

Professor Hui King-man Michael

Honorary Fellow Citation



Academic teaching is not just imparting knowledge. It takes passion, a genuine interest in students, and the ability to ensure that what they are learning is relevant to their lives. To retain that passion, however, it helps if the lecturer or professor is happy and empowered in their workplace, with the freedom to do what she or he thinks best in an academic career.

It is an approach to both teaching and university leadership that has parallels in research in a seemingly quite different field: services marketing. This involves an understanding of the conditions for delivering good service which, when there are no tangible goods involved, will be shaped by the interactions between customer and employee and, beyond that, the employer.

This has been the area of research pioneered by our honorand today, Professor Michael Hui King-man, the former Pro-Vice-Chancellor and Vice-President of The Chinese University of Hong Kong and Emeritus Professor of Marketing, and now Vice-Rector for Academic Affairs and Chair Professor of Marketing at the University of Macau and Interim Director of the Asia-Pacific Academy of Economics and Management.

After a career at CUHK spanning 23 years, Professor Hui is widely admired as an outstanding teacher as well as for his quiet resolve in leading others by facilitating and through open communication, rather than dictating.

Service is the word that defines Professor Hui's working life, reflected not only in his dedication to the University, our colleagues and students, but in the numerous service and training roles he has undertaken for the community. Beyond the University, he may have been best known as the public face of the Consumer Council. As chairman of its consumer education panel, from 2012 to 2017, he led monthly media briefings on the contents of its flagship *Choice* magazine, reporting the findings from the council's latest product testing and service investigations.

One useful lesson he learnt from reviewing numerous product reports is that paying more money for a famous brand does not guarantee it will be of better quality. Tests often revealed those to be of inferior quality to their lesser-known rivals. After completing his service to the council, Professor Hui was awarded the Medal of Honour by the Hong Kong government for his contributions to consumer education and protection in Hong Kong.

He continues to accept new service roles. He is currently the chairman of the Consumer Relations Panel appointed by the Tourism

Commission of the Hong Kong government and serves on the Public Administration Reform Consultative Committee of the Macao government, advising the government on how to deliver better and more efficient services. These are just two examples of the many roles he has taken on during his career.

Professor Hui, the eldest of four children, grew up in a typical lower-middle class family in the 1960s, his father working in a bank office. He went to St Louis School, where the Salesian fathers taught him two particular lessons: how to be a good person in being ready to serve others whenever asked, and a love of football. As was not uncommon, he was the first of his family to go to university, and his parents had to borrow money from relatives to pay the tuition fees for his place at CUHK.

It was almost by accident that he would become one of Hong Kong's leading academics in services marketing. He knew he wanted to study at this university, but at the time he had no idea which subject. He had hoped it would be a science, but did not have the grades to be accepted for that pathway.

school, and by a process of elimination – not being interested in management at that time, nor accounting – he opted for marketing, despite not knowing what it was.

There was no looking back. Two of the professors he enjoyed meeting during his interview, Professor Lee Kam-hong and Professor Sarah Ho, would not just teach him, but one day become his colleagues. His admission to New Asia College was a life changing moment, paving the way for his career, and also for the chance to meet his life partner, his wife Lena, with whom he has three children and now three grandchildren.

During his undergraduate days, he developed the dream to come back as a professor. After obtaining his BBA with First Class Honours, he set out on a somewhat circuitous journey towards his goal, first by obtaining his CAAE (Certificat d'aptitude à l'administration des entreprises) from IAE Aix-en-Provence, with the support of a French government scholarship, and then moving on to PhD study at the London Business School, where he investigated the impact of crowding and waiting on consumer experiences, in the contrasting settings of a public house and a

bank. Might one ask which component of his field work he enjoyed more?

His first academic appointment was at Concordia University in Canada but his sights were set on returning to Hong Kong. He took two sabbatical years to teach at the Hong Kong University of Science and Technology until the opening arose at CUHK, joining our university as Senior Lecturer, with the title of Associate Professor, in 1996. By 2004 he had reached the rank of Professor of Marketing, and had already served as Associate Dean and Director of the BBA programme in the Faculty of Business.

He has taught in every major business programme at CUHK, winning a number of teaching awards such as the first Outstanding Teacher Award presented by the CUHK Business School in 2003 and the campus-wide Vice-Chancellor Exemplary Teaching Award in 2004. In 2004 he was appointed Associate Pro-Vice-Chancellor and then, in 2009, to Pro-Vice-Chancellor/Vice-President, a position he held until 2017. His last two years before his official retirement from the University were spent as the much-respected head of the Department of Marketing.

His research has focused on services marketing, consumer behaviour, and cross-cultural marketing. He was listed by the *Journal of Marketing Education*, 2003, as one of the top 10 authors in Asia-Pacific universities in the top three marketing journals, from 1991 to 2000, while one of his early papers has been widely recognised as the first services marketing paper published by the *Journal of Consumer Research*. He remains an active editorial board member for a number of journals.

During his undergraduate years he made his first venture across the border. In a journey lasting more than a month he came to appreciate the scale and beauty of China. Chinese history, which he had found so dull at school, came alive to him. Early in his career, he became one of the first academics in his field to reach out and build links to support the development of young researchers on the mainland, at a time when business education there was still in its infancy. Indeed, he co-authored the first paper with a mainland researcher to be published in a top journal. His links were maintained through adjunct and advisory roles with five mainland universities, including Sun Yat-sen University

in Guangzhou, and as an academic advisor to the China Marketing Association for a decade from 2006.

Following his official retirement from CUHK, Professor Hui was not ready to rest. He accepted his current post at the University of Macau, an opportunity to gain in-depth understanding of Hong Kong's neighbour. He returns to CUHK as Emeritus Professor of Marketing, and retains a deep affection for New Asia College, where he is an Honorary Fellow, and for the University.

Professor Hui's academic life has been exemplary in his dedication to nurturing the human capital that is essential for Hong Kong's development as a regional service centre, in all his roles. Mr Chairman, it is my great honour to present Professor Hui King-man Michael for an Honorary Fellowship of The Chinese University of Hong Kong.

Citation is presented by Professor Nick Rawlins, Pro-Vice-Chancellor / Vice-President (Student Experience) and Master of Morningside College