



## Dr John W K Leung

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# Biography

**Dr John Leung** is Associate Director of the School of Continuing and Professional Education, City University of Hong Kong. He had been the Director of Executive MBA Programme (Hong Kong) for more than 20 years. In his over-30-year academic career, he was a winner of the 8th Teaching Excellence Award and received the Student Learning and Development Excellence Award five times.

Dr Leung earned his PhD and MSc in Industrial Engineering from the University of Wisconsin at Madison. He also holds a doctorate degree in Education (EdD) from the University of Bristol and a master's degree in Computer & Information Science at the Georgia Institute of Technology.

Prior to joining CityU, Dr Leung worked in American Express and Eastman Kodak as a senior executive. He has actively provided consultation and training service to hundreds of companies and organisations in Hong Kong and China.

As a marketing professor, his main research interests are in service strategy and quality management, business process re-engineering and improvement, and customer retention strategy. He is an expert in data mining and computer simulation. He has published two books, and 80 journal articles and conference papers. He was also a columnist for *Sing Tao Daily News*, *Recruit*, *Central Magazine*, *South China Morning Post*, and *China Entrepreneur Magazine*.