

MBS Master Class: E-commerce technological investments and firm performance examples from UK and Asia

This talk showcases a general management topic in strategy. It is a topic suitable for a wider audience who are interested in pursuing an MBA programme (no prior knowledge of strategic management is required).

Strategy has traditionally been a core module for an MBA course, and the resource-based view (RBV) is an important theoretical perspective to strategy. This workshop draws on the RBV perspective to empirically examine the important relationship between SME e-commerce investments and firm performance. We will draw examples from UK and Asia to discuss the relevant theories and practices. No prior knowledge of the subject field is needed, all industry background welcomed.

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Event details

Date & Time:	Thursday 11 June 2015 7:00 - 8:30pm
Venue:	Manchester Business School East Asia Centre 12/F, Lee Gardens One, 33 Hysan Avenue, Causeway Bay, Hong Kong (map)
Fee:	HK\$100 for Professional Institutions
Registration:	Seats are limited. First-come, first-served basis by http://promo2.mbs.edu.hk/formsubmits/form3/305
Enquiries:	Tel: +852 25885013 / Email: MBA@mbs.edu.hk

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Speaker: Dr. Jiyao Xun
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Dr. Jiyao Xun

Jiyao Xun (PhD, MA Nottingham; MSc Oxford) is Associate MBA Director (Asia) for Manchester Business School based in Shanghai, overseeing its MBA programmes in various Asian locations.

Previously, he taught at Shanghai University (SHU) MBA Centre, SHU-UTS Business School, Xi'an Jiaotong-Liverpool University, Nottingham University (Executive Education), and Nottingham Trent University among others. His last role before joining MBS was an Associate Professor at SHU-UTS Business School (expertise in marketing strategy, China retailing and digital marketing analytics). A 'product' of international education with Chinese upbringing, he has diverse lecturing and programme (JV degree and non-degree) management experiences, and HEI partnership management.