

Dr Collin WONG

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Collin Wong obtained her Ph.D. in Decision Sciences and Managerial Economics from the Chinese University of Hong Kong. She is highly experienced in research on multidisciplinary topics relating to Business Logistics Planning and Design; Knowledge Management and Decision Support System; Supplier Management and Product Design; e-Business Management; Airport and Airfreight Planning and Management; and Greater Bay Area studies.



Dr Wong is an active researcher and she has published in top tier journals in the field, such as International Journal of Production Economics, Transportation Science, and European Journal of Operational Research. She also engaged in different local and international conferences as Chair /Co-Chair. Besides, Dr Wong has been successfully awarded many external grants, such as Public Policy Research Funding Scheme (PPR) under the Central Policy Unit of the HKSAR Government; the Quality Enhancement Support Scheme (QESS) under the Education Bureau; the Faculty Development Scheme and other Grants under the Research Grants Council (RGC). These grants amounted to close to ten million dollars.

In 2016-17, she and her colleagues published three research reports: 1) Logistics and Trade Facilitation in Guangdong-Hong Kong-Macau Bay Area, 2) Preventing Marginalization in Air Passenger and Freight Business; 3) Impact of Cabotage Relaxation and PRD Competition to Hong Kong's Maritime Logistics Industry. They attracted many industry stakeholders and policy makers' attention and were significantly reported by media.

As a SCOR-P, Dr Wong has strong industry knowledge and established very good industry connections. In the past few years, she was the key person in designing and developing two bachelor programmes, Bachelor of Management Science and Information Management and BBA in Supply Chain Management. Both programmes are highly welcome by the public and the employers.