interests:  
Analytical and Empirical Research in Retailing Practices, Distribution Channels, Internet Marketing, Advertising, Pricing and Competitive Strategies.

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**Dr Feng BAI**

**Assistant Professor**

*MPhil (CityU), PhD (UBC)*

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- ☐ 3400 3924
- ☐ M1021

Research Area:  
Management

Consulting, Research and Teaching Interests:  
Morality, Virtue, Social Inequality

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**Dr Boyoun Grace CHAE**

**Assistant Professor**

*BBA, MSc (Seoul National University), PhD (University of British Columbia)*

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- ☐ M927

Research Area:  
Marketing

Consulting, Research and Teaching Interests:  
Consumer Behavior, Consumer Socialization and Motivation, Sensory Marketing

## Dr Fangyuan CHEN

Assistant Professor

*BBA (Fudan), PhD (HKUST)*

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- M1022

Research Area:  
Marketing

Consulting, Research and Teaching Interests:  
Consumer Behavior, Subjective Vitality, Anthropomorphism

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## Dr Wonjoon CHUNG

Assistant Professor

*MHRIR & PhD (University of Illinois at Urbana-Champaign)*

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- M928

Research Area:  
Management

Consulting, Research and Teaching Interests:  
Conflict in Organization / Conflict Management, Dispute Resolution-  
Mediation / Negotiation, Organizational Justice

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## Dr Yue Katherine FENG

Assistant Professor

*BS (Fudan), PhD (HKUST)*

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- M841

Research Area:  
MIS

Consulting, Research and Teaching Interests:  
Social Network Analysis, Online Marketing, IT Innovation and Implementation, Big Data and Business Analytics, Machine Learning

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### Dr Wei Vivian GUO

Assistant Professor

*MBA (Marshall University), PhD (University of Maryland)*

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- M1028

Research Area:  
Management

Consulting, Research and Teaching Interests:  
Strategic Communication, Competitive Strategy, Microfoundations of Strategy

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### Dr Feifei HUANG

Assistant Professor

*BBA (Shandong University of Finance and Economics), MSc (Dalian University of Technology), PhD (CUHK)*

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- ☎ M1020

Research Area:  
Marketing

Consulting, Research and Teaching Interests:  
Consumer Behavior, Marketing Communications, Emotions and Feelings

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## Dr Kawon KIM

Assistant Professor

*BA & MA (Seoul National University), PhD (London Business School)*

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- ☎ M929

Research Area:  
Management

Consulting, Research and Teaching Interests:  
Diversity, Group Dynamics, Identity Motives at Work, Leadership

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## Dr Fine Fanni LEUNG

Assistant Professor

*BComm (UBC), MBA (Harvard), PhD (HKU)*

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- ☎ M1010

Research Area:  
Marketing

Consulting, Research and Teaching Interests:  
Marketing Strategy, Customer Participation, Customer Relationships,  
Services Marketing, International Marketing

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**Dr Shuping LI**

**Assistant Professor**

*MA & BA in Economics (Beijing Normal University), PhD in Strategic Management (National University of Singapore)*

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- 2766 7135
- M907

Research Area:  
Management

Consulting, Research and Teaching Interests:  
Strategic Corporate Governance, Formal and Informal Institutions,  
Microfoundations of Strategic Leadership

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**Dr Jaegoo LIM**

**Assistant Professor**

*BA & MS (Seoul National University), PhD (University of Illinois at Urbana-champaign)*

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- 2766 7359
- M908

Research Area:  
Management

Consulting, Research and Teaching Interests:  
Influence of Institutional Environment, Corporate Political Activity,  
Corporate Social Responsibility, Firm Reputation, Top Executives

## Dr Jia Katrina LIN

### Assistant Professor

*MSc (The University of Nottingham), PhD (National University of Singapore)*

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- M930

Research Area:  
Management

Consulting, Research and Teaching Interests:  
Helping Behaviours, Social Support, Interpersonal Relationships, Emotions,  
Work-family Issues

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## Dr Xiaowei Michael MEI

### Assistant Professor

*MPhil (UT Arlington), PhD (U Florida)*

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- 2766 7133
- M842

Research Area:  
MIS

Consulting, Research and Teaching Interests:  
Big Data and Business Analytics, Data Mining, Social Network Analysis,  
Economics of Information Systems, Mechanism Design in Information  
Systems

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## Dr Rafay A. SIDDIQUI

### Assistant Professor

*BSc Hons (Lahore University of Management Sciences), MBA (University of Alabama), PhD (University of South Carolina)*

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- 3400 3921
- M1013

Research Area:  
Marketing

Consulting, Research and Teaching Interests:  
Consumer Judgment and Decision Making, particularly related to time:  
Time Perception, Time Scarcity/Affluence, Task-Completion Times,  
Patience, and Self-Control

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## Dr Yan XU

### Assistant Professor

*Bachelor (Shanghai Jiao Tong University), MPhil (Tilburg University), PhD (Tilburg University)*

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- M1014

Research Area:  
Marketing

Consulting, Research and Teaching Interests:  
Quantitative Marketing, Empirical Industrial Organization, Consumer and Seller Learning, Home Production, Platforms/Two-sided Markets, Crowdfunding

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## Dr Qi Thomas ZHU

### Assistant Professor

BS (Tongji); MS (Fudan); PhD (ASU)

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- M905

Research Area:  
Management

Consulting, Research and Teaching Interests:  
Corporate governance, Strategic leadership, M&A, Innovation

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### Dr Lap Kwong David KO

Professor of Practice (Marketing) (eligible as non-first Co-Supervisor only)

BBA (CUHK), MBA (HKBU), MSc (CUHK), DBA (PolyU)

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- M938

Research Area:  
Marketing

Consulting, Research and Teaching Interests:  
Business Strategies, Chinese Family Business, Online WOM Advertising, Consultancy on Outdoor Advertising, Quality Assurance, Factory Audit, Sales Training on B to B Marketing, Fast Food and Supermarket Management, Product Inspection and Certification via ISO 9000, ISO 14000, SA 8000, TQM, Product Review – Safety and Reliability, Import and Export

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### Dr Yi-keung Dicky SHEK

Professor of Practice (Management Information Systems) (eligible as non-first Co-Supervisor only)

*BEng (HKU); MBA (CUHK); DBA (PolyU)*

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□ M845

Research Area:

MIS

Consulting, Research and Teaching Interests:

Data Science, Artificial Intelligence, Blockchain, FinTech, CRM, Digital Marketing, e-Commerce, Virtual Reality, Media Theory, IT Security/Control & Audit, Knowledge Management

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