



香 港 大 學

THE UNIVERSITY OF HONG KONG

## Economics and Business

**Professor Kevin ZHOU Zheng**

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**Professor 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. Professor Zhou received a B.E. (with honors) in Automatic Control and an M.S. in Economics and Management at Tsinghua University, and a Ph.D. specializing in Marketing and Strategy from Virginia Polytechnic Institute and State University.

Professor Zhou's research interests include capabilities and innovation, trust and relational ties, and strategic issues in emerging markets and China.

Professor Zhou has published numerous papers in top-tier journals such as *Administrative Science Quarterly*, *Strategic Management Journal*, *Academy of Management Journal*, *Journal of Marketing*, *Journal of International Business Studies*, *Organization Science*, and among others. He received the HKU Outstanding Researcher Award in 2016, FBE Outstanding Researcher Award in 2013 and HKU Research Output Award in 2006 and 2011.

Professor Zhou currently serves as the editorial board member of leading journals such as *Strategic Management Journal* and *Journal of International Business Studies*. He also served as the senior editor of *Asia Pacific Journal of Management*, associated editor of *Journal of International Marketing*, as well as the Panel Member of Business Studies Panel, HK Research Grants Council.

Professor Zhou's work is highly influential. He has been the World's Top 1% cited scholars based on ISI's Essential Science Indicators (ESI) since 2011. Since 2016, he has been on the list of Highly Cited Scientific Researchers in the World (Web of Science), which makes him the only Business and Economics Scholar in Greater China with this honor!

Professor Zhou has rich experience in teaching Competitive Strategy, International Business, Business Research, Marketing Management at BBA, MBA, EMBA, and DBA levels at Virginia Tech, University of Hong Kong, and University of North Carolina. He also received the Outstanding Teacher Award for IMBA Teaching at HKU.

Professor Zhou also has extensive consulting experiences, providing strategic analysis and planning for companies such as Federal Pharmaceutical, 3M, Riche Monde, TCH, Six Sigma (China), etc. He has also conducted executive training programs for various companies and organizations including China Resources Co., Property Management Association, and SKKI.

## 工商經濟

### 周政教授

#### 香港大學經濟及工商管理學院

周政教授現為香港大學經濟工商學院戰略及國際商務講座教授，以及中國教育部長江學者講座教授。周教授在清華大學取得了學士學位（自動化專業）和碩士學位（經濟管理），並於美國維吉尼亞理工大學獲得商學博士學位。

周教授的研究方向主要包括戰略定位和產品創新，信任和關係治理，以及新興市場的戰略問題。周政教授在創新以及關係管治領域有深入的研究，取得了豐碩的成果，並在戰略管理研究領域產生了重要的影響。

周政教授在戰略管理研究的頂尖學術期刊上發表了大量的論文，是目前世界上新興市場戰略領域最多產也最有影響力的學者之一。這些論文所提出的理論觀點、實證結論和理論分析框架被許多國際知名的學者引用。周政教授自 2011 年起獲 ISI Essential Science Indicators 評為世界首 1% 頂級學者，更於 2016 年起被評為世界最高引學者，這是大中華區唯一獲此殊榮的工商經濟類學者！

周政教授在多個學術期刊擔任編委，包括《戰略管理期刊 SMJ》，《國際商務研究期刊 JIBS》等。他曾擔任《亞太管理期刊 APJM》高級主編，《國際行銷期刊 JIM》副主編，以及香港政府研究基金評審委員會委員。周政教授的學術成就也多次獲獎，如香港大學研究成果獎（2006 年，2011 年）；香港大學工商經濟學院傑出學者獎（2013 年）；香港大學傑出學者獎（2016 年）。

周教授教學經驗豐富，曾執教於維吉尼亞理工大學和北卡羅來納大學，教授的課程包括競爭戰略、國際商務、全球戰略、市場行銷、商業研究等。周教授還曾榮獲香港大學 IMBA 課程傑出教學獎。此外，周教授還有著豐富的諮詢經驗，曾為聯邦製藥、3M、Riche Monde、TCH、Six Sigma (China) 等公司提供戰略諮詢服務。周政教授還有豐富的高管培訓經驗，曾為華潤集團，物管協會，以及 SKKI 提供管理培訓。