



Academic Stream Leader (Innovation and Management) and Senior Programme Director of HKU ICB

Dr. Cheng is currently the Senior Programme Director and Principal Lecturer at the ICB of University of Hong Kong, where he is involved in the curriculum and teaching of the Stream of Innovation Management. Dr. Cheng has over 20 years of marketing and management experience with NXP, a world-renowned semiconductor technology company, mainly in the Greater China region, including Beijing, Shanghai, Shenzhen and major cities in Taiwan. He has worked in the areas of marketing strategy, channel management and corporate account management.

Dr Cheng is experienced in developing new markets and marketing strategies. In terms of teaching, Dr. Cheng has over 10 years of teaching experience. He has taught a variety of courses in China and Hong Kong and has a strong passion for teaching, including courses in marketing, leadership, product innovation management, research methodology, project management, consumer behaviour, Chinese business models, corporate governance and social responsibility, brand channel management and strategic management. His latest research areas are ESG and corporate sustainability strategies and directions, equity structure design, equity incentives and risk management.

Dr Cheng has a diverse academic background, with a Bachelor's degree in Electrical Engineering and a Master's degree in Business Administration from the City University of Hong Kong, a Master's degree in Marketing Management from the Hong Kong Polytechnic University, a Master of Arts degree in Philosophy from the Chinese University of Hong Kong, and a Doctor of Business Administration from the University of Newcastle, Australia. His main areas of research are corporate governance and CSR

sustainability strategies and directions. In addition, Dr Cheng holds a professional qualification as an ESG Planner from the International Institute for Sustainable Development, a Fellow of the Hong Kong Institute of Marketing and an accredited professional marketer, a member of the Institute of Marketing, a registered marketer in UK, and a Certified Counsellor, Institute of Psychology, Chinese Academy of Sciences. Dr Cheng's excellent teaching style is well received by students and has been awarded twice the Outstanding Teacher Award of HKU SPACE 2019/20 and 2021/22.