

Creating a positive impact in the business world

Specifically tailored to support senior executives' endeavors to maintain a competitive edge in the global market, City University of Hong Kong's (CityU) Doctor of Business Administration (DBA) program offers a combination of advanced taught subjects and rigorous research.

In an increasingly globalized world, technology has become a driving force of the knowledge-intensive economy. Facing rapid changes in the marketplace and phenomenal advances in technology, many senior executives are keenly aware of the need to better equip themselves to tackle the new challenges in business.

A DBA degree satisfies this demand through research-based offerings that are different from a PhD. It allows for a more in-depth investigation into a single topic than an MBA, whilst providing PhD-level education through practical and applicable coursework.

All students studying a DBA at CityU have over ten years of work experience. In

order to match the high level of knowledge of each student, all faculty members are at least of Associate Professor level.

"We are very proud of our world-renowned professors who possess extensive global expertise and in-depth China knowledge," says Prof. Muammer Ozer, Director of CityU's DBA program. "In the same vein, we are honored to work with our diverse group of students who are successful business leaders with a passion to solve complex business issues that have implications well beyond the boundaries of their organizations."

Rajeev Chib, a student of the program since 2016, explains why he chose CityU's DBA. "As a strong advocate of lifelong learning, I chose the DBA over the PhD because the DBA is based on both theory and practical application in its design. It also offers flexibility, which is important for me, as I can work, attend classes, and still be available for my family. Furthermore, the facilities and access to resources at CityU is world class, and this was certainly a deciding factor."

With a background in banking and finance from Canada, Chib points out, "The program has been very deliberate in selecting a diverse set of students from different industries – a scenario that broadens my perspective and enhances my learning experience."

"At CityU DBA, we value diversity because while people work in different industries or come from different cultures, they deal with similar business challenges such as innovation and competition," Prof. Ozer adds. "I believe our students can learn better if they hear a diverse set of solutions to such common challenges."

Commenting on his decision to do the DBA program, Chib says, "I can say that I have made one of the best decisions in my life. Sharing of experience and knowledge within the cohort as well as colleagues at work has taught me to look at issues from various angles. Furthermore, the rigorous approach towards business research has refined my skills of identifying real issues and getting to the crux of the problem. All in all, the program has been of immense benefit to my work."

Chib rates CityU's DBA as a top-notch program with world-renowned professors who have taken them through the theory required



Professor Muammer Ozer
CityU DBA program director

to engage in rigorous business research with practical application. The professors are also very approachable and he is sure that he will enjoy his DBA journey in the coming years, learning both from teaching staff and fellow learning partners.

"At CityU DBA, we place emphasis on creating impact," says Prof. Ozer. "If the candidates' research unveils new findings and yields positive results, it will be not only a personal achievement, but also a great contribution to society, and that is precisely the objective of the program."

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