



Speaker :

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Chair Professor

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Bridging Experience and Education: Effective Strategies for Teaching Mature Students

Three Things to Do so as to Excel in Graduate Programmes:

METICULOUS PREPARATION, FINDING YOURSELF AND AVOIDING BAD HABITS

Biography

Professor David Tse joined Hang Seng University in 2025 as Chair Professor of Marketing after teaching 10 years at UBC, 22 years at Hong Kong University, and 8.5 years in City University, HKUST and CUHK. His research interests include market-entry strategies, innovation, channel, advertising and services marketing. His current research includes MNE geo-political challenges, influencer marketing, online brand experience, and AI branding preferences. By February 2025, his papers have been cited over 23,500 in Google citation and he has been rated as 1% cited scholar since 2009. Journal of International Business Studies rated him as among the world's most prolific scholars. He served gate-keeper roles in journals like JIBS (consulting editor), JM, JMR and the like.

He spoke at global conferences including World Knowledge Forum, World Marketing Conference, USC's Asia Pacific Business Outlook Conference, Beijing Stock Commission CEO Conference, China Professional Marketers' Conference, and AMCHAM talks. He served in HKSAR Government's Central Policy Unit (1995-7) and sat on committees in other organizations including ICAC, Real Estate Authority. David consulted for Time Medical, BASF, HSBC, SmarTone, All China Market Research, ChinaVest, Swire Properties, Elec & Eltec, Nomura Research International, and HKSAR Government (Efficiency Unit). He served as non-executive director/consulting director/Board Chair for two medical technology companies and a trading firm.