

# Research Centre for Green Business (RCGB)

## Research Workshop: Research Methodology

**Date:** 24 May 2024 (Friday)  
**Time:** 9:30 a.m. - 10:30 a.m.  
**Venue:** S103, PolyU West Kowloon Campus  
**Language:** English



### Prof. Ricky CHAN

Professor of the Division of Business and  
Hospitality Management  
PolyU SPEED

Prof. Ricky Chan is the Associate Dean (Education) and Professor of the Division of Business and Hospitality Management at the College of Professional and Continuing Education of The Hong Kong Polytechnic University (PolyU CPCE). Ricky's research interests lie in green consumption, consumer ethics, and environmental strategies. He is included on Research.com's list of Best Business and Management Scientists (world's top 1%). Since 2020, he has also been included on Elsevier BV/Stanford University's list of the top 2% scientists in the world across all disciplines. According to a study published in the Australasian Marketing Journal in 2017 (Vol. 25, No. 2, pp. 85-96), he was ranked as the world's 2nd and 3rd most influential author in green consumer research in terms of "total articles" and "total citations" respectively. Ricky was honoured with AUT's Faculty of Business, Economics and Law Research Team Award in 2021, and the Best Reviewer Award by Psychology and Marketing in 2023. He is currently serving as a Detailed Assessor for the Australian Research Council.



### Moderator:

Dr. Pimtong TAVITIYAMAN  
Associate Division Head  
Division of Business and Hospitality Management  
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*This workshop 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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