

Passion and a clear vision can improve world of work

When finalising the subject of his DBA thesis, Leung Kwok-kuen knew it had relevance for numerous institutions in a fast-changing industry.

He chose to focus on the role of internal relationship management and its value contribution to the IT function within a multinational bank.

In doing so, he was able to draw on his own professional experience to define better ways of managing the supply of IT services and ensure customers get the services they need.

“IT is now crucial to the success of every bank whether for cost savings, dealing with regulators, or providing an efficient platform for customers,” says Leung, the Hong Kong-based head of infrastructure for a leading international bank.

“My research looked at how best to manage relationships with suppliers. It was a very practical topic, and the findings provide guidelines and a checklist of best practices for banks around the world to make improvements.”

Leung initially chose the CityU DBA because of its reputation and ranking. But he also came to appreciate the flexibility that let him proceed at his own pace.

“To maintain self-discipline and motivation, I set out a clear plan and worked on my topic one day a week,” he says. “My thesis has now been published online by CityU, and I’m happy for others to use the results of my research.”

For Julia Wang, it was similarly important to tackle a subject which had broad implications and could inspire better business practice.

Accordingly, she took a “decomposition approach” to analysing the development ranking scores of online peer-to-peer lending platforms. Her aim was to provide greater clarity for users in a rapidly evolving domain by understanding the third-party “scores” given to the



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largest and most influential operators.

“I have a financial background and wanted to look at something innovative that will have a big impact on the industry,” says Wang, president of the Peter F. Drucker Academy in Hong Kong, which teaches management to the staff of major companies, non-profits and small- and medium-sized enterprises.

“Peer-to-peer lending is growing fast, but because it is new and unregulated, people don’t know how to evaluate the different platforms. The top 100 companies should be safe for investors, but some have failed, so I wanted to decompose the scores and see if it was possible to predict defaults.”

Wang analysed four years of publicly available information and took due account of relevant macroeconomic factors.

“To me, the DBA learning journey was like starting a new venture,” Wang adds.



Julia Wang