

Building business intelligence

As the founder and chief executive of Guard Stone Group, Jerry Yu has plenty of experience in reading the movements of global markets and anticipating the likely impact of any shift in geopolitical relations.

However, when he signed up for the CityU DBA back in September 2015, he knew there was still a lot to learn.

“In particular, I wanted to enhance my level of business intelligence when it came to making investment decisions,” said Dr Yu, who completed his thesis in 2022 despite some pandemic-related delays.

“But I found that the design of the programme also transformed the way I think about solving business problems. I now have both a management and an academic perspective, and studying alongside elite executives from different industries was like being part of a think tank, which helped to fill gaps in my knowledge during wide-ranging discussions in class.”

For his thesis, Yu chose to look at the impact of the US-China trade war on Hong Kong-listed firms.

He concentrated on the period from March 2018 to December 2019 and sought to identify how the adverse effects of stock price performance differed for companies between industries and to see what firm-specific characteristics may have had an influence.

The research involved was quite a challenge but Yu’s hard work paid off.

Not just in terms of the formal qualification, but also in the day-to-day context of making investment decisions leading to enhanced returns in the long run and fewer potential pitfalls.

Another lasting plus of the DBA was the chance to make a new circle of friends with diverse talents and interests, who can share the sense of achievement.

“My experience tells me that the most critical thing in reaching the goal is to work on



Jerry Yu, graduate of CityU’s DBA programme. Photo: City University of Hong Kong

the thesis persistently and take full advantage of the guidance and coaching offered by your supervisor,” said Yu.

“Remember that no one can climb all the way to the summit without humbly seeking advice and assistance from others.”