



Marketing and Management Workshop

June 22, 2021 (Tuesday)

2:15pm - 4:45pm

Fung Yiu King Hall (A401), S H Ho Academic Building

4:45pm - 5:30pm

Networking

Program Time	Sessions	
2:15pm – 2:20pm	Opening Remarks	Prof. Bradley R. BARNES Dean of the School of Business
2:20pm - 3:20pm	Platform Design and Electronic Word-of-Mouth Adaptability: A Construal Level Perspective	Dr. Sunny Chan Department of Marketing
	Inherent or Context-Dependent? Untangling the Dynamic Nature of Work Passion	D. Eko Liao Department of Management
	Entertainment Marketing x Ethical Issues	Dr. Fanny Chan Department of Marketing
	Developing Theory Papers	Dr Victor Lau Department of Management
3:20pm -3:30pm	Tea Break	
3:30pm - 4:45pm	Group discussions	All MKT and MGT staff (Moderator: Prof. Louis CHENG)
4:45pm – 5:30pm	Networking with refreshments Venue: The Always, Rendezvous (Block M)	