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Faculty of Business
Associate Professor - Management & Marketing

Academic Qualifications

Ph.D. The Chinese University of Hong Kong, HK, International Business, 1996
LL.M. University of London (External Study), UK, 1995
LL.B. (Hons) University of London (External Study), UK, 1992
M.B.A. The Chinese University of Hong Kong, HK, 1987
B.B.A. The Chinese University of Hong Kong, HK, 1985

Academic/Industry Experience

Academic Experience

Associate Professor, The Hong Kong Polytechnic University (February, 1999 - Present).

Assistant Professor, The Hong Kong Polytechnic University (January, 1995 - January, 1999).

Lecturer, The Hong Kong Polytechnic (January, 1990 - December, 1994).

Assistant Lecturer, The Hong Kong Polytechnic (January, 1989 - January, 1990).

Assistant Lecturer, The University of East Asia (January, 1988 - January, 1989).

Publications

Refereed Articles

Wong, Y.H., Chan, Ricky Y. K., Ngai, E.W.T., & Oswald, P. (2009). Is Relationship Loyalty Vulnerability-Based? An Empirical Study of Capital-Intensive Manufacturing Industry. *Industrial Marketing Management*, 38 (1), 83-93.

Chan, Ricky Y. K. (in press, 2009). Corporate Environmentalism Pursuit by Foreign Firms Competing in China. *Journal of World Business*.

Chan, Ricky Y. K., Wong, Y. H., & Leung, Thomas K. P. (2008). Applying ethical concepts to the study of green consumer behavior. *Journal of Business Ethics*, 79 (4), 469-481.

Wong, Y. H., Chan, Ricky Y. K., Leung, Thomas K. P., & Pae, Jae H. (2008). Commitment and vulnerability in B2B relationship selling in the Hong Kong institutional insurance service industry. *Journal of Services Marketing*, 22 (2), 136-148.

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- Leung, M. K. & **Chan, Ricky Y. K.** (2006). Are foreign banks sure winners in post-WTO China? *Business Horizons*, 49, 221-234.
- Chan, Ricky Y. K.** (2005). Does the natural-resource-based view of the firm apply in an emerging economy? *Journal of Management Studies*, 42 (3), 625-672.
- Leung, T., Lai, K., & **Chan, Ricky Y. K.** (2005). The roles of xinyong and guanxi in Chinese relationship marketing. *European Journal of Marketing*, 39 (5/6), 528-559.
- Wong, Y. H., **Chan, Ricky Y. K.**, Leung, T. K. , & Chan, A. (2005). Managing information diffusion in internet marketing. *European Journal of Marketing*, 39 (7/8), 926-947.
- Chan, Ricky Y. K.** & Lau, L. B. (2004). The effectiveness of environmental claims among Chinese consumers: Influences of claim type, country disposition and ecocentric orientation. *Journal of Marketing Management*, 20 (3/4), 273-319.
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- Wong, Y. H., Leung, T. K. , **Chan, Ricky Y. K.**, To, C. K. , & So, H. F. (2004). Is total trust possible: An empirical study in relationship selling. *Journal of International Consumer Marketing*, 16 (4), 107-131.
- Cheng, L. T. W., Chan, K. C., & **Chan, Ricky Y. K.** (2003). Publications in major marketing journals: An analysis of research productivity of asia-pacific universities. *Journal of Marketing Education*, 25 (2), 163-176.
- Leung, T. & **Chan, Ricky Y. K.** (2003). Face, favor and positioning: A Chinese power game. *European Journal of Marketing*, 37 (11/12), 1575-1598.
- Chan, Ricky Y. K.** & Lau, L. B. (2002). Applying the theory of planned behavior to green purchases: A cross-cultural study. *Journal of International Consumer Marketing*, 14 (2/3), 9-40.
- Tang, E. P., **Chan, Ricky Y. K.**, & Tai, S. H. (2002). Emotional influences of environmental cues on Chinese consumers in a leisure service setting. *Journal of International Consumer Marketing*, 14 (1), 67-87.
- Chan, Ricky Y. K.**, Cheng, L. T. , & Szeto, E. F. (2002). The dynamics of guanxi and ethics for Chinese executives. *Journal of Business Ethics*, 41 (4), 327-336.
- Chan, Ricky Y. K.** (2001). Determinants of Chinese consumers' green purchase behavior. *Psychology & Marketing*, 18 (4), 389-413.
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Yam, E. P. Y. & **Chan, Ricky Y. K.** (1998). Purchasing behaviors and perceptions of environmentally harmful products. *Marketing Intelligence and Planning*, 16 (6), 356-362.

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