



香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG



研究生院
GRADUATE SCHOOL

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Professor TSE Kwai Che,
David

Biography

Professor Tse received his BBA (CUHK) MBA and PhD (U. California, Berkeley) and has taught at the University of British Columbia for 10 years and served as marketing head and chair professor at Hong Kong University for 22 years. He also served as an Honorary Professor of Marketing at Peking University and Fudan University. He joins Hang Seng University as Chair Professor of marketing in January 2025 and co-chairs the Family Succession Research Center.

By 2025, his work has been cited 24,000 times in Google scholar. He has been rated as the world top 1% scholar in citation since 2009. In the Journal of International Business Studies, he is among the world's most prolific scholars. He is known for his research in market-entry strategy, firm marketing strategy in China and service marketing.