

Speaker Bios



Dr Kenneth Ka-kei Kwong

Assistant Professor
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Biography

Dr Kenneth K Kwong is an Assistant Professor in the Department of Marketing at The Hang Seng University of Hong Kong. He also serves as the Programme Director of MSc in Entrepreneurial Management and the Co-Director of Chinese Family Succession Research Centre.

He completed his doctoral training by research on consumer behavior in City University of Hong Kong. He has contributed to knowledge development through scholarly publications in the areas of marketing ethics and strategy.

As a seasoned consultant, he often advises the public and private sector on branding, corporate identity, customer satisfaction, service quality, and market positioning. These experiences have led to the writings of award-winning cases for learning and teaching. He is active in providing training on service excellence and a commentator on marketing practices.

Dr Kwong gives instruction on a wide range of marketing courses including business-to-business (B2B) marketing and entrepreneurial marketing. To recognise his good teaching and dedication to learning, he was given the Teaching Excellence Awards by the University (AY 2019/20).