



新聞稿 PRESS RELEASE

Note to Editors/ Business Page

August 30, 1996.

CUMBA 30th Anniversary Li & Fung Lecture

The MBA Programmes of the Faculty of Business Administration, The Chinese University of Hong Kong is organizing the CUMBA 30th Anniversary Li & Fung Lecture by **Professor Warren McFarlan**, Ross Graham Walker Professor of Business Administration at Harvard University.

Professor McFarlan will speak on the topic "**Information Technology Enabled Transformations in Distribution and Infrastructure for the 21st Century**" next Monday.

Professor McFarlan is a renowned expert in management information system and his current research area is in organisation and linkage of information services strategy to corporate strategy.

Professor McFarlan received his A.B., M.B.A., and D.B.A. from Harvard Business School. He has taught at Harvard since 1963 and is currently the Senior Associate Dean of External relations.

He has published numerous books. These include *Management Information Systems: Text and Cases*, *The Management Game*, *Information Systems Managers Handbook*, and *Corporate Information Systems Management: The Issues Facing Senior Executives*. He served as Senior Editor of *The MIS Quarterly* from 1986 to 1988 and has published many articles in various journals and publications, including nine in the *Harvard Business Review*.

You are cordially invited to send a representative to cover the lecture by Professor McFarlan. Details are as follows:-

Date : September 2, 1996

Time : 5:30pm

Place : Theatre II (Level 2),
Hong Kong Convention and Exhibition Centre
1 Harbour Road, Wanchai, Hong Kong.

Enquiry: Ms Cheung Man-yi of the University's Information and Public Relations Office at 26098896