

CABE WORKSHOP

PRESENTER Professor Kevin Zhou (The University of Hong Kong)

TOPIC How to Generate Ideas and Develop Conceptual Model

DATE Friday 24 August 2018

TIME 10:00am – 12:00pm

VENUE The Spot (198 Berkeley St), Level 10, Room 10.039

ABSTRACT

What is most challenging in research project development? Lack of novel ideas may be one of the most critical ones, given the rich literature in most subject areas. How can we generate new ideas? How can we make sure that our new ideas are novel and significant enough? How can we offer novel insights in a mature area? In this session, I will share a strategy for idea generation during various stages of research lifecycle, in the context of developing strategy studies with unique features of emerging markets.

BIO

Prof. Kevin Zhou is Chang-Jiang Scholar Chair Professor, Chair Professor of Strategy/International Business at Faculty of Business and Economics, the University of Hong Kong. Prof. Zhou's research interests include capabilities and innovation, trust and relational ties, and strategic issues in emerging economies. Prof. Zhou has published numerous papers in prestigious journals such as *Administrative Science Quarterly*, *Strategic Management Journal*, *Journal of International Business Studies*, *Organization Science*, *Journal of Marketing*, *Journal of Operations Management*, and among others. He received the HKU Outstanding Researcher Award in 2016 and FBE Outstanding Researcher Award in 2013. His work is highly influential and well cited. He has been the World's Top 1% cited scholars based on ISI's Essential Science Indicators (ESI) since 2011. In 2016, he is the first and only Business and Economics Scholar in Greater China on the list of ESI Most Highly Cited Scientific Researchers in the world.