

PERSONAL PROFILE & CHARACTERISTICS

- Enriched experience in Strategic and Operational Human Resource Management in multinational corporations with diversified industries in Greater China Region, including Hong Kong; and developed strong networking with the officials of Labour Bureau in China, particularly in Guangzhou;
- Strong General and Business Management skills;
- Highly dedicated, logical, sociable, loyal and committed to work;
- With passion to strive for continuous improvement, wish to develop long-term career in business and academic settings;
- Strong tie with industries and academia;
- Enriched experiences in building/constructing Human Resources Department
- Enriched experiences in employee relations, including formulation of collective bargaining agreements in China as well as restructuring joint consultative committee mechanism and system for operations in Hong Kong.

PROFESSIONAL EXPERIENCE**Hong Kong Baptist University** 15th July 2011 – Now

Hong Kong Baptist University is one of the eight higher education institutions publicly-funded in Hong Kong offering a wide spectrum of undergraduate and postgraduate programmes leading up to PhD level under seven faculties/schools: Arts, Business, Communication, Science, Social Sciences, Chinese Medicine, Continuing Education and an Academy of Visual Arts. The University is the leader in HRM Education in the Region.

Teaching Consultant (Part-Time) (9/2019 to Now) reporting to the Head of the Department and concurrently as:

Associate Director (Consultancy Service) of Centre for Human Resources Strategy and Development (7/2011 to Now)

Director, BBA HRM Mentoring Programme (9/2017 to Now)

Previous Appointment at HKBU:

Senior Lecturer of Department of Management (from 7/2011 to 8/2019) reporting to the Head of the Department, and concurrently as:

Human Resources Management Concentration Coordinator, Bachelor of Business Administration (Hons) (9/2017 to 8/2019)

Director of Bachelor of Commerce (Hons) in Human Resources Management Programme (9/2015 to 8/2017)

Associate Director of Bachelor of Commerce (Hons) in Human Resources Management Programme (7/2011 to 8/2015)

Teaching Areas:

Undergraduate Level: Human Resources Management, Performance Management and Reward Management, Human Resources Strategy and Planning, Labour Relations and Law, and Strategic Management, Final Year Honours Project

Postgraduate Level: Human Resources Strategy, Performance Management, Compensation Management, Human Resources Management in China, and Employee Engagement and Wellness, Master's Dissertation

Hang Seng University 15th January 2020 – Now

The Hang Seng University of Hong Kong (HSUHK) is a non-profit private liberal-arts-oriented university in Hong Kong, offering a wide range of undergraduate and taught postgraduate degree programmes.

Lecturer (Part-time) (1/2020 to Now), reporting to the Head of the Department.

Teaching Areas:

Undergraduate Level: Employment Relations, Employment Law, and Business Policy and Strategy

Zung Fu Group of Companies Ltd 1st November 2009 – 26th April 2010

Zung Fu Group, the motor business of the Jardine Matheson Group, is the sole dealer of Mercedes Benz in Hong Kong and Macau, as well as one of their major dealer groups in Southern Region of China.

Human Resources Director reporting to the Chief Executive of Zung Fu Group

No. of Staff Employed : 2600 (HK:900, PRC:1700)

No. of Staff in the Department: HK: 6, PRC: 8

Yantian International Container Terminals Ltd 20th August 2008 – 16 October 2009

Yantian International Container Terminals (YICT), Shenzhen, PRC, a member of the world's leading port investor, developer and operator - Hutchison Port Holdings (HPH) Group with interests in a total of 47 ports, spanning 24 countries throughout Asia, the Middle East, Africa, Europe, the Americas and Australasia. HPH is also a subsidiary of the multinational conglomerate Hutchison Whampoa Limited. YICT is the largest single container port operator in the world, contributing the most significant return to HPH.

General Manager - Human Resources, reporting to the Operations & Human Resources Director of Yantian International Container Terminals Ltd.

No. of Staff Employed : 2800

No. of Staff in the Department/Function : 40

i-CABLE Communications Limited**1st February 2005 – 15th August 2008**

i-CABLE Communications Limited, a member of the Wharf Holdings Limited in Hong Kong, was incorporated under the laws of Hong Kong in 1992 and was further listed on both the Stock Exchange of Hong Kong Limited and the Nasdaq Stock Market in the U.S. in 1999, is the leading provider of integrated communications service in Hong Kong with office in Hong Kong, Customer Services Centre in Guangzhou, and media advertising agency business based in Beijing plus representative offices in some major cities in PRC, providing customers with its growing portfolio of information, entertainment and telecommunications services. The Group owns and operates one of the territory's two near universal telecommunications networks; provides Pay TV service and creates its own contents that cater to local tastes. The Group also offers Broadband Internet access service via its Internet Protocol (IP) overlay network. i-Cable is the major player in the Pay TV Segment in Hong Kong.

Vice President - Human Resources & Administration, reporting to the **Chairman & Chief Executive Officer** of **i-CABLE Communications Ltd.**

No. of Staff Employed : 3,600 (Including 2,900 staff in Hong Kong and 700 staff in PRC)

No. of Staff in the Department/Function : 80

San Miguel Brewing International Ltd**9th May 1994 – 31st January 2005**

San Miguel Brewing International Ltd is the international arm of the San Miguel Corporation based in the Philippines. The China Business Operations is the China Division of the San Miguel Brewing International Ltd focusing on manufacturing, selling and distribution of beer products in China, Hong Kong and Macau, which has four breweries in Hong Kong, Guangzhou, Shunde and Baoding in China with sales offices in Hong Kong SAR, Guangdong Province, Hainan Province, Liaoning Province, Shanxi Province, Neimonggol Province, Beijing City, Tianjin City, Shandong Province and Liaoning Province. San Miguel Corporation, the Parent Company, has diversified businesses on food & beverages activities basically all over the Asia Pacific Countries. Its core brand San Miguel enjoys the leadership role in the Philippines' as well as Hong Kong's beer market.

General Manager - Human Resources & Administration, ***1st January 2001 – 31st January 2005*** reporting to the **Managing Director** of **China Business Operations**

No. of Staff Employed : 2000

No. of Staff in the Department/Function : 40

General Manager - Human Resources & Administration, ***9th May 1994 – 31st December 2000***

reporting to the **Managing Director** of **San Miguel Brewery Hong Kong Ltd.**

No. of Staff Employed : 400

No. of Staff in the Department : 19

Dairy Farm Group of Companies 10th October 1982 – 7th May 1994

Dairy Farm is a food Wholesaling & retailing giant in Asia Pacific, a food retailing and wholesaling arm of the Jardine Group, with operations all over Asia, Europe, Australia and New Zealand, was established in Hong Kong since 1886 and is listed in Singapore since 1995. Its well-known retail outlets named Wellcome Supermarkets and 7-Eleven Convenience Stores both enjoy the leadership role in respective Segments in Hong Kong Market.

Personnel Manager
1994

1st October 1990 – 7th May

reporting to the **Chief Executive of Wellcome Company Ltd**

Nature of Business : Food Retailing

No. of Staff Employed : 3,000

No. of Staff in the Department : 24

Personnel Manager
1990

1st October 1989 – 30th September

Reporting to the **Franchising Director of Hong Kong Convenience Stores Ltd (7-Eleven)**

Assistant Personnel Manager
September 1989

1st September 1988 – 30th

reporting to the **Personnel Manager of Wellcome Company Ltd**

Personnel Officer
August 1987

1st July 1984 – 31st

reporting to the **General Manager of Sims Trading Company Ltd**

Personnel Assistant
1984

1st October 1982 – 30th June

reporting to the **Staff Services Manager of Dairy Farm Company Ltd (Head Office)**

ACADEMIC ACHIEVEMENT

Master of Social Sciences in Behavioral Health, University of Hong Kong, 2019

Master of Social Sciences in Counselling, City University of Hong Kong, 2014

Master of Laws in Chinese and Comparative Law, City University of Hong Kong, 2001.

Doctor of Business Administration, Hong Kong Polytechnic University, 1999.

Master of Science in Engineering (Major in Industrial Engineering), University of Hong Kong, 1996.

Master of Business Administration, Oklahoma City University (U.S.A.), 1992.

Master of Science in Personnel Management, University of Salford (U.K.), 1988.

Post-Graduate Diploma in Training Management, Chinese University of Hong Kong, 1987.

Diploma in Business Management, Hong Kong Polytechnic, 1982.

ACADEMIC PUBLICATION

Yip, F.W.K., Priem, R.L., Cychota, C.S. (2001). The performance effects of human resource managers' and other middle managers' involvement in strategy making under different business-level strategies: the case in Hong Kong. *International Journal of Human Resource Management*, V12 N8, 1325-1346.

Chen, Y.P., Hsu, Y.S., Yip, F.W.K. (2011). Friends or rivals: Comparative perceptions of human resource and line managers on perceived future firm performance. *International Journal of Human Resource Management*, V22 N8, 1703-1722.

Professional Conference Attended

Attended Annual Congress of Chartered Institute of Personnel and Development, UK in Manchester, UK in 2015.

Attended Annual congress of Australian Human Resources Institute in Brisbane, Australia in 2016.

Attended Annual Congress of Australian Human Resources Institute in Sydney, Australia in 2017.

Attended Annual Congress of Chartered Institute of Personnel and Development, UK in Manchester, UK in 2018.

Attended Annual Congress of Society for Human Resources Management, USA in Washington D.C., USA in 2019.

PROFESSIONAL AFFILIATION

Chartered Fellow of Chartered Institute of Personnel & Development, U. K.

Fellow of Hong Kong Institute of Human Resource Management

Fellow of Australian Human Resources Institute

Fellow of Hong Kong People Management Association

Member of Australian Counselling Association

SPECIAL TRAINING ATTENDED

Accredited Programme Administrator for the Myers-Briggs Type Indicator (MBTI) Programme

Certified Facilitator for the Seven Basic Habits of Highly Effective Leaders Training

Lead Assessor for ISO 9000 System.

Fellow Certified Human Resources Practitioner of Australian Human Resources Institute

Level 2 Qualification, Australian Counselling Association

COMMUNITY SERVICES

Past

Hong Kong Special Administrative Region Government

Member of Education Commission Working Group on Continuing Education (2000-2002)

Hong Kong Institute of Human Resource Management

Executive Council Member (1997-99)

Member of Membership Committee (1999-2010)

Member of China Human Resources Committee (2001-2010)

Hong Kong Management Association

Chairperson of Personnel Management Club (2002-04)

Member of Personnel Management Committee (2002-09)

Shamshuipo Baseball Club

Chairman (5/2005-9/2008)

Occupational Safety & Health Council

Member of Sedentary Workers Safety and Health Committee (2007-09)

Hong Kong Baseball Association

Secretary-General (10/2008-2014)

Chairman (2014-2018)

Hong Kong Baptist University

School Representative at the Senate Standing Committees from 2016-2018

Member of Student Affairs Committee from 2018-2019

Moderator in the HR Forum organised by CTgood Jobs in October in the past three years until October 2016.

Provided coaching to HRM students to participate HRM related (since 2016) and Business related case competition (in 2017 & 2018).

Developed new course for International HRM Course for BCom HRM Programme and Course materials on Employee Engagement part for the new course named Employee Engagement and Well-being Course for MHRM, as well as developed new course materials for Performance Appraisal and Reward for BBA and Employment Practices in China for MScSHRM and Performance Management for MHRM.

Current

Education Bureau of Hong Kong Special Administrative Region

Member of Human Resource Management Cross-Industry Training Advisory Committee (2021 – 2023)

AS Watson Group of Companies

Member of Programme Advisory Committee for the Professional Diploma in Retail Management (QF Level 5) since January 2016

Hang Seng University of Hong Kong

Member of Human Resources Committee of the University since March 2018

Hong Yip Property Management Service Company Ltd.

Member of the Quality Management Committee of Hong Yip People Development Academy since 2017.

Hong Kong People Management Association

Vice President (2002 - 06)

President (2007 - 2010)

President (2015 - 2019)

Executive Committee Member (2011-Now)

Hong Kong Baptist University

Regular speaker at the Centre for Human Resources Strategy and Development in the past several years and this year too.

Representative of the Centre for Human Resources Strategy and Development jointly with Hong Kong People Management Association on Annual Pay Level Survey for companies in Hong Kong every year since I joined the University in 2011

Led HRM Mentoring Scheme for BCom HRM Programme (2011 to 2017) and BBA HRM Programme (2018 to now)

Regular public speaker on Human Resources Management topics, for instance, Engaging Generation Z, Workplace familiarisation and Success, HR Transformation, 2020 Manpower Review, HR Practices under adverse economic situation, Introduction to HR Analytics, and HR Analytics Practical Workshop for various organisations in 2019, 2020 and 2021.