



Prof. Muammer Ozer, CityU DBA Program Director

Top-notch doctoral program at CityU

Renowned for its world-leading business and management programs, City University of Hong Kong (CityU) offers a top-notch Doctor of Business Administration (DBA) program for senior executives, enabling them to maintain a competitive edge in the global market.

In an era of unprecedented risks and instability, an effective executive must possess the skills to identify and solve complex real-world business problems, steering his business in line with shifting trends.

Commenced in 2006, CityU's DBA program has been constantly evolving to accommodate the rapid changes in the business sector. "We aim to equip students with research skills to help them solve intricate topics," says Prof. Muammer Ozer, Director of CityU's DBA Program.

Targeting senior industry leaders interested in generating new ideas, the DBA program provides a combination of advanced taught subjects and rigorous applied research at the highest level. When asked about the key distinguishing features of the program, Prof. Ozer points to the experienced faculty

and high-calibre students.

"We are very proud of our world-renowned professors for their extensive global expertise and in-depth China knowledge. Similarly, we are 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."

To cater to the needs of students from diverse backgrounds, the program offers a research platform and workshop, as well as small class teaching and one-on-one supervision to facilitate their research. "We also encourage students to take a wide range of electives that are offered across the university," says Prof. Ozer.

For Mr João André Neiva, a current CityU's DBA student and Head of

Innovation Asia-Pacific, Zurich Insurance Company Ltd, the program is a perfect fit for his requirements. "I wanted to have an in-depth understanding of the Fintech phenomenon in addition to my experience as a practitioner," he shares. "To me, the DBA program is like a part-time PhD program, allowing me to keep my job, whilst reviewing and contributing to the existing literature."

Working on a research topic of how cognitive biases impact initial investment decision of venture capitalists in Fintech, João says what he has learnt from the program is way over his expectations.

"This program gives me the ability to gain in-depth knowledge in a particular area by applying scientific research methods, and working with professors who are experts in the most diverse fields, with the support



**Mr João André Neiva
Current CityU DBA student**

of a supervisor and learning partners. This has been the most intellectually stimulating challenge in my academic life."

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