

# Dicky Y. K. SHEK

BEng(Hons), MBA, DBA

Professor of Practice (MIS)

Department of Management and Marketing  
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Dr Dicky Shek is a scholar cum business leader in the technology industry with 25+ years of academic, executive and management experience for Greater China and APJ regions. Before joining the academia, he has worked for a number of Start-Ups and Fortune Global 500 companies, including IBM, Compaq Computer, Dell, Cisco Systems, and NTT Group.

While managing multi-billions businesses, Dr Shek has managed diverse functions including services, sales, marketing, products, brands, marketing communication, CRM, channel, vendor management, business planning, human resources, finance, billing and IT infrastructure. He has also rich experience in managing multicultural teams with staffs from many different nationalities. Apart from working in Hong Kong, Dicky has based in a number of cities in China.

Currently, Dr Shek is the Professor of Practice (MIS) in the Department of Management and Marketing of PolyU, Adjunct Professor of Huashang College Guangdong University of Finance & Economics, and the Honorary Vice President of GBA Business School. His interests in teaching, research and consultancy include

- Artificial Intelligence
- Business Intelligence, Blockchain, Business Model Analysis
- Cloud Computing, CRM, Corporate Social Responsibility,
- Data Science, Digital Transformation, Digital Marketing, Design Thinking
- E-Commerce, Entrepreneurship, Executive Coaching
- FinTech, Feng Shui
- GBA Policy & Development,
- ISO Standards
- Knowledge Management
- Virtual Reality

Dr Shek holds a Bachelor of Engineering (Honours) from The University of Hong Kong (HKU), an MBA from The Chinese University of Hong Kong (CUHK), and a DBA from The Hong Kong Polytechnic University (PolyU). He has completed an executive program at the IMD Switzerland, and been awarded as a certified quality lead auditor by British Standards Institution (BSI).

## ACADEMIC QUALIFICATIONS

- DBA, The Hong Kong Polytechnic University
- MBA, The Chinese University Of Hong Kong
- BEng in Industrial and Manufacturing Systems Engineering, The University Of Hong Kong

## PROFESSIONAL QUALIFICATION

- Executive Certificate, International Institute for Management Development (IMD)
- Lead Auditor Certificate, British Standards Institution (BSI)

## COMMERCIAL/PROFESSIONAL EXPERIENCE

- CTO for Big Data & Blockchain project, Global Digital Asset Holding Group
- CEO, BR TechFin Association
- General Manager, NTT Group – Arkadin
- Regional GM, Cisco Systems
- Regional Director, Delano Technology
- Regional Manager, Dell
- Regional Manager, Compaq Computer
- Various Roles, IBM

## ACADEMIC EXPERIENCE

- Professor of Practice (MIS), The Hong Kong Polytechnic University
- Honorary Vice President, GBA Business School
- Adjunct Professor, Huashang College Guangdong University of Finance & Economics
- Research Officer, The University Of Hong Kong

## TEACHING

### Undergraduate and Postgraduate Courses:

- MM5412 Business Intelligence and Decisions (MSc)
- MM5681 Ethics, Responsibility and Sustainability (MSc, MBA)
- MM5381 Key Issues in China Business (MSc)
- MM588 Brand Management (MSc)
- MM589 Promotion and Advertising (MSc)
- MM2422 Managing Business Information Systems and Applications (BBA)

### Seminars/Talks/Workshops/Webinars:

- Artificial Intelligence
- Business Model & Innovation Case Analysis
- Blockchain
- Cyber Security and Control
- Digital Transformation
- Design Thinking
- Internet of Things (IoT)
- IT Service Management (ITSM & ITIL)

## SERVICES IN UNIVERSITIES & COMMUNITIES

- School Marketing Director
- Coordinator of Profession Mentorship Programme (PMP)
- Advisor, Centre for Digital Transformation
- Mentor, PolyU Lean Launchpad Programme
- External Examiner, HKU SPACE
- Moderator, Hong Kong FinTech Week
- Panel Judge & Mentor, HSBC Life Insurance Innovation Competition (CityU)
- Member, MSc in Accounting & Finance Analytics Programme Committee
- Academic Advisor for BBA Management & Marketing Programme
- Admission Panel, MSc in China Business Studies Programme
- Admissions Panel, MSc in Business Management Programme
- Board of Examiners, MBA Programme
- Board of Examiners, MSc in China Business Studies Programme
- Student/Staff Consultative Group, MSc in China Business Studies Programme
- Speaker, Hong Kong Institute for Public Administration