



香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG



School of Business
The Hang Seng University of Hong Kong
A Dynamic School that CARES

2023 Academy of International Business

Asia Pacific Regional Conference

“Recovery in International Business Markets”

Organizing Committee

Chair:

Bradley R. BARNES

Dean, School of Business

Professor, International Management and Marketing

The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC

Vice Chair:

Henry CHUNG

Professor, School of Communication, Journalism and Marketing

Massey University Auckland, New Zealand

Country Directors:

Jusuke IKEGAMI

Professor, Management Strategy

Waseda Business School, Japan

Country Director, Japan

Lei LI

Associate Professor, Head of Department

Nottingham University Business School China

University of Nottingham Ningbo China, China

Country Director, China

Geon-Cheol SHIN

Professor, Management

Kyung Hee University, South Korea

Country Director, South Korea

Members:

T. S. CHAN

Former Shun Hing Chair Professor of Marketing

Lingnan University

Hong Kong, SAR-PRC

Yingyot CHIARAVUTTHI

Associate Professor

Mahidol University International College, Thailand

Dawn CHOW

Senior Research Fellow

National University of Singapore, Singapore

Visiting Scholar (non-resident)

University College London, UK

Geng CUI

Professor, Marketing and International Business
Lingnan University, Hong Kong, SAR-PRC

Vincent FABELLA

President
José Rizal University, the Philippines

Eva Yueng Wah KHONG

Associate Professor, Associate Dean
Faculty of Finance
City University of Macau, Macau, SAR-PRC

Jane LU

Head (MGT) & Chair Professor
City University of Hong Kong, Hong Kong, SAR-PRC

Alfred PRESBITERO

Director, MBA (International)
Deakin Business School, Australia

Christopher RICHARDSON

Deputy Dean (Research, Innovation & Industry-Community Engagement)
Graduate School of Business, Universiti Sains Malaysia, Malaysia

Tomoki SEKIGUCHI

Professor, Graduate School of Management
Kyoto University, Japan

Tsui-Yii SHIH

Professor, Marketing and International Business Strategy
National Taipei University of Business, Taiwan

Lianxi ZHOU

Professor, Marketing
Brock University, Canada

Secretariat:**Karl CHU**

Senior Executive Officer, Research Institute for Business, School of Business
The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC

Zon LAM

Executive Officer, School of Business
The Hang Seng University of Hong Kong, Hong Kong, SAR-PRC