



Congratulations to 2019 Doctor of Business Administration (DBA) Graduates



As one of the most prestigious and recognised Doctor of Business Administration (DBA) programmes in the world, the DBA programme offered by the College of Business at the City University of Hong Kong (CityU) is designed for senior executives who are eager to engage in rigorous business research with practical and societal impacts. We focus on the quality of both research output as well as the research process with a one-on-one personal attention.

We are proud to recognise the following graduates of our programme for generating high quality research with contributions to the society and knowledge. Congratulations!

DBA PROGRAMME, COLLEGE OF BUSINESS, CITY UNIVERSITY OF HONG KONG



Dr AU Gabriel Yu Fan
Managing Director,
Everest Time Limited

Thesis title: Consumer Values Analysis for Middle-Priced Watch in China

Abstract: How can the watch industry survive in the tough market situation with the use of "middle" strategies? The current study compares the importance of "value" between the customers and sellers in the middle-priced watch market. Apart from the differences and discrepancies, it is interesting to see if the country of origin or any other elements do apply to the industry to save the tough situation of watch market downturn by various impacts, as well as smart watches are taking market shares gradually.



Dr CHAN Siu Ping Chordio
Head of Investment & General
Manager, Bank of China (Hong
Kong) Limited

Thesis title: Globalization of Chinese Banks: Issues and Challenges

Abstract: This research aims to identify the degree of relevance/importance of different objectives, obstacles, risk management issues and factors underlying foreign market entry strategies, the "Going Out policy" and the "Belt and Road Initiatives" for Chinese banks' globalization. The opinion collected from the semi-structured interviews with senior management and regulators in the financial industry and a survey with the middle management has provided valuable insight on how to address the issues and overcome the challenges faced by Chinese banks in their pursuits of globalization.



Dr CHAND Ashish
Executive Vice President –
Industrial Automation, Belden Inc.

Thesis title: The Impact of National Culture on Cross-Border Mergers and Acquisitions

Abstract: Market conditions have led to an increase in cross-border Mergers & Acquisitions - however, results have been mixed. This study leverages archival data for over 40,000 deals and finds that a gap in National Culture scores: (1) has a negative impact on closing bids unless both participating firms belong to the same industry; (2) has a negative impact on acquirer shareholder returns, except when distances for certain dimensions of culture (Individualism and/or Indulgence) are high, and when acquirers and targets belong to either different country clusters or industries. This research provides a practical guide to managers regarding likely outcomes and areas of focus whilst undertaking acquisitions and integration.



Dr LIU Kam Hing Bobby
CEO, Milton Holdings
International Limited

Thesis title: Risk Management of Order Fulfillment for Plastics Industry in China

Abstract: Order fulfillment is more than just the ability to provide goods & services at a designed time & place. This process has financial & reputational implications on the rest of the supply chain. The current research examines the upstream order fulfillment risk concerning the plastics industry to address the following problems: "What risk factors can hinder the order fulfillment process of plastics industry in China & how? Are there any references to improve the process? and more..." A mixed-method was used in this research where the qualitative part included a series of in-depth interviews and the factors confirmed in the qualitative analysis were subsequently used while drafting questionnaires for the quantitative analysis.



Dr NG Wilson
President, Ng Khai Development
Corporation

Thesis title: An Analysis of Technology Innovation Adoption: Enterprise Mobility in Cebu, Philippines

Abstract: The study focuses on an organization's adoption of enterprise mobility, a trend that allows access to real time information anytime, anywhere and on any device. It analyzes the most important factors in predicting how organizations adopt this new technology, and is anchored on two innovation theories: Roger's Diffusion of Innovations Theory (DOI), and Tornatzky and Fleisher's Technology-Organization-Environment Framework (TOE). As the study noted significant differences in various elements across different cultures, the study also reviewed Hofstede's Cultural Dimension Theory which describes how a society's culture can affect the value of its members, as well as key essays on analysis of Filipino culture, and was able to correlate the findings with the predominant Filipino cultural trait of utang na loob (debt of gratitude), pakikisama (concept of team spirit), and hiya (the Filipino sense of shame).



Dr SEAN Kuan Thye
Managing Director
Organization & Rewards,
FedEx Express Asia Pacific

Thesis title: Application of Human Resource Predictive Analytics: Reduce the Risk of Employee Turnover at Selection Using Pre-Hire Predictors of Voluntary Turnover of Call Center Agents

Abstract: Voluntary employee turnover is costly and disruptive to business. Retention ought to begin from selection. Getting selection right is one of the best interventions to reduce turnover. This study is to identify pre-hire predictors of voluntary turnover to screen out job applicants at higher risk of turnover at call centers in the Asia Pacific context. Biodata found as significant pre-hire predictors of voluntary turnover of call center agents are number of previous employers in the past 5 years, provided additional information and reapplied for a job in the company. Personality traits of emotional stability, openness to new experience and conscientiousness are also significant variables.

The Winner of Outstanding CityU DBA Graduate Award



Dr SPRUGEL Lynne Marie
Vice President and Managing
Director - International
Sourcing Operations, Academy
International Limited, Academy
Sports + Outdoors

Thesis title: Shift Disruptions Transforming the Apparel Global Sourcing Landscape

Abstract: The landscape of apparel global sourcing is experiencing seismic activity through "shift disruption." Forces are disrupting these traditional patterns in global sourcing and business models, creating alert signals being sent by emerging trends. The evolution from traditional risks to emerging risks impacts the time to respond (TTR) and the mitigation reaction that impact different countries and regions in the sourcing landscape. In addition, technology innovation is transforming traditional industries, as well as nationalism is affecting trade policy. Therefore, a framework was constructed for global sourcing practitioners that incorporates not only the traditional risk management steps of identification, assessment, and mitigation, but furthermore deploys updated risk management direction in global sourcing studies through foresight future methodologies to best manage emerging trends and shifts for the apparel global sourcing landscape.



Dr SZE Lap Ming Spencer
Chief Operating Officer,
HK EMIND Limited

Thesis title: Sustainability in China: the Case of Practicing Green Manufacturing Operations in the Garment Industry

Abstract: Many Chinese manufacturers not only are struggling in balancing the environment cost, social cost and production cost, but also facing challenges in achieving the goals of green operations due to non-environmental factors, economic uncertainty, legal compliance and pressure from different stakeholders. This paper examines the green manufacturing operation initiatives of eight reputable cases to gain insights into how to maintain the intricate balance between profit, social cost and environment cost in the Chinese garment industry. As such, these green strategies and best practices identified can be served as a template to benchmark the green manufacturing operations in other industries.



Dr TANG Wai Man Monica
Senior IT Manager, The
University of Hong Kong

Thesis title: A Two-pronged Relationship of Skip-level Participation and Employees' Organizational Citizenship Behavior toward Other Individuals: The Moderating Role of Leader-leader Exchange

Abstract: This research examines how skip-level leaders' participative behaviors (coined skip-level participation) may motivate employees' organizational citizenship behaviors toward other individuals (OCBI) or helping behaviors. Results show that skip-level participation has a positive relationship with employees' OCBI via two pathways: the pathway of employees' organization-based self-esteem (OBSE) and job satisfaction and; the pathway of emotional exhaustion and job satisfaction. Leader-leader exchange (LLX) moderates the OBSE pathway such that this positive indirect relationship is stronger with a high level of LLX. This research contributes to literature by providing empirical evidence showing the existence of skip-level participation and its influence on employees' OCBI.

Accreditation:



Email: dba@cityu.edu.hk | Tel: 3442-9564
www.cityu.edu.hk/dba

