

Manchester Business School East Asia Centre Japan Seminar Series 1

Building Strong Brands in the Digital Age: Social Media Lessons Learned

With the recent economic turbulence and technological advances, we have experienced not only dramatic differences in marketing conditions but also the challenge of having to find new ways to stay competitive and to drive corporate growth. In order to build strong brands, marketers have had no option but to quickly embrace multichannel marketing tools, including social media, which have firmly embedded themselves into the media mix. Professor Kang will provide an overview of digital advertising and various social media and consumer engagement strategies marketers need to learn to build a strong brand and to capture market share in today's environment.



Speaker:	Prof. Jikyeong Kang
Date:	Wednesday 27 March 2013
Time:	19:00-21:00
Venue:	Tokyo 21st Century Club Shin Maru Bldg., 10/fl., Tokyo
Fee:	JPN Yen 2000
Registration	alumni@mbs.edu.hk by 20th March 2013

Prof Kang Jikyeong:

Professor Kang received her BSc from Hanyang University in Seoul, Korea; her MSc from Colorado State University, USA and a PhD from the University of Minnesota, USA. Professor Kang joined Manchester Business School in June 2000 after serving nine years on the faculty of the University of Wisconsin-Madison. At UW-Madison, she was elected as a member of the Teaching Academy. From 2001, she was involved with various leadership roles at MBS: She directed Full-time and Executive MBA Programmes and also provided strategic leadership for a suite of distance learning MBS Programmes. In 2005 Professor Kang was highly commended in the Public Sector for Asian Women of Achievement Award in the U.K. From 2007, she spent two years at Instituto de Empresa as a visiting research professor. She is currently working on projects in the areas of market segmentation, customer satisfaction and loyalty, and brand extension strategies. She is also interested in expanding our knowledge of the effects of culture in the marketplace as well as impact of ethnicity and acculturation on consumer behaviour. Professor Kang is a recipient of many research grants, and a consultant to many organisations. She also received several national and international awards for her research and actively publishes her work in various academic research journals, including *Psychology and Marketing*, *International Marketing Review*, *Journal of Services Marketing*, *Journal of Advertising Research*, *Journal of Current Issues and Research in Advertising*, *International Journal of Commerce and Management*, *Journal of Small Business Management*, and *Journal of Personal Selling and Sales Management*. In addition, Professor Kang has presented numerous papers at industry and professional conferences throughout the US and Europe.