CityUDBA
Doctor of Business Administration

CityU College of Business
香港城市大學
City University of Hong Kong

Congratulations to

2025 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 (CityUHK) 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 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!

Professor Muammer Ozer
Director of Doctor of Business Administration programme (DBA)
College of Business (CB),
City University of Hong Kong

DBA Programme, College of Business, City University of Hong Kong

The Winner of CityUHK DBA Contribution to the Society Award

Dr. CASSUMBHOY Fareeda

Group Chief Digital Officer,
Pico Global Services Co. Ltd.

Thesis title

A Case Study to Understand Digital Transformation: Exploring the Changing Roles of Digital Leadership using Upper Echelons Theory

Abstract

This study examines digital transformation in a Chinese fast-food chain through senior leadership and evolving managerial roles. Using a qualitative interpretivist approach, it reveals an unorthodox, bricolage management style shaped by China's dynamic digital landscape and 'wolf-like' culture. It extends Upper Echelons Theory by integrating digital adoption and introduces Mixed Echelons Theory, highlighting junior managers' strategic influence. When talent, trust, and collaboration align, bottom-up engagement boosts responsiveness, decentralizes decisions, and drives innovation, enhancing financial performance and competitive edge in a saturated market.

Dr. CHA Munyoung Anderson

SVP, Future Standard

Thesis title

The Effect of Ownership Structure and Board Characteristics on ESG Performance of Hong Kong Listed Firms

Abstract

This study analyzes how ownership structures and board attributes affect ESG performance among Hong Kong-listed firms. Using a mixed-methods approach (i.e., quantitative analysis using multiple regression models, followed by qualitative semi-structured interviews with institutional investors), it finds institutional and family ownership correlate negatively with ESG outcomes, while foreign ownership and board independence enhance performance. State ownership's effect is unexpectedly negative. Interviews reveal foreign investors are more ESG-active and highlight governance quality as key to sustainability. The study underscores board independence as a consistent driver of better ESG outcomes and calls for improved ESG reporting standards, stronger anti-greenwashing regulations, and incentives to promote sustainable investment practices.

The Winner of Outstanding CityUHK DBA Graduate Award

Dr. CHUANG Tzu Hsiung Steve

Founder & CEO, Provista Group

Thesis title

Unlocking the New Product Development Process, Best Practices, and New Product Success in the Greater Bay Area - Hong Kong Firms' Perspective

Abstract

This thesis investigates new product development (NPD) practices in China's Greater Bay Area (GBA), highlighting unique regional influences such as economic integration, cultural diversity, and government policies. Using the PDMA framework and quantitative methods, it compares GBA firms' NPD approaches with global practices, revealing distinct, flexible strategies shaped by local dynamics. Key success factors include AI adoption, innovation culture, leadership, and portfolio management. The study provides practical frameworks, policy recommendations, and fills a critical research gap, offering insights for businesses, policymakers, and researchers aiming to enhance NPD performance and drive innovation in the GBA and similar emerging markets.

The Winner of CityUHK DBA Contribution to the Society Award

Dr. LAI Ka Ho Alan

CEO, Pet Space Group

Thesis title

The Impact of E-Pet Health Literacy and Duty of Care on Pet Healthcare Purchases: The Moderating Effect of Financial Toxicity

Abstract

Pet owners are the caretakers of pets, the key decision-makers of their pets' lives and deaths, and the sole bearers of their pets' living and healthcare expenses. The health and well-being of pets can be secured only if pet owners are competent and responsible enough to provide adequate veterinary and non-veterinary healthcare. Therefore, this study aims to develop a better understanding of the determinants of pet healthcare purchases, i.e., the number of veterinary clinic visits, veterinary clinic expenditures, and non-veterinary pet healthcare expenditures undertaken by a pet owner.

Dr. QI Kaiyuan

Senior Manager,
Bank of China (Hong Kong)

Thesis title

Proximity and Mutual Funds' Asset Allocation: Evidence from HSR Indirect Connection in China

Abstract

This research investigates the impact of China's high-speed railway (HSR) expansion on mutual funds' asset allocation strategies, focusing on indirect HSR connections. Using a Difference-in-Difference methodology and data from 2007 to 2021, the study finds that mutual funds allocate more assets to cities connected by indirect HSR, especially those with greater information asymmetry. Reduced travel time facilitates on-site visits and access to non-public information, improving stock selection and generating excess returns. However, there is no significant impact on target firms' operational performance. The research highlights how infrastructure enhances information flow, reshapes investment strategies, and promotes market efficiency—offering insights for policymakers and financial institutions aiming to bridge geographic and informational gaps.

Dr. SONG Ge

Senior Vice President,
GLP Group (China)

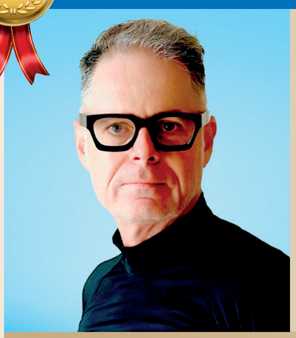
Thesis title

Exclusive Expressway Logistic Zone: Mechanisms and Impacts on Urban Logistics Efficiency

Abstract

This study proposes the establishment of an Exclusive Expressway Logistic Zone (EELZ) to address urban logistics challenges exacerbated by land scarcity and inefficient last-mile distribution in China. By leveraging underutilized land adjacent to expressways, the EELZ integrates logistics functions into expressway service areas, creating a semi-closed system where heavy trucks transfer goods to smaller urban delivery vehicles without exiting the expressway. Through case analysis of Baiyun District, Guangzhou, and simulation modeling, the research demonstrates that the EELZ significantly reduces delivery cycles, operational costs, and urban traffic congestion while optimizing resource allocation. The findings offer a sustainable framework for policymakers to enhance logistics efficiency in rapidly urbanizing regions.

The Winner of Outstanding CityUHK DBA Graduate Award



Dr. TUNBRIDGE Richard Brett

Executive Creative Director &
Chief Strategy Officer, O Group

Thesis title

The Contextualized Relationship between Brand Information and Customer Based Brand Equity in Social Media

Abstract

This empirical, positivist study examines the moderating effect of relationships and trust on brand information in social media. It shows that consumers do not discriminate between sources of brand information and that, in the social media context, a relationship does not strengthen the value of brand information. Moreover, by finding that affective trust factors have a stronger effect than cognitive factors, we can see that trust functions in ways that are contrary to established behaviors in other contexts. Our understanding the processes through which consumers utilize information, and the application of trust in social media, has been significantly improved.

Accreditation:
AACSB ACCREDITED
EQUIS ACCREDITED

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