



Institute of Advanced Management Development
The Hong Kong Management Association
2023

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The Hong Kong Management Association

Established in 1960, The Hong Kong Management Association (HKMA) is a professional, non-profit making organization which has effectively served the management education and training needs of the business community in Hong Kong for over six decades. Our vision is to be the leading professional organization advancing management excellence in Hong Kong and the Region. Our missions are to promote best practices in management, to nurture human capital through management education and training at all levels, and to provide members with a platform for exchange of ideas, networking and personal development.

Services provided by the HKMA comprise three major areas, namely education and training, management services and membership services. With a membership of over 13,000 individual executives and corporations, the Association organizes more than 2,000 programmes for approximately 50,000 participants annually.



HKMA Institute of Advanced Management Development

The Institute of Advanced Management Development (AMD) was established on 1 May 2015 to offer world-class management programmes for top executive development and top-notch management consulting services with a view to making significant contributions to advancing management talent and corporate development in Hong Kong and the Region. AMD has become a global centre of excellence that provides a platform for renowned scholars and management experts from around the world to interact with our fellows and members, as well as top executives from the business and public sectors. In the process, cutting-edge knowledge and innovative ideas that are relevant to the economic development of Hong Kong and the Region are imparted and generated.



The Professor of Practice Scheme

Introduction

It has been a world-wide trend for academic institutions and educational organizations to appoint Professors of Practice in support of their teaching, research and development programmes. The HKMA Institute of Advanced Management Development (AMD), as the world-class management development platform of a leading professional organization advancing management excellence, is in a position to offer to highly distinguished individuals the title of Professor of Practice so that they will make significant contribution to the further development of AMD. Typically, they are practitioners who have a distinguished career in their respective areas of expertise, although there is no exclusion of renowned academics being awarded the honour. In turn, the Professor of Practice designation represents an effective way for these individuals to serve the wider business community through their work at the AMD.

The title Professor of Practice may be offered to individuals who have made enormous contributions to the business society, locally, regionally or globally, and would be prepared to support the future development of the AMD. It is the AMD's objective to identify these individuals in fields that are central to its development strategies.

Qualifications

Professors of Practice will be distinguished practitioners or academicians who have made significant contribution to fields and disciplines relevant to the development of AMD, and are committed to enhancing the reputation and the development of AMD; and have a reputation for excellence.

Selection Process

Members of the AMD Advisory Board will nominate qualified candidates to be Professors of Practice. These nominations will be submitted to the Appointments Committee which will evaluate the merits of each candidate and then recommend a short list to be Professors of Practice. The recommendation will then be made to the AMD Advisory Board for endorsement.

Terms of Professor of Practice

The appointment of Professor of Practice is for four years and is renewable, subject to the recommendation of the Appointments Committee and the endorsement of the AMD Advisory Board.

Professors of Practice

Appointed in 2016:

- Professor Alan Barrell
- Professor Viveca Chan
- Professor Darwin Chen SBS JP
- Professor Shih Wing Ching JP

Appointed in 2017:

- Professor Kan Tai-keung SBS
- Professor Frederick Ma GBS JP
- Professor Marjorie Yang GBS JP

Appointed in 2018:

- Professor Chan Wing Kin Alfred BBS
- Professor Mark Michelson
- Professor Edith Shih

Appointed in 2019:

- Professor Winfried Engelbrecht-Bresges GBS JP
- Professor Randy Lai
- Professor Joseph Ngai

Appointed in 2021:

- Professor Ayesha Macpherson Lau BBS JP
- Professor Charles Li SBS
- Professor James E Thompson GBS

Appointed in 2022:

- Professor Allen Fung
- Professor Claire Hsu
- Professor Mary Huen JP

Newly Appointed Professors of Practice



Professor Amy Chan BEM JP

Professor Amy Chan is Headmistress of the Apprentice Jockeys' School. She takes the lead in developing and planning racing initiatives, ensuring that the sport continues to thrive in Hong Kong. As Headmistress of the Apprentice Jockeys' School, she is instrumental in nurturing aspiring jockeys, guiding them towards reaching their full potential through a well-structured curriculum. Professor Chan's dedication not only shapes the careers of young talents but also contributes to the overall excellence of the racing industry.

Prior to her engagement with The Hong Kong Jockey Club, Professor Chan enjoyed an illustrious career as a badminton player, achieving remarkable success both nationally and internationally. Her exceptional skills and unwavering determination earned widespread recognition and admiration for her.

After retiring from the Hong Kong national team, Professor Chan made the decision to further her education at Springfield University in the US, where she successfully earned a Bachelor's degree in Sports Management. With a wealth of academic knowledge and invaluable practical experience under her belt, she joined the Hong Kong Sports Institute, taking on the responsibility of cultivating the growth of athletes.

Professor Chan's commitment to community service is commendable. She has been actively involved in various government-appointed advisory committees and has held positions such as Sha Tin District Councillor, Member of the Civic Education Committee, Housing Authority Appeal Panel, Estate Agent Authority, and Committee on Community Support for Rehabilitated Offenders, among others. Currently, she holds significant roles as Member of the Commission on Poverty, Rehabilitative Advisory Committee, and Sports Commission; and Chairperson of the Hong Kong Paralympian Fund.

Professor Chan's extraordinary journey and remarkable achievements as an athlete have left a lasting impression on the world of sports, inspiring future generations. Through her passionate devotion in talent development and community service, she made profound impacts that extend far beyond the realm of athletics.



Professor Herbert Chia JP

Professor Herbert Chia has earned widespread recognition and influence in the development of big data through his notable contributions in the field. Currently, he is a Board Member of Hong Kong Science and Technology Parks Corporation and the Honorary Chairman and Advisor at Hong Kong Data Club.

Professor Chia joined Alibaba in 2010 and held positions, including Vice President of Alibaba (China) Co Ltd and President of the Data Committee. Under his leadership, Alibaba's data team received the esteemed "China Excellent IT Team" award in the "Excellent Chinese CIO" selection in 2014. In 2017, he was honoured as one of the "China Top 10 Most Influential Big Data Entrepreneurs" by the State Information Centre of China. His exceptional accomplishments were further acknowledged with the Outstanding Achievement Award in the "2021 AI Golden Goose Awards of China".

Professor Chia's active engagement in various committees and boards unequivocally demonstrates his dedication to establishing Hong Kong as a leading hub for big data. He serves as a Member of the Big Data Advisory Group of the Beijing Government, the Information Technology Services Committee of the Hospital Authority of Hong Kong, the Governance Committee of the Hong Kong Growth Portfolio Education Commission, and the Digital Economy Development Committee. Additionally, Professor Chia holds adjunct professorships at esteemed institutions, including Zhejiang University School of Management, Alibaba Business School, and The University of Hong Kong Institute for China Business.

In addition to his accomplishments as a writer, with several best-selling books to his name, such as "The Big Data" and "The Nature of Big Data", Professor Chia's pursuit of knowledge extends to his academic achievements. He holds dual EMBA degrees, one from Tsinghua University and another from INSEAD. Actively dedicating himself to promoting big data strategy and application within the Hong Kong business community, he takes the lead in delivering educational courses, including the highly acclaimed "Executive Certificate in Strategic Data-driven Business Transformation" offered by The Hong Kong Management Association.



Professor Kent Wong

Professor Kent Wong has been the Managing Director of Chow Tai Fook Jewellery Group since 2011. He also serves as a Director for the Group's subsidiaries. Through his strategic vision and operational excellence, Professor Wong has transformed Chow Tai Fook into a global leader. His outstanding leadership has driven the Group's expansion in China and the successful implementation of sustainability initiatives.

Professor Wong brings over 45 years of diverse experience in the jewelry industry. He is recognized internationally for his management prowess with numerous accolades. In 2020, he received the prestigious Lifetime Achievement Award at the Jewellery World Awards, and in 2021 the "Director of the Year Awards" by The Hong Kong Institute of Directors. In 2022, Institutional Investors ranked him first as the "Best CEO" in their All-Asia Executive Team Rankings, while The Hong Kong Investor Relations Association honored him with the title of "Best IR by Chairman/CEO". For five consecutive years from 2017 to 2021, Kent was named "Asia's Best CEO (Investor Relations)" by Corporate Governance Asia. His expertise extends beyond the jewelry sector, as he serves as an independent non-executive director of Crystal International Group.

Professor Wong actively contributes to both the community and industry, holding notable positions in various public and non-profit organizations. These include serving as Chairman of the Jewellers' and Goldsmiths' Association of Hong Kong, as well as the Supervising Committee of the Hong Kong & Kowloon Jewellers' & Goldsmiths' Employees' Association. He is also the Permanent Honorary President of the Kowloon Gold Silver and Jewel Merchants' Staff Association, and a Board Member of both Diamonds Do Good and The World Jewellery Confederation. Additionally, Professor Wong serves on the Fair Organizing Committee for the Hong Kong International Jewellery Show and Hong Kong International Diamond, Gem, and Pearl Show, which is organized by the Hong Kong Trade Development Council.

Over the years, Professor Wong has given immense support to the work of The Hong Kong Management Association. As an Executive Committee Member, and Chairman of the Advisory Board at the HKMA Academy for Innovation and Management and the Theme Year Working Party, he has generously shared his business insights and wisdom, fostering innovation and excellence.

Appointments Committee Members

Professor Roy Chung GBS BBS JP (Chairman)

Co-Founder and Non-Executive Director
Techtronic Industries Co Ltd
Industrial Professor
University of Warwick

Professor Andrew C F Chan SBS JP

Emeritus Professor
Department of Marketing
CUHK Business School
The Chinese University of Hong Kong

Dr John C C Chan GBS JP

Deputy Chairman and Independent
Non-executive Director
Transport International Holdings Ltd

Dr Victor Lee PhD FRSA

Senior Advisor
The Hong Kong Management Association

Ms Titania Woo

Executive Director
The Hong Kong Management Association

Professor Marjorie Yang GBS JP

Chairman
Esquel Group

Advisory Board Members

Professor Roy Chung GBS BBS JP (Chairman)

Co-Founder and Non-Executive Director
Techtronic Industries Co Ltd
Industrial Professor
University of Warwick

Ms Clara Chan

Chief Executive Officer
Lee Kee Holdings Limited

Professor Dominic Chan

Founder and Chief Consultant
Decisive Consulting Ltd

Dr John C C Chan GBS JP

Deputy Chairman and Independent
Non-executive Director
Transport International Holdings Ltd

Professor Darwin Chen SBS

Chairman
MLA Academy

Dr Angela Cheung MBE JP

Vice President (Schools)
UNESCOHK

Dr Victor Lee PhD FRSA

Senior Advisor
The Hong Kong Management Association

Ir Paul Poon MH

Managing Director
Poon's Engineering Limited

Mr Edgar Tung

CEO
Tessellation Group

Ms Titania Woo

Executive Director
The Hong Kong Management Association

Professor David Yeung

Co-director
Centre of Game Theory
St Petersburg State University, and
Distinguished Research Professor
Hong Kong Shue Yan University

Professor Peter Yuen

Professor, Department of Management and Marketing
Dean of the College of Professional and Continuing Education
The Hong Kong Polytechnic University

Activities Overview

Doctoral Degree Programmes



Doctoral degree programmes offered in collaboration with renowned institutions worldwide

<https://hkma.org.hk/amd/?page=doctoralProgrammes>

Doctoral Network & Advisory



The Doctoral Network and Advisory (DNA) provides academic and pastoral support to doctoral students of the Association and from any other institutions globally. Webinars delivered by accomplished academics and scholars on topics in relation to doctoral research and study were organized and well received.

Webinar on “ChatGPT: The Good, the Bad, and the Ethical Implications” by Dr Sean McMinn, Director of Center for Education Innovation at The Hong Kong University of Science and Technology



GBA Programmes

Diploma and Certificate programmes on the development of the Greater Bay Area



Guangzhou College of Technology and Business – Inbound Training



A three-day study tour was organized with a delegation of 20 participants from the School of Management, Guangzhou College of Technology and Business. The objectives of the tour were to broaden participants' international perspectives in education management, enhance innovation and teaching quality, and strengthen their professional competence.

Women Impact Forum



The Women Impact Academy, co-organized by HKMA AMD, featured 9 female leaders who shared their inspirational stories and provided insights on overcoming adversity, harnessing the power of media, and promoting sustainable development.

Executive Development Programmes

Cambridge Innovation and Sustainability Programme 2023



The Cambridge Innovation and Sustainability Programme took place in September 2023 at the University of Cambridge. A remarkable group of distinguished scholars from the University of Cambridge, alongside industry leaders and experts, had been brought together to cover a range of cutting-edge topics on “innovation and sustainability”, including:

- “Frugal Innovation” by Prof Jaideep Prabhu, Professor of Marketing and Jawaharlal Nehru and Professor of Indian Business & Enterprise, Judge Business School, University of Cambridge;
 - “Urban Development, Sustainability and Land Economy” by Prof Peter Tyler, Professor of Urban Economics, University of Cambridge;
 - “Leadership in Sustainable Engineering” by Prof Peter Guthrie, Emeritus Professor of Sustainable Engineering, University of Cambridge;
 - “Methodologies in Innovation Strategy” by Dr Nicky Athanassopoulou, Head of Solution Development, Institute for Manufacturing, University of Cambridge;
 - “Rewiring the Economy – Translating Sustainability into Action by Business, Finance and Government” by Dr Jake Reynolds, Head of Client Sustainability and Environment, Freshfields Bruckhaus Deringer LLP;
 - “ESG – Managing and Measuring Environmental Social Governance” by Dr Filippo Addarii, Co-founder and Managing Partner, PlusValue; and Industrial Professor at UCL Institute of Finance and Technology;
 - “Fintech and Cryptocurrency” by Dr Jeremy Sosabowski, Executive Director, AlgoDynamix Ltd;
 - “Developing a federation of companies focused on sustainability – Cleantech and Greentech” by Mr Martin Garratt, Founder and Executive Adviser, Cambridge Cleantech Ltd; and
 - “The Cambridge Innovation Ecosystem” by Ms Harriet Fear, Director, Cambridge&.
- The itinerary also included visits to innovation centres and companies, as well as cultural activities.





The "Capacity-Building and Innovation Project for NGOs", funded by The Hong Kong Jockey Club Charity Trust, identifying the strengths and weaknesses in the performance of NGOs, training the middle to senior level executives of NGOs, and promoting the best practice to enhance their services.

Training workshops organized included:

- Big Data and Data Analytics
- Building up Effective Working Team
- Business Writing Skills for Executives
- Design Thinking and Innovation
- Digital Content Marketing
- Effective Change Management
- Effective Handling of Difficult Service Users
- Effective Managerial/ Supervisory Skills
- Effective Negotiation Skills
- Effective Project Management
- Employment Ordinance
- Entrepreneurship and Innovation for Digital and Business Transformation
- ESG and Sustainability for NGOs
- Event Management
- Finance for Non-Financial Managers
- Fundraising Strategies for NGOs
- High-Impact Public Speaking and Presentation Skills
- How to Better Appraise Your Staff
- How to Better Motivate Your Staff
- How to Enhance Stakeholder Engagement on Social Media in a Digital Marketing Campaign
- How to Handle Problematic Staff
- Leveraging Innovation to Make High-Impact Decisions
- Performance Enhancement through Coaching
- Presentation Skills
- Problem Solving and Decision Making Skills
- Promoting Service through Social Media
- Recruitment and Selection Interviewing Techniques
- Staff Engagement
- Strategic Marketing for NGOs
- Strategic Planning for Business Sustainability
- Generative AI and Cybersecurity





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