



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學



PolyU 理大商學院  
Business School  
Innovation-driven Education and Scholarship



F B C C  
Faculty of Business Case Consortium  
工商管理學院案例中心  
The Hong Kong Polytechnic University

# CASE-BASED TEACHING AND RESEARCH CONFERENCE

16-18.12.2024  
Hong Kong

## Supporting Organisations

China Europe International Business School  
Guangdong-Hong Kong-Macao University Alliance  
for Business Case Committee

## Conference Supporters

中国工商管理国际案例库  
The Global Platform of China Cases  
[www.ChinaCases.Org](http://www.ChinaCases.Org)



# Welcome Message

## from the Director

### **Dr Justin Law**

Director, Faculty of Business Case Consortium  
The Hong Kong Polytechnic University



On behalf of the Faculty of Business Case Consortium of The Hong Kong Polytechnic University, we are delighted to welcome you to participate in the Case-based Teaching and Research Conference.

The conference objective is to foster in-depth exchanges among business scholars and educators around the world on the latest advancement related to case-based teaching and research, with a special emphasis in the Asia-Pacific region.

We are excited to feature keynote presentations and teaching demonstrations by distinguished scholars and educators who specialize in participant-centered learning and case-based research. We also encourage you to engage in discussions on the latest developments in case-based business education and research practices. Additionally, the event will provide opportunities for collaborative exploration to address challenges faced by academics in this field.

Thank you for being part of the event. We look forward to a fruitful and inspiring conference filled with knowledge sharing and collaboration.

# About

## PolyU Business School



PolyU Business School (PBS) is home to a community of 5,200 current students, 170 academic staff and 55,000 alumni.

Our Mission is to *discover, design and deliver Innovation-driven Education and Scholarship (IDEAS)* of international standing that has an impact on students, organizations and the understanding of business issues.

We realize knowledge and technology transfer through educational programmes as well as partnership and close links with industry and the professional community.

PBS has achieved accreditations from AACSB International (The Association to Advance Collegiate Schools of Business) and EQUIS (EFMD Quality Improvement System).

We offer a comprehensive portfolio of undergraduate and postgraduate programmes, many of which are recognized by professional bodies in the fields of accounting, finance, logistics, management, marketing and transport. Apart from the BBA, MBA, DBA and specialized master's and doctor's degrees, there are also research programmes leading to the MPhil and PhD awards.

PBS's research has been ranked 41st in the world according to The UTD Top 100 Worldwide Business School Rankings Based on Research Contributions 2019-2023. Our Business and Economics is No.45 in THE (Times Higher Education) World University Rankings 2024 by Subject. Our Business and Management Studies ranks No.51 in QS World University Rankings by Subject 2024. Our Management Studies is No.4 in Shanghai Ranking's Global Ranking of Academic Subjects 2024.



# About the Organizer

## Faculty of Business Case Consortium (FBCC), The Hong Kong Polytechnic University

Case study takes a vital role in business education as it enables students to solve multi-faceted business problems faced by managers in a classroom setting. Recognizing such importance, the Faculty of Business Case Consortium (FBCC) is set up to promote business education through developing high quality business cases studies and technical briefs on latest business issues and state-of-the-art management practices.

The Consortium also develops cases focusing on business issues related to major initiatives and strategic plans of the Hong Kong SAR government and the central government of China, in particular Greater Bay Area and the Belt and Road developments.

# Organizing Committee

Names are listed in alphabetical order of surnames

◆ **Prof. Shimin Chen**  
China Europe International Business School

◆ **Dr Justin Law**  
The Hong Kong Polytechnic University

◆ **Prof. Jianping Liang**  
Sun Yat-sen University

◆ **Prof. Haitao Yu**  
University of Macau

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IVEY | Publishing



# Keynote Speakers



**Prof. Paul BEAMISH**  
Ivey Business School



**Prof. Shimin CHEN**  
China Europe International  
Business School



**Prof. Matthew GRIMES**  
University of Cambridge



**Prof. Yajing WANG**  
China Europe International  
Business School

# Conference Speakers

- ◆ **Dr Peter Bryant**  
Harvard Business Publishing Education and  
IE Business School
- ◆ **Prof. Yanto Chandra**  
City University of Hong Kong
- ◆ **Dr Siyin Chen**  
Hong Kong University of Science and Technology
- ◆ **Prof. Chia-Wei Kuo**  
National Taiwan University
- ◆ **Ms Vicky Lester**  
The Case Centre
- ◆ **Prof. Jianping Liang**  
Sun Yat-sen University, China
- ◆ **Ms Candis McInnes**  
Ivey Publishing
- ◆ **Prof. Winnie Peng**  
Hong Kong University of Science and Technology

- ◆ **Prof. Hubert Pun**  
Ivey Business School, Canada
- ◆ **Dr Jun Qi**  
Jinan University, China
- ◆ **Mr Jeroen van den Berg**  
University of Hong Kong
- ◆ **Prof. Gyung Yeol Yang**  
Nagoya University of Commerce & Business,  
Japan
- ◆ **Prof. Juelin Yin**  
Sun Yat-sen University, China
- ◆ **Ms Bess Ying**  
Harvard Business Publishing Education
- ◆ **Prof. Haitao Yu**  
University of Macau

# Conference Programme

16.12.2024 (Mon)

**Venue:** The Grand Ballroom, Kowloon Shangri-La Hotel

Time	Event
09:15 - 09:30	Registration
09:30 - 09:40	<b>Welcome Remarks</b> <b>Ir Prof. T.C. Edwin Cheng</b> <i>Dean, Faculty of Business, The Hong Kong Polytechnic University</i> <b>Dr Justin Law</b> <i>Director, Faculty of Business Case Consortium, The Hong Kong Polytechnic University</i>
09:50 - 10:50	<b>Keynote Speech 1:</b> <b>Prof. Paul Beamish</b> <i>Ivey Business School</i> <i>Topic: Writing Better Cases by Deconstructing the Case Review Process</i>
10:50 - 11:30	Break
11:30 - 12:30	<b>Keynote Speech 2:</b> <b>Prof. Shimin Chen</b> <i>China Europe International Business School</i> <i>Topic: High-Quality Teaching Case Development: Descriptive vs. Decision-Making Cases</i>
12:30 - 14:30	Lunch
14:30 - 15:30	<b>Keynote Speech 3:</b> <b>TBC</b>
15:30 - 16:00	Break
16:00 - 17:30	<b>Roundtable Discussion: Case Teaching in Asia-Pacific Business Schools: Practice and Challenges</b> <b>Prof. Chia-Wei Kuo</b> <i>National Taiwan University</i> <b>Dr Justin Law</b> <i>The Hong Kong Polytechnic University</i> (Session Chair) <b>Prof. Jianping Liang</b> <i>Sun Yat-sen University</i> <b>Prof. Winnie Peng</b> <i>Hong Kong University of Science and Technology</i> <b>Prof. Jun Qi</b> <i>Jinan University</i> <b>Prof. Gyung Yeol Yang</b> <i>Nagoya University of Commerce &amp; Business</i> Speakers are listed in alphabetical order of surnames
17:30-18:30	Break
18:30	<b>Conference Dinner</b> <b>Mr Jeroen van den berg</b> <i>HKU ACRC</i> <i>Topic: Innovation in Case Development: Big Data Analytics Cases</i>



# Conference Programme

17.12.2024 (Tue)

Venue: TU201 & M1603, PolyU Campus

## Time

## Event

09:00 - 09:30

Registration

09:30 - 10:30

### Keynote Speech: Case-based Research

Prof. Matthew Grimes *University of Cambridge*

Topic: *Why Qualitative Case Study Research is (Increasingly) Important*

10:30 - 11:00

Break

11:00 - 12:30

### Case Teaching Demonstration\*

Prof. Yajing Wang *China Europe International Business School*

Case: *How Oatly Tapped into the Chinese Market by Promoting Green Diets?*

12:30 - 13:30

Lunch

13:30 - 15:00

### Concurrent Session 1: Case Teaching with Simulations

Dr Peter Bryant *Harvard Business Publishing Education and IE Business School*

Ms Bess Ying *Harvard Business Publishing Shanghai*

### Concurrent Session 2: Case-based Research Salon

Prof. Yanto Chandra *City University of Hong Kong*

Topic: *Becoming a mixed method researcher and what I do with the research*

Prof. Siyin Chen *HKUST Business School*

Topic: *Art for whose sake? Preserving professional autonomy under the growing power of clients*

Prof. Juelin Yin *Sun Yat-sen University*

Topic: *Doing qualitative research in China: Opportunities and challenges*

Prof. Haitao Yu *University of Macau*

Topic: *Organizing and sustainable development between the local and global*

Speakers are listed in alphabetical order of surnames

Prof. Matthew Grimes *University of Cambridge* (Discussant)

15:00 - 15:30

Break

15:30 - 17:00

### Case Teaching Demonstration\*

Prof. Paul Beamish *Ivey Business School*

Case: *Domino's Pizza Japan: Fortressing or Market Expansion?*

17:00 - 17:15

Break

17:15 - 18:45

### Roundtable Discussion: Publishing Business Cases

Prof. Shimin Chen *China Europe International Business School* (Session Chair)

Mrs Vicky Lester *The Case Center (UK)*

Ms Candis McInnes *Ivey Publishing*

Ms Bess Ying *Harvard Business Publishing*

Speakers are listed in alphabetical order of surnames

\* Remark: Seats are limited for the two sessions of Case Teaching Demonstration. Seats reservation are made on first-come-first-served basis.

# Conference Programme

18.12.2024 (Wed)  
Venue: AG710, PolyU Campus

## Time

## Event

09:30 - 10:30

### Case Presentations

#### Chairman:

Prof. Jianping Liang *Sun Yat-sen University*

#### Discussant:

Prof. Hubert Pun *Ivey Business School*

10:30 - 11:15

Break

11:15 - 12:15

### Case Presentations

#### Chairman:

Prof. Jianping Liang *Sun Yat-sen University*

#### Discussant:

Prof. Hubert Pun *Ivey Business School*

12:30 - 14:00

Lunch

14:15 - 16:00

### Poster Sessions





## Contact

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### **Dr Justin Law**

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