



**Sales and Marketing  
Consulting Unit**

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# **MARKETING EXCHANGE FORUM**

**22.01.2022**

**Online**

**Full Day Event**



香港城市大學  
City University of Hong Kong

# Event Program

January 22, 2022



香港城市大學  
City University of Hong Kong

9 A.M.	Welcome Remarks	Professor Li, Juan Julie Associate Provost and Chair Professor
9:10 A.M.	Opening Remarks by Directors	Professor Yang, Zhilin Dr. Zheng, Xu Vivian
9:30 A.M.	Keynote Speech	Anson Bailey Head of Consumer & Retail, ASPAC Head of Technology, Media & Telecoms Hong Kong, KPMG
10:00 - 10:30 A.M.	Marketing Digitization	Practitioner Talk: Fareeda Cassumbhoy Group Chief Digital Officer, Pico Global
10:30 - 11:00 A.M.		Academic Talk: Professor Li, Yanzhi David and Dr. Tan, Yong Chin Marketing Department City University of Hong Kong
11:15 A.M.	Break	
11:30 A.M. - 12 P.M.	Adoption of AI in Marketing Practices	Practitioner Talk: Philip Chan Senior Director and General Manager Canon Hong Kong Co., Ltd.
12:00 - 12:30 P.M.		Academic Talk: Dr. Shin, Minkyu and Dr. Ryoo, Jun Hyun Joseph Marketing Department City University of Hong Kong
12:45 P.M.	Lunch	
2:00 - 2:30 P.M.	Insights on Consumer Behavior	Practitioner Talk: Herbert Yum Head of Research, Euromonitor
2:30 - 3:00 P.M.		Academic Talk: Dr. Wong, Chi Vincent Dr. Song, Eunyoung Camilla Marketing Department City University of Hong Kong
3:15 P.M.	Break	
3:30 - 4 P.M.	Pricing and Channel Governance	Practitioner Talk: Alessandro Tomio Commercial Director APAC, Lacoste
4:00 - 4:45 P.M.		Academic Talk: Dr. Zheng, Xu Vivian Dr. Zhao, Huazhong and Dr. Xu, Zibin Marketing Department City University of Hong Kong
5 P.M.	Closing remarks by Head of Marketing Department	Professor Li, Yanzhi David

End of the event 5:30 P.M.

# Services



Sales and Marketing Consulting Unit

SMCU

The Sales and Marketing Consulting Unit (SMCU) aims to become a platform to foster collaboration between scholars and industry leaders through research initiatives, executive education, and consulting services. SMCU leverages research expertise of sales and marketing scholars to provide solutions to business problems and enhance business performance.

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## Research initiatives, research collaborations, and exchange:

- ☀ Collaborative research projects
- ☀ Business solutions in exchange of access to data and field experiments

## Consulting projects:

- ☀ Consulting services in Marketing
- ☀ Consulting projects with competitive prices

## Executive training on sales and marketing:

- ☀ Lectures, workshops, case studies, and simulations
- ☀ Multi-day training camps for executives and managers

## Contact us



[mktsmcsu@cityu.edu.hk](mailto:mktsmcsu@cityu.edu.hk)



Sales and Marketing Consulting Unit (SMCU)  
Department of Marketing  
Room 10-200, 10/F, Lau Ming Wai Academic Building  
City University of Hong Kong  
83 Tat Chee Avenue, Kowloon Tong, Kowloon