



**Institute of Advanced Management Development  
The Hong Kong Management Association**

**2024**

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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

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## 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 the 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 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

Appointed in 2023:

- Professor Amy Chan BEM JP
- Professor Herbert Chia JP
- Professor Kent Wong

# Newly Appointed Professors of Practice

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**Professor Susanna Hui MH**

Professor Hui has held several senior leadership positions within the HKT and PCCW group. Since 2018, Professor Hui has been the Group Managing Director of HKT Limited and HKT Management Limited, as well as the Trustee-Manager of the HKT Trust.

Before this, she was an Executive Director and Trustee-Manager of HKT since 2011. During her tenure, she was a member of HKT's Executive Committee and has held directorships in various group companies. She also served as Group Chief Financial Officer from 2011 to 2018.

Professor Hui joined the Group in 1999 and has assumed roles of increasing responsibility, including Director of Finance, where she oversaw telecommunications services and regulatory accounting. Under her strategic direction, the Group has risen to a leading position in the technology industry, spearheading the delivery of innovative digital transformation solutions that have significantly influenced Hong Kong's business community.

In addition to her roles at HKT and PCCW, Professor Hui actively contributes to the business sector. She serves as the Vice-Chairman of the Employers' Federation of Hong Kong and a member of the Hong Kong Trade Development Council's Belt and Road & Greater Bay Area Committee, as well as its Greater Bay Area Task Force on Innovation and Technology. Professor Hui is also a non-official member of the Government's Digital Economy Development Committee and a Director of Mox Bank Limited.

In 2024, Professor Hui was awarded the Medal of Honour by the HKSAR Government in recognition of her dedicated and valuable community service, particularly in youth development and support for under-privileged students.

Professor Hui holds a Bachelor's degree in Social Sciences from the University of Hong Kong and is a qualified accountant, being a member of both the Hong Kong Institute of Certified Public Accountants and the American Institute of Certified Public Accountants.

Professor Hui has given immense support to The Hong Kong Management Association. Since 2019, she has been a Council Member and became an Executive Committee Member in 2020. Most recently, Professor Hui chaired the Annual Conference Organizing Committee in 2023, having served as a member in 2019 and 2020.



**Professor Jacob Kam JP**

Professor Kam joined MTR Corporation Limited in 1995 and had held various positions across the Operations, Projects, and Mainland China and International Business Divisions. He was appointed CEO in 2019 and has been a Member of the MTR Board since then. Under Professor Kam's leadership, MTR has established itself as a top-tier railway operator globally, renowned for its excellence in safety, reliability, customer service, and cost efficiency.

Before returning to Hong Kong, Professor Kam taught at University College London and subsequently worked as a specialist safety regulator for the UK Government.

Professor Kam's devotion to his work is evident in his professional pursuits, both locally and internationally. He is an Honorary Chairman of the International Association of Public Transport and a member of the General Committee of The Hong Kong General Chamber of Commerce and the General Committee of the Employers' Federation of Hong Kong. He is a council member of the Sustainable Business Network of the United Nations Economic and Social Commission for Asia and the Pacific, and he also serves as the Chair of its Task Force on Infrastructure and Logistics.

Professor Kam is a Chartered Engineer, Vice-president and Chartered Fellow of the Chartered Institute of Logistics and Transport in Hong Kong, as well as a Chartered Fellow of the Institution of Occupational Safety and Health in the UK. Additionally, he is a Corporate Member of the Hong Kong Institution of Engineers and the Institution of Mechanical Engineers in the UK.

Professor Kam holds a Bachelor of Science degree in Civil Engineering from the University of Southampton, and a Doctoral degree in Mechanical Engineering from University College London and an MBA from Kingston Business School in the UK. He was awarded an Honorary Fellowship by Vocational Training Council in 2021. He was also appointed as a Justice of the Peace by HKSAR Government in 2021.

Professor Kam has been an active member of The Hong Kong Management Association. He became a member of the Association's Executive Council since 2021, and chairs the HR Subcommittee and the HKMA Quality Award Organizing Committee. He also chaired the Organizing Committee for the HKMA Annual Conference in 2021 and served as a member in 2020.



**Professor Li Ning**

Professor Li Ning is the Founder, Executive Chairman, and Joint CEO of Li Ning Company Limited, as well as the Chairman, Executive Director, and CEO of Viva Goods Company Limited.

Professor Li is one of the most outstanding athletes in the 20th century. At the 6th World Cup Gymnastics Competition in 1982, he made history by winning six gold medals in men's artistic gymnastics events, earning the title "Prince of Gymnastics". At the 1984 Los Angeles Olympic Games, he won three golds, two silvers and one bronze, making him the most decorated athlete of the year. From 1987, he served as the Asian member of the Athlete's Commission of the International Olympic Committee and was a member of the Men's Artistic Gymnastics Technical Committee of the International Gymnastics Federation from 1993 to 2000, where he is now an honorary member.

Professor Li's exceptional talent not only shines in the sports arena but also propelled his self-founded sportswear brand to global prominence. After retiring from athletes in 1989, he conceived the Li Ning brand to establish the first national sporting goods brand in China. He has dedicated over 20 years to developing the Group's business, significantly advancing the sporting goods industry in China. Listed on the Hong Kong Stock Exchange in 2004, Li Ning Group is now the leading Chinese company in athletic apparel and footwear.

Under Professor Li's leadership, Viva Goods has strategically expanded by acquiring brands such as Bossini, Clarks, and Testoni. The Group's business encompasses markets including Europe, the US, Greater China, Japan, Korea and Southeast Asia.

Professor Li holds a Bachelor's degree in Law and an EMBA from Peking University, along with a technical Honorary Doctorate from Loughborough University in the UK, and a Doctor of Humanities honoris causa from The Hong Kong Polytechnic University. In June 2010, Professor Li was conferred Honorary Fellowship from The Hong Kong University of Science and Technology.

Professor Li has been actively involved in charities through his Li Ning Foundation and the establishment of The Chinese Athletes Educational Foundation. This Foundation provides subsidies for further education and training for both active and retired Chinese athletes and coaches, and supports educational development in impoverished areas of China. In October 2009, Professor Li was appointed "Goodwill Ambassador against Hunger" by The United Nations World Food Programmes.

# Appointments Committee Members

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**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

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**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

**Professor Paul Poon MH**

Managing Director  
Poon's Engineering Limited

**Mr Edgar Tung**

Chief Executive Officer  
Tessellation Group

**Ms Titania Woo**

Executive Director  
The Hong Kong Management Association

**Professor David Yeung**

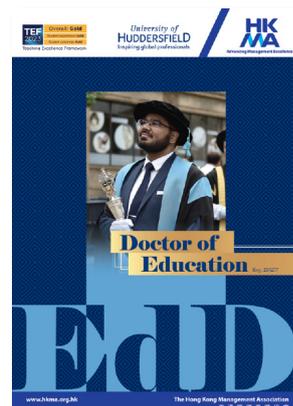
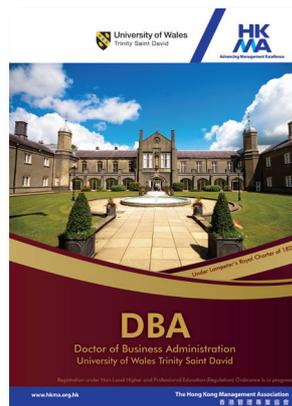
Co-director  
Centre of Game Theory  
St Petersburg State University, and  
Distinguished Research Professor  
Hong Kong Shue Yan University

**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

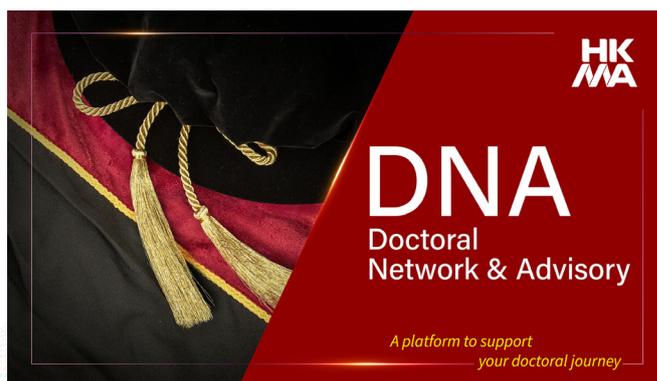
## Doctoral Degree Programmes



Doctoral degree programmes offered in collaboration with renowned institutions worldwide

[www.hkma.org.hk/doctor](http://www.hkma.org.hk/doctor)

## 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.

## Executive Development Programmes

### Crucial Learning Training Programme

A research-based and award-winning programme entitled 'Crucial Conversations® for Mastering Dialogue,' was offered. The Programme aimed to train leaders to maximize their teams' potential in the areas of communication and performance. Two online Course Preview Sessions were conducted by master trainer James Chan.

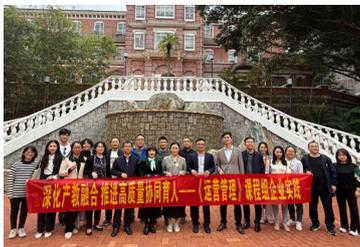


Crucial Conversations.

**Crucial Conversations®**  
for Mastering Dialogue

Early Bird & 2+1 Offer  
Save up to \$9,800

- Powerful skills for working through disagreement to achieve better results in teams and your organization
- Learn how to speak sensitively to staff on performance or attitudinal issues
- Transform company culture to meet organizational goals



### Training for Elite Teachers on Enhancing International Competency

A three-day study tour in Hong Kong was organized with a delegation of 21 teachers and senior executives from Guangzhou College of Technology and Business. The objectives of the tour were to broaden participants' international perspectives in supply chain strategies, enhance their understanding of international supply chain practices, and strengthen their professional competence. Corporate visits to an MNC and seminars on international supply chain management, big data, and nurturing talent were arranged.

## Cambridge Innovation and Sustainability Programme 2024



The Cambridge Innovation and Sustainability Programme took place in September 2024 at the University of Cambridge. The programme offered a well-balanced combination of lectures, visits, and cultural activities. World-class academics, business leaders, and successful entrepreneurs shared their experiences and insights on innovation and sustainability. The speakers and the topics included:

- “Frugal Innovation” by Prof Jaideep Prabhu, Professor of Marketing & Prof Jawaharlal Nehru, Professor of Indian Business & Enterprise, Judge Business School, University of Cambridge
- “The Cambridge Phenomenon” by Kate Kirk, Co-Author of ‘The Cambridge Phenomenon’
- “Business Model Innovation and Social Innovation” by Prof Shahzad Ansari, Professor of Strategy and Innovation, Judge Business School, 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 & Environment, Freshfields Bruckhaus Deringer LLP
- “Highlights of Significant Advances in Digital Education and Learning” by Dr Imogen Casebourne, Innovation Lab Research Lead, Digital Education Futures Initiative, Hughes Hall, University of Cambridge
- “Gamification for Learning” by Dr Jan Storgards, CEO, Gamechanger Ltd
- “Sustainable Finance – Practical Considerations regarding Climate Change Issues” by Dr Giorgio Caselli, Assistant Director of the Centre for Business Research, Cambridge Judge Business School
- “Urban Development, Sustainability and Land Economy” by Prof Peter Tyler, Professor of Urban Economics, University of Cambridge
- “Building Cambridge Silicon Radio - a Unicorn Experience” by Dr Phil O’Donovan FEng, Chairman, Twelve Winds Ltd
- “Power to Inspire – a Life’s Journey Leading to an Organisation Making Possible Inclusion Through Sport” by Mr John Willis, CEO and Founder, Power to Inspire



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## London and Cambridge Executive Development Programme for CUHK MBA in Finance Students



A 5-day study tour was organized for a delegation of 23 FMBA students from the Chinese University of Hong Kong. The programme aimed to familiarize them with various international financial operations and the latest trends in business and technology. Participants had the opportunity to gain firsthand experience in innovation and sustainable practices across industries, particularly in finance. Insights from world-class academics from the University of Cambridge, business leaders, and strategists, were well-received by the participants.

The programme kicked off with a guided finance tour in the City of London. Six visits were arranged to prominent financial corporations such as EY and HSBC, the Institute of Finance and Technology at University College London (UCL), Cambridge Judge Business School, Allia Future Business Centre, and BilgeAdam Technologies.



## Capacity-Building and Innovation Project for NGOs

捐助機構  
Funded by



香港賽馬會慈善信託基金  
The Hong Kong Jockey Club Charities Trust

主辦機構  
Organized by



The Hong Kong Management Association  
香港管理專業協會



### 賽馬會 Jockey Club 社福機構能力提升及創新計劃 Capacity Building & Innovation Project for NGOs

專為NGO人員而設 培訓工作坊及研討會

The “Capacity-Building and Innovation Project for NGOs”, funded by The Hong Kong Jockey Club Charity Trust, aimed to identify the strengths and weaknesses in the performance of NGOs, train the middle to senior level executives of NGOs, and promote the best practice to enhance their services.

Training workshops organized included:

- Problem Solving and Decision Making Skills
- Effective Negotiation Skills
- Performance Enhancement through Coaching
- Strategic Planning for NGO Sustainability
- Effective Handling of Difficult Service Users
- Fundraising Strategies for NGOs
- Staff Engagement
- Effective Project Management
- Leveraging Innovation to Make High-Impact Decisions
- Effective Delegation and Coaching
- Business Writing Skills for Executives
- Building a Truly Great Organization in Turbulent Times





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