

Research Centre for Green Business (RCGB)

Public Lecture:

The Future of Sustainability in Business

Date: 31 March 2023 (Friday)
Time: 10:00 a.m. - 1:00 p.m.
Venue: SUG03, PolyU West Kowloon Campus
Mode: Hybrid
Language: English

Green Consumerism:

How to Foster Eco-consciousness in Home Appliance Purchase

Speaker: Ms. Janet LAM

Marketing Director, Miele (Hong Kong) Limited

Ms. Lam is a seasoned marketing professional with more than 20 years of experience in different roles and functions including brand building, digital transformation, product and new business development. She is currently the Marketing Director of Miele Hong Kong, and has been leading the local marketing team to promote the leading luxury home appliance brand since joining in 2021. Apart from the goal to boost brand preference and business growth, Janet also owns an important role as the go-to-market representative in promoting sustainability - which is one of the important initiatives from the German headquarters.



A Systematic Review of Tourism and Hospitality Sustainability

Speaker: Prof. Hailin QU

**Regents Professor Emeritus, William E. Davis Distinguished Chair Emeritus,
Oklahoma State University**

Prof. Qu is the Regents Professor Emeritus and William E. Davis Distinguished Chair Emeritus at Oklahoma State University. He has published 149 refereed journal papers in a number of international top tier journals and served as the Editor-in-Chief or Editorial Board member on 10 international refereed journals' editorial boards. He received over US\$5 million in grants/contracts and was the recipient of over 20 major prestigious life-time achievements awards globally.



Moderator:

Dr. Pimtong TAVITIYAMAN

Associate Division Head

Division of Business and Hospitality Management

CPCE



ALL are welcome!
Register Now!



Please make the reservation at <https://forms.gle/aQrLcGUYifntkutF7>

This public lecture is fully supported by a grant from the Research Grants Council of the Hong Kong Special Administrative Region, China (Project No.: UGC/IDS(R)24/22).

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