

# Advance to new heights in the world of business

City University of Hong Kong (CityU's) Doctor of Business Administration (DBA) provides a unique opportunity for business leaders and entrepreneurs to upskill themselves in their fields.

In today's fast-paced, globalized world of business, competition has never been fiercer. Adding value to oneself is no longer a luxury but a necessity to succeed. In light of this, CityU has curated a DBA program that is uniquely tailored for business leaders to embark on their quest for

excellence.

The program is designed for senior executives who are eager to engage in rigorous business research with practical and societal impacts, allowing them to learn and apply advanced research techniques to solve complex real-world business and management problems.

"What makes CityU's DBA so unique is our teaching faculty and students. We are very proud of our world-renowned professors with their extensive global expertise and in-depth China knowledge," says Prof. Muammer Ozer, CityU's DBA Program Director. "We are very honoured 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."

Professors of the program are active researchers in different areas of business, publishing their latest research in leading academic journals. They are also active participants in international research forums and have unique insights into the latest developments in business. Moreover, students

will also be given precious opportunity to network with senior business leaders from different industries, building meaningful relationships that last. Should students decide to enroll, they will venture into an intellectually stimulating and personally rewarding journey.

For Mr Leo Yeung, VP of Business Network Sales, APAC, OpenText Corporation and a current CityU DBA student, he recognizes the increasingly complex and multi-dimensional business problems through his day-to-day job of helping his clients on their digital transformation journey. His desire to forge an advanced level of academic research capability to solve real business problems is what prompts his enrollment.

Commenting on the practicality of the program, Yeung points out it adopts a spiral learning method on research methodology. "Strengthening research capability empowers us, as senior management, to deal with complex business problems across multiple disciplines with a high-level vision and holistic perspective," he notes.

"We have a fantastic cohort of partners



**Prof Muammer Ozer,**  
CityU DBA Program Director

who are highly intelligent and successful leaders in their industry, with a colorful blend of backgrounds and research interests. I have the pleasure to network with and learn from them," Yeung says. "The reward of the program is far more than a 'Dr.' title as researching and contributing the piece of knowledge originated by yourself in the academic world, which is also applicable in the commercial environment, provides a promise of lifelong learning and fulfillment."

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**Mr Leo Yeung,**  
Current CityU DBA student