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新聞稿 PRESS RELEASE

Dr Charles F Steilen Appointed as Executive Director
of the Asia-Pacific Institute of Business of CUHK

The Chinese University of Hong Kong has appointed Dr Charles F Steilen as Executive Director of the University's newly-established Asia-Pacific Institute of Business.

According to Dr Steilen, the Asia-Pacific Institute of Business was formed in order to offer a greater variety of services to the business community. The services provided by the Institute include management development and training, management consulting and business research etc.

In addition to offering a wide range of diploma courses in business related subjects, the Institute has undertaken the design and implementation of tailor-made management development programmes for companies such as Procter and Gamble, Philips and Hutchison.

The Business Research Unit of the Institute is capable of providing research assistance to companies in a number of areas, including market related studies, employee attitude studies and on-production or operations matters. Dr Steilen said that it is the intention of the Asia Pacific Institute of Business to play an active role in assisting organizations and individuals in the development of their managerial skills and in helping these organizations find solutions to their business problems.

Dr Steilen received his BS degree from Bradley University and MBA degree in Marketing from California State University at Long Beach. He completed his doctoral studies at the University of Oregon and was awarded Ph D degree in Business Administration. Dr Steilen has joined the Department of Marketing of the Chinese University since 1975 and has served as Associate Director of the University's MBA Programmes since 1988. He was appointed Executive Director of the Asia-Pacific Institute of Business in March this year.

November 4, 1991

Attachment: Photo of Dr Charles F Steilen