

新聞稿 PRESS RELEASE

TO NEWS EDITOR
FOR IMMEDIATE RELEASE

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American Expert on Marketing and Business Research

A leading figure in marketing from the United States, Professor Richard P. Bagozzi, will speak on the interplay between theory and measurement in business research on May 13 (Thursday) at 4:45 pm in Lecture Theatre LT6, Lady Shaw Building at the Chinese University of Hong Kong.

Emphasizing on applications to advertising, consumer behaviour, and social marketing, the public lecture is presented by the Faculty of Business Administration of the Chinese University to commemorate its 30th Anniversary. Various examples will be drawn to illustrate the shifting equilibrium between theory and measurement in specific studies of business problems. These include the design of advertisements to combat child abuse, factors affecting people's decisions to recycle, and how decisions of households are translated into action in shopping.

Professor Bagozzi, Dwight F. Benton Professor of Marketing and Behavioural Science in Management at the School of Business Administration of the University of Michigan, is a specialist in attitude theory and intentional processes. He has done extensive research into customer behaviour, sales force behaviour, marketing communication, and research methodology.

He is the author of Causal Models in Marketing and Principles of Marketing Management and has published over 100 articles in professional and scholarly journals.

Among other honours, Professor Bagozzi has received the Paul D. Converse Award from the American Marketing Association for lasting contributions to marketing science and theory. Recently he was made a Fellow in Consumer Behaviour by the Association of Consumer Research.

To celebrate its 30th Anniversary, the Chinese University is holding a series of Anniversary Lectures by distinguished scholars under the sponsorship of the Wei Lun Foundation Ltd. Other forthcoming speakers include Professor Lotfi A. Zadeh, Father of "Fuzzy Logic"; Professor Kenneth J. Arrow, Nobel Laureate in Economic Science; and Professor Harold Walter Kroto, a renowned scholar in Chemistry and Molecular Sciences.

Dear Editor,

You are cordially invited to send a reporter and/or a photographer to cover the above lecture. Should you be interested in interviewing Professor Bagozzi, please contact Mr Ali Li at 609-7293 or Mrs Shirley Kwok at 609-7294.