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Innovation Strategy During Institutional Changes

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Abstract

Conventional wisdom advocates firms to take market-based strategies such as developing firm capabilities and product innovations to achieve competitive advantage and superior performance. However, such market-based strategies face critical challenges when firms implement them in emerging markets, whose institutional framework is yet to establish to support these market-based strategies. In this research, we focus on the unique institutional characteristics that challenge the efficacy of market-based strategies, and identify potential ways for firms to address such challenges and develop new strategies to achieve competitive advantage.

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A Short Biography of Prof. Kevin Zheng ZHOU

Prof. Kevin Zhou is Professor of Strategy/International Business at the School of Business, the University of Hong Kong. Prof. Zhou received a B.E. (with honors) in Automatic Control and an M.S. in Economics and Management at Tsinghua University, and a Ph.D. specializing in Marketing and Strategy from Virginia Polytechnic Institute and State University. Prof. Zhou has published numerous papers in prestigious journals such as Strategic Management Journal,

Journal of Marketing, Journal of International Business Studies, Organization Science, Journal of the Academy of Marketing Science, Journal of Operations Management, and among others. He has been the World's Top 1% cited scholars based on ISI's Essential Science Indicators (ESI) since 2011. He is the panel member of Business Studies Panel of HK Research Grants Council and the senior editor of Asia Pacific Journal of Management. He also serves as Editorial Board Member for Strategic Management Journal, Journal of the International Business Studies, Journal of the Academy of Marketing Science, Journal of International Marketing, Journal of World Business, Industrial Marketing Management, etc. He is also the Chair professor of "Changjiang Scholar", Ministry of Education of China since 2015.

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