

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 CHIB Rajeev

Asia COO Investor Sales & Relationship Management, Citi

Thesis title: Coaching Styles and Job Performance: Millennial Employee Characteristics in the Asian Financial Industry Context

Abstract: This thesis explores the role of employees' cognitive style and motivational characteristic as moderating factors of the effect of leaders' coaching style on millennial subordinate's job performance. My findings based on statistical modelling showed that guidance and facilitative coaching have a significant impact on job performance and these relationships are affected by employees' need for cognitive closure and impression management motivation. This research sheds light on training and selection processes that organizations may want to adopt in enhancing leader-subordinate interactions and employee performance.



Dr CHONG Hong Meng Eric

President and CEO, Siemens Ltd.

Thesis title: Influences on Diffusion of Eco-innovation: A Study on Green Building Adoption in Hong Kong

Abstract: Research on diffusion of eco-innovation is burgeoning in response to rising interest in sustainability and increasing pressure to preserve the environment. In this study, a behavioural model was employed instead of often used econometric methods to gain greater insights into the diffusion of "green-buildings" in Hong Kong. For scholars, this study extends a novel approach that bridges three streams of study: institutional theory, firm behaviour theory and diffusion research. For firms, the findings offer insights which may help them devise strategies to hasten adoption.



Dr CHOY Po Kwong Keith

Region Head, Asia Pacific, Consumer Healthcare – GlaxoSmithKline (GSK)

Thesis title: Product Education or Price Promotion Ads? A Field Experiment on Behavioral Retargeting Strategy for Brand and Symptom Search

Abstract: This research investigates the use of behavioral retargeting as a vehicle to deliver mindset-relevant content, conveying either product education or promotion messages, to early- and late-stage shoppers to improve click-through and conversion rates. Grounded in the construal-level and mindset theories, we show that retargeting consumers with mindset-relevant content can have a significant positive effect on click-through and sales conversion rates. Our findings demonstrate an inexpensive method to generate incremental sales by incorporating a mindset-congruency factor in advertisement messaging at different purchase funnel stages. This study also provides a framework that can be replicated by marketing practitioners in third-party e-commerce platforms.



Dr KANG Bo Clifford

Vice President, Customer Support, BMW Group (Region China)

Thesis title: Shared Autonomous Vehicle in Mobility on Demand - An Application Research Using Diffusion of Innovations Theory

Abstract: Shared autonomous vehicle will emerge in the business of mobility on demand in the near future. Both mobility service providers and vehicle manufacturers aiming to transform to mobility providers show big enthusiasm and regard it as a revolutionary innovation. Applying the theory of diffusion of innovation (DOI) as theoretical framework, this study focused on the adoption of this innovation through a two-round ranking-type Delphi survey and in-depth interviews among the industry experts. The author established the relevance and significance of adoption factors in the perceived attributes of innovation and explored how those adoption factors could influence the innovation adoption.



Dr KOO Tak Wing Albert

Chief Risk Officer, Airstar Bank Limited

Thesis title: Is FinTech a Disruptive Innovation in the Banking Industry? Evidence from Hong Kong

Abstract: Will FinTech bring a disruptive change to the banking industry in Hong Kong? Following the theory of disruptive innovation (Christensen, Raynor, and Donald (2015)), this study employs a qualitative approach with the use of literature review, case study and interview survey. What incumbents react to the challenges arising from FinTech is also included in this research. The impact on the banking industry may be limited initially. In the long run, Hong Kong can export its FinTech technologies and services to the Greater Bay Area and the South-East Asia, which can further secure Hong Kong's position as an international financial centre.



Dr LEUNG Yat Cheong Frank

Managing Director, New Wing International Holding Company Ltd.

Thesis title: Features of IFDI Operation in Ethiopia, Study the Use of Imported Material and the Functions of Expatriate to IFDI Performance on Manufacturing Industries

Abstract: This thesis studies the role of imported raw materials and expatriates in the performance of inward foreign direct investments (IFDI) in Ethiopia. Resources Dependence Theory (RDT) is used to explain the importance of tangible resources, the level of imported raw materials, to IFDI firms' performance. Whereas, Resource-Based View (RBV) is applied to illustrate the function of human resources, expatriate deployment level, on the performance of IFDI firms. It further applies three factors of IFDI firms (ownership composition, export intensity and industry classification) as moderating variables to develop the hypothesis framework for testing the relationship between the independent variables and the dependent variable.



Dr MA Joel Kam Ming

Business Strategy Director – Asia Pacific, Hallmark Cards (HK) Limited

Thesis title: The Moderating Effects of Organizational Culture's Adhocracy Dimension on Supplier Collaboration for New Product Development: Evidence From the Consumer Products Industry

Abstract: Disruptions in recent years to the supply chain for the consumer products industry in a volatile, uncertain, complex, and ambiguous (VUCA) world have made collaboration between buyers and suppliers for new product development a necessity, not only to survive but to compete and win. Organizational culture plays a critical role in supplier collaboration efforts. Organizational culture's adhocracy dimension focuses on future orientation for development and is embodied with cultural traits that are needed for supplier collaboration for new product development. This research aimed to bridge the current gap in understanding adhocracy culture's moderating effects on the relationships among supplier embeddedness (trust and knowledge sharing), the two types of supplier collaboration with fully delegated (black-box) and semi delegated (gray-box) supplier responsibility, and new product development process in the consumer products industry.



Dr WONG Yui Lam George

Chairman & CEO, Bauhaus International (Holdings) Limited

Thesis title: Effect of Cyber-life-interruption and Cyberloafing on Employee Organization-based Self-Esteem, Emotional Exhaustion and Job Performance

Abstract: The advancement of Information Communication Technology (ICT) enables employees to perform nonwork-related activities during working hours (aka cyberloafing) and to work during non-working hours (aka cyber-life-interruption) flexibly. The study examined these border-crossing activities from two brand new perspectives to comprehend the stress transmission mechanism behind them, explore the possible solution to mitigate their negative impacts, and ultimately, enhance personal and organizational outcomes. It provided a conceptualization of cyber-life-interruption, and demonstrated that the mutually complementary effects of cyberloafing and cyber-life-interruption could minimize employee emotional exhaustion. The study has important implications for effectively managing the positive and negative impacts of these activities introduced by ICT.



The Winner of Outstanding CityU DBA Graduate Award



Dr ZHANG Juying Jerry

Managing Director, China Orient Asset Management (International)

Thesis title: Institutional Strategies of Chinese Firms in "Belt and Road" Countries: Evidence from Select Infrastructure Cases

Abstract: Chinese firms executing infrastructure projects in "Belt and Road" countries have practiced a variety of firm institutional strategies to advance those projects and their own interests as well. These strategies were designed and implemented to enhance private property rights protection, lower transaction costs, and internalize positive externalities to improve returns to their investments. These firms could become catalyst agent in fostering institutional reforms in host countries of weak institutions. These projects and the Belt and Road Initiative in general should be implemented by market firms and the related capital allocation should follow market process and disciplines in order to achieve their intended objectives.

