

新聞稿 PRESS RELEASE



TO NEWS EDITOR
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June 2, 1993

Public Lecture on Marketing Theories

Professor Lee Kam-hon, Professor of Marketing at The Chinese University of Hong Kong, will deliver his inaugural lecture entitled "Solving Local Problems and Constructing Theories in Marketing" on Friday, June 4 at 5:00 pm in Lecture Theatre LT6 of Lady Shaw Building at the University. All are welcome.

Professor Lee will describe how local marketing problems could be tackled by localizing the established concepts and theories developed elsewhere, and how locally derived theories may, in turn, be generalizable to other societies.

Professor Lee graduated from the Chinese University with a BComm in 1967 and a MComm in 1969. He then served as assistant lecturer in business administration at his Alma Mater. He obtained the degree of PhD in marketing from Northwestern University in 1975. In the same year, he was appointed as lecturer in marketing and international business at CUHK. He was promoted to senior lecturer in 1981, reader in 1987 and professor of marketing from August 1992.

For press enquiries, please contact Mr Ali Li (609-7293) or Mrs Shirley Kwok (609-7294) of the University's Information Office.