

Dear Partner,

We would like to extend a warm welcome to the Sales and Marketing Consulting Unit (SMCU). The SMCU was established as a platform to foster collaborations between scholars, researchers, and industry leaders in order to facilitate exchange in resources, ideas, and talents. At the SMCU, we are dedicated to building an inspiring networking where scholars and practitioners collaborate to achieve business excellence. As our professional relationship begins, we invite you to discover what inspires us to serve you.

Dr. Vivian Zheng
Associate Director of SMCU
Associate Professor of Marketing at CityU




About SMCU

The Sales and Marketing Consulting Unit (SMCU) is an integrated platform for high-quality research and knowledge transfer in the field of sales and marketing. As part of the global network of Sales & Marketing Strategy Institute (SAMS), the SMCU leverages the research expertise of sales and marketing scholars to provide solutions to business problems and enhance business performance.


To learn more about SMCU and our people, click [here](#).

Our Services

- Collaborative research projects, initiatives, and exchanges.
- Business solutions in exchange of access to data and field experiments.
- Consulting projects and Marketing services.
- Consulting services tailored to particular needs.
- Executive training on sales and Marketing.
- Lectures, workshops, case studies, simulations, and multi-day training camps.

1st Marketing Exchange Forum 2022

MARKETING EXCHANGE FORUM



KEYNOTE ADDRESS

ANSON BAILEY
KPMG CHINA

COMPANIES ACROSS SECTORS SUBJECT TO

DIGITAL TRANSFORMATION

HOW TO FIND YOUR MOJO BACK

PURPOSE-DRIVEN MINDSET

AUTHENTICITY

TRUST

MARKETING DIGITISATION

FAREEDA CASSUMBOHY
PICO GLOBAL

NEW EXPECTATIONS BY GENERATIONS Y, Z & A DRIVES NEED OF UNDERSTANDING MOTIVATION & BEHAVIOUR

EXPERIENCE

PICO EXPO

AS THE LEAD OF EXPERIENCE

PICO EXPERIENCE PALISE WAS DEVELOPED BY INTRODUCING A NEW CONCEPT FOR IMPROVEMENT

BRANDS THAT ARE LESS POPULAR PRODUCTS THAT ARE MORE OPEN TO TRY NEW THINGS FROM AC-TYING

DEVELOP PREDICTION MODELS TO NARROW PROMISING SHOP LOCATIONS

TO UNDERSTAND THE REACTION OF FIRMS & THE RIGHT PRICE

AFFECTIVE MAPPING USING DATA

ADOPTION OF AI IN MARKETING PRACTICES

PHILIP CHAN
CANON HONG KONG CO. LTD.

INNOVATION & TECHNOLOGY PARTICULARLY IN 5G

DIGITAL MATURITY MODEL

ASSESS CURRENT POSITION IN DIGITAL JOURNEY & DESIGN A PATH TO WHERE THEY WANT TO BE

STRATEGY

PERSONALISED, SYNCHRONISED, CUSTOMER CHANNEL

SIMPLE MOBILE INFORMATION SHARING

INSIGHTS ON CONSUMER BEHAVIOUR

HERBERT YUM
EUROMONITOR INTERNATIONAL

CONSUMERS ASSOCIATED 'AI' WITH STRONG AI BUT WHAT WAS OFFERED IN AI CLAIMS WERE WEAK AI

MACHINE LEARNING BY MONITORING BIG LEVEL IDEAS

CLUSTER & PRESENTS INFORMATION INTO DASHBOARD TO PROVIDE INSIGHTS FOR DECISION-MAKING

UNSTRUCTURED DATA

PRICING & CHANNEL GOVERNANCE

ALESSANDRO TOMIO
LACOSTE

SHIFTS FROM MULTI-CHANNEL TO SINGLE-CHANNEL TO NEEDS

DIFFERENT DISCOUNT MECHANISMS ACROSS CHANNELS HAVE TO BE CONSISTENT

CHALLENGES FACED UPON OPENING OF LACOSTE WERE RESOLVED WITH

NEW FULFILLMENT SOLUTION

ALIGNMENT OF SERVICE

MARKETING PLANNING

CONTRACT AMBIGUITY ALLOWS INTEREST-BASED CONFLICT RESOLUTION

PUBLICISE EVENTS OF HIGH OR LOW-PROFILE DISTRIBUTORS WHEN ENCOURAGING DISTRIBUTORS LACKING MOTIVATION & ABILITY RESPECTIVELY


INTEREST TO INVESTIGATE THE SUPPORT NEEDED

WHICH AD SPACE HAS A HIGHER CLICK-THROUGH RATE?

USE DATA TO GENERATE INSIGHTS


FRANCHISE EXPANSION

MARKETING SCHOLARS CAN HELP YOU IN DESCRIBING DUE DILIGENCE PHENOMENA DEPLOYING DUE DILIGENCE TECHNOLOGY DETERMINING DUE DILIGENCE SOLUTIONS



Department of Marketing
City University of Hong Kong

BRIDGING RESEARCH & PRACTICE



In press: "A wrap up of the Marketing Exchange Forum" by Retail in Asia. [Click here](#) to read the full article.

SMCU Seminar Series

Seminar: "Luxury in the Texts of Our Times"
March 11, 2022

Over time, luxury has evolved and adapted to society, with communication playing a pivotal role in crafting its aura. The luxury provided an overview of the evolution of the concept of luxury and its presence in our lives through studies across different fields. The talks by the Consul General of Italy in Hong Kong and CityU faculty members were accompanied by a conversation with Mr. Ivan Perra, General Manager, Moschino Asia.

Our work

Case Studies

Professor Yanzhi (David) Li, and research collaborators
Optimizing Tmall Supermarket for Alibaba (2020)

In order to create the appropriate strategy, design the right product, and deliver the proper service, all analytics must be empowered by insights. Professor Li and his research team worked with Alibaba to identify and determine the correct digital strategy Tmall Supermarket required to increase its traffic, conversion rate, and net sales. The team proposed a new strategic approach to identify customers' behavior and cross-product impact by applying a preference-ranking customer choice model. The implementation of this model brought significant improvements to Tmall Supermarket: An increase of 7.4% in the conversion rate and a sales growth of 16.9%.



Current Research



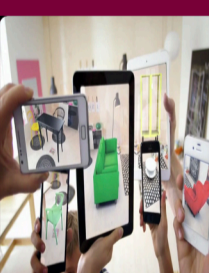
Xu (Vivian) Zheng, David A. Griffith, Ling Ge, and Uri Benoliel
Effects of Contract Ambiguity in Interorganizational Governance (2020)

A contract, or provision of a contract, is ambiguous if it is susceptible to more than one interpretation. In our study, we find that in a franchise setting, contract ambiguity of franchisor obligations is used as a strategic tool to enhance joint problem solving and collaboration with franchisees and deter franchisee-initiated litigation. Contract ambiguity of one's obligations stimulates discussions among contracting parties, implying greater cooperation and joint problem-solving.

A firm can also implement activities to enhance socialization between contracting parties to increase the effects of contract ambiguity outcomes.

Vincent Chi Wong, Lei Su, and Howard Pong-Yuen Lam
When Less Is More: How Mindset Influences Consumers' Responses to Products with Reduced Negative Attributes (2020)

Marketing communications often describe a reduction in a product's negative attributes. However, such a claim may also indicate a negative product feature that might have otherwise been overlooked. In our study, we find that when a reduction in negative attributes is viewed through an incremental mindset—thinking of attributes as malleable—a trend-based interpretation results in improved product evaluations. In contrast, an entity mindset that emphasizes attributes is unlikely to change produces a negative effect on the claim. Our findings imply that communicating a reduced negative attribute might have unintended consequences if consumers approach it with the wrong mindset.



Yong-Chin Tan, Sandeep R. Chandukala, and Srinivas K. Reddy
Augmented Reality in Retail and Its Impact on Sales (2022)

The rise of augmented reality (AR) technology presents marketers with promising opportunities to engage customers and transform their brand experience. In our study, we find that AR usage on the retailer's mobile app is associated with higher sales for brands that are less popular, products with narrower appeal, and products that are more expensive. In addition, the effect of AR is stronger for customers who are new to the online channel or product category. AR encourages customers to purchase from categories or brands that they are not familiar with, or products that are less mainstream.

Joseph P. Redden, Kelly L. Haws, and **Jinjie Chen**
The Ability to Choose Can Increase Satiation (2017)

Consumers tend to believe that being able to choose would lead to a higher level of and more enduring enjoyment. However, in our study, we find that, contrary to this belief, consumers would enjoy a series of repeated consumptions longer if they did not have to choose. When consumers have a limited set of choices to choose from for repeated consumptions (e.g., lunch options in a specific building), firms would be able to help consumers derive more enduring enjoyment if they choose for the consumers (e.g., offering suggested items) rather than encouraging consumers to choose themselves.



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