

Event Program

January 22, 2022

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.

9 A.M.	Welcome Remarks	Professor Kim, Jeong Bon Dean of College of Business
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 Marketing Department City University of Hong Kong
11:15 A.M.	Tea 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 Dr. Ryoo, Jun Hyun Joseph Marketing Department City University of Hong Kong
12:45 P.M.	Lunch	Lau Building, 8th floor
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.	Tea 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.