



2nd Departmental Seminar, 2010/2011

***Dos & Don'ts in Applying for Government Research Grants
(GRF)***

- Speaker : Professor David Kwai-che TSE
Professor of International Marketing and
Director of Chinese Management Centre
School of Business
The University of Hong Kong
- Convener : Dr. Shirley CHENG
Assistant Professor, Department of Marketing
School of Business
Hong Kong Baptist University
- Language : English
- Date : 28th September 2010 (Tuesday)
- Time : 4:00 p.m. – 5:30 p.m.
- Venue : WLB 601, Wing Lung Bank Building for Business Studies
Hong Kong Baptist University, Shaw Campus

Abstract:

In this seminar, Professor Tse will share with us his valuable personal experience and views on:

- * Grant Proposal Evaluation Process
- * Item-by-item thoughts
- * What External Reviewers Look for
- * Dos & Don't in GRF

About the Speaker:

David K. TSE is the Chair Professor of International Marketing at the School of Business at the University of Hong Kong. He taught for 10 years at the University of British Columbia (1984-1993) after he received his PhD (Univ. of California, Berkeley, 1984). Professor Tse has published extensively in prestigious journals such as *Journal of Marketing Research*, *Journal of Marketing*, and *Journal of International Business Studies* and his papers have been widely cited. He is rated as the world's most prolific and cited scholar in China marketing and among the world's top researchers in International Business and Chinese management research. Professor Tse has been serving as a member for the Panel H (Humanities, Social Science, & Business Studies) of the GRF Review Committee of the Hong Kong Research Grant Council.

ALL ARE WELCOME

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