

MAKING A REAL DIFFERENCE

Although the doctor of business administration (DBA) programme shares some similarities with the PhD designation, it requires students to conduct research with the aim of making a significant contribution to professional practices business, while a PhD is geared more towards academic theories and knowledge.

Professor Muammer Ozer, DBA director at the CityU College of Business, says that just like studying for a PhD, studying for a DBA involves a major commitment of time and energy. “One of the defining characteristics of our programme is the emphasis on research,” says Ozer, who explains that during the first phase of the part-time, four-year programme taught studies focus on developing research skills and other relevant disciplines to prepare students to produce a high-quality thesis. To gain their DBA designation, students are required to write and defend a doctoral dissertation. Now in its 10th year, Ozer says the programme’s courses and structure are regularly reviewed to ensure they are kept current and relevant. “Through their own research, our professors are aware of evolving trends and our students, who are leaders in their fields, ensure the programme keeps pace with today’s fast moving business world,” he says.

As someone who needs to keep up to date with increasingly complex financial markets, Dr Jason Lo, principal advisor of derivatives and risk analytics at CapitalLogic Limited, and a winner of the Outstanding CityU DBA Graduate Award, says that as a professional working in the finance sector, the CityU DBA programme strengthened his

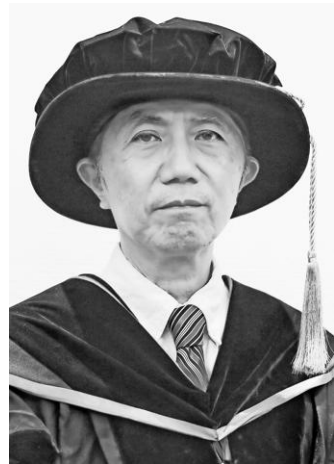
research capabilities and raised his expertise to the next level. “As a certified public accountant and a chartered financial analyst I tended to look at industry issues in quite a broad way. However, the DBA programme has taught me how to utilise my various skills and focus them in a more structured and analytical way,” notes Lo, who believes that in an era of big data that has a wide-range of easily accessible financial information, the discipline he has gained through the DBA programme helps him to tackle information overload.

Like many fellow CityU DBA graduates and current students, Lo says the diverse mix of students who provide different perspectives, a supportive and encouraging faculty, and the rigorous requirements of the programme combine to make the DBA experience a rewarding one. “Everything about the programme exceeded my



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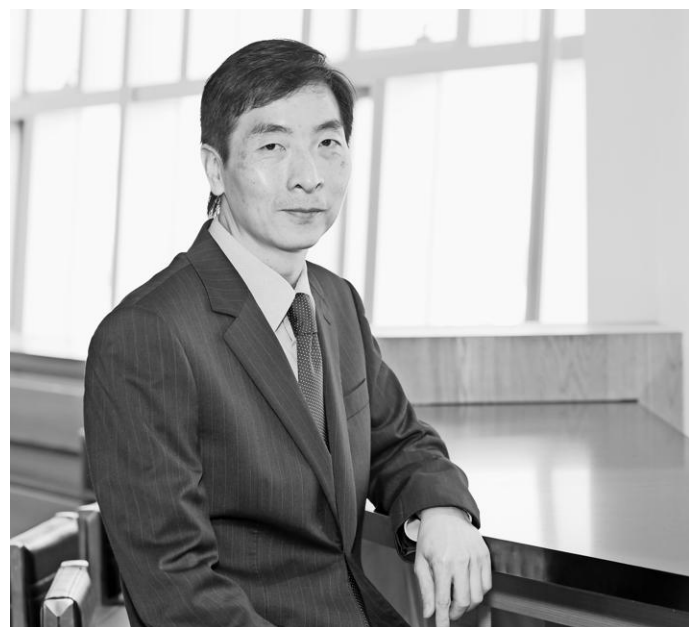
expectations,” says Lo. “I really enjoyed the way that people from different professions were keen to help each other.”

Lo’s research is entitled “Identifying Regime Shifts in the Hong Kong Stock Market Implementing a Regime-Based Strategy to Improve Hong Kong Equity Portfolio Returns”. The study examined the Markov-switching multifractal (MSM) model and its impact on shifts in Hong Kong stock market returns between bull and bear market cycles.

An engineer by profession, Dr Hermus Siu Hing Kwan, the sole proprietor of Zhuhai Whole Perfect Technics Limited, says that as a businessman and entrepreneur, it was curiosity that inspired the journey which led to him gaining his DBA designation. “I wanted to find out why some aspiring entrepreneurs are successful while others fail,” says Siu. “I wanted to find out the distinguishing characteristics of entrepreneurs that launch successful start-ups.”

His research focused on three main areas: why a high percentage of young entrepreneurs fail, what those who succeed have in common, and what the Hong Kong business community and government can do to offer more support.

“I also wanted to do something that could help Hong Kong’s young people,” explains Siu, who has used his research to develop a ranking and reference check point system for people planning to strike out and start a business. “At every stage of my six-year DBA journey my supervisors, professors and classmates gave me their full support,” notes Siu, who suffered from two episodes of debilitating illness while he was conducting his research and writing his thesis. “The encouragement I received boosted my confidence and allowed me to succeed,” says Siu.



Jason Lo