

## **Brief background of Dr CHEUNG Kin Yu, Joseph 張健儒博士 PhD**

Currently, Professor Cheung is teaching in various institutions like Tsing Hua University, PRC and other local universities and institutions like HKMA, HKPC

Dr Cheung has held various senior executive positions in the business sector as well as involved in the teaching and research in postgraduate management education in Hong Kong, Mainland China, Taiwan and Singapore since early 1980s. He is at present the Chairman of a local company and holds visiting professorship at various tertiary institutions in Hong Kong, China and overseas. He has research interests in: Strategic Marketing, International Marketing and Distribution, Innovation Management, New Product Development, and Entrepreneurship.

Dr Cheung possesses a B.Sc from the Chinese University of Hong Kong, an MBA from London Business School, UK and a PhD in Business Administration from Tsinghua University, China.

**張健儒教授** -- 張博士畢業於北京清華大學經濟管理學院，為北京清華大學博士，現任職公司主席及大學兼職教授。張教授擁有超過三十年的專業培訓工作經驗，曾為英國Heriot Watt University；澳大利亞RMIT University、University of South Australia；中國北京清華大學、香港中文大學；及菲律賓Bulanca 大學教授不同的中英文工商管理博士及碩士課程。張教授具三十多年全球生產管理、科技產品開發管理經驗。張教授曾於世界著名集團任職亞太區行政總裁、董事總經理及董事等職位，有工廠生產經驗〔五千人〕，亦曾負責高科技開發、科技產品營運。張教授其後自行創業，目前是一家小型企業的公司主席。