



商學研究所
RESEARCH INSTITUTE FOR BUSINESS
香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG



School of Business
The Hang Seng University of Hong Kong

2022 RIB Summer Research Camp

*Theme 2: Consumer and Organizational Behaviour &
Theme 3: Cross-Cultural Management and International Markets*



Prof Kimmy W. CHAN
Professor of Marketing
Hong Kong Baptist University



Prof Ricky Y. K CHAN
Head and
Professor of Marketing
Auckland University of Technology

**A Round Table Discussion on
Research Trends on Green Consumption and
Human-Technology Interaction**

Moderator: Dr. Fanny CHAN (MKT, HSUHK)

2:45pm-4:45pm, June 21 (Tue), A315, S H Ho Academic Building

Register [HERE](#) or via QR Code

by Jun 17 (Fri)





Prof Kimmy Wa Chan, PhD, is a Professor of Marketing in Hong Kong Baptist University. Her research interests pertain to four major areas – including customer relationship management, customer participation and value co-creation, human-technology interaction, and organisational frontlines – that have generated significant theoretical and managerial contributions. Her work has been published in premier journals including Journal of Marketing Research, Journal of Marketing, Journal of Consumer Research, Production and Operations Management, Journal of Retailing, Journal of Service Research, Journal of the Academy of Marketing Science, Journal of Interactive Marketing, Journal of Business Research, and Journal of Advertising, among others.

Kimmy serves as a member of the Editorial Review Board of Journal of Marketing, Journal of Service Research, Cornell Hospitality Quarterly, and Asia Pacific Journal of Management, among others. She received emerald literati awards for excellence and outstanding reviewer awarded by Journal of Marketing. She is also prestigiously awarded as Marketing Science Institute's Young Scholar.

Prof Ricky K.Y. Chan, is a Professor of Marketing and Head and Professor of Marketing in Auckland University of Technology. Prior to joining Auckland University of Technology, Ricky served as an associate professor and associate head of the Department of Management and Marketing at the Hong Kong Polytechnic University. His main research interests lie in green consumption, consumer ethics and environmental strategies. In particular, he is interested in employing survey and experimental methods to explore factors that affect green purchase, ethically problematical consumption behaviour and firms' pro-environmental practices.

Ricky is an internationally recognized researcher in green consumption. According to a study published in Australasian Marketing Journal in 2017, he has been ranked as the world's second and third most influential author in green consumer research by 'total articles' and 'total citations', respectively. Ricky has also been included in Elsevier BV/Stanford University's List of the Top 2% Scientists in the World by Citations since 2020.