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To: Assignment Editor / Editor of Local News and Education sections

HSMC appoints Professor Bradley R. Barnes as New Dean of the School of Business

Hang Seng Management College has much pleasure to announce that Professor Bradley R. Barnes has been appointed as its Dean of School of Business for a period of three years. Professor Barnes will also be affiliated with the Department of Marketing. He will assume duty on 3 July 2017.

Professor Barnes will provide academic leadership to the overall planning, development and management of the School of Business. As an outstanding scholar and academic leader, he is currently the Assistant Dean of Research and Professor of International Management & Marketing at Sheffield Business School. He was previously Associate Dean for Internationalisation and Professor of International Management & Marketing at the Sheffield University Management School and prior to that was the Hong Kong Endowed Chair Professor of International Management at the University of Kent. He has over ten years' international marketing exposure of working in a business support capacity, helping firms to promote their products and services in Europe, the Middle East and Far East. His work has appeared in all the leading international business and marketing journals, including *Journal of International Business Studies*, *Journal of World Business*, *Management International Review*, *International Business Review*, *Journal of International Marketing* and *International Marketing Review*, among many others.

Professor Barnes obtained his undergraduate degree from Sheffield Business School, Master's degree at Huddersfield and his Ph.D from Leeds University Business School.

Professor Barnes said after accepting the appointment, "It is a great pleasure to join Hang Seng Management College as Dean of School of Business and work with such excellent colleagues. Hong Kong has a very special meaning to me, not only that my very first Chair Professorial appointment was a result of local benefactors, but also because of the warm friendship offered by a host of Hong Kong academics that I have had the pleasure to work with over the years. I am looking forward to join a vibrant team at HSMC. My aim is to make this a great institution, where staff members are highly valued and feel it is among one of the best leading higher education providers to work at."



Photograph:



Professor Bradley R. Barnes

Download here: <https://goo.gl/xvveME>

About HSMC:

Hang Seng Management College (HSMC) was restructured from the former Hang Seng School of Commerce and was established in 2010 as a non-profit, self-financed university-level institution, with five Schools (Business, Communication, Decision Sciences, Humanities & Social Science, and Translation) and around 5,000 full-time students. Adopting the unique “Liberal + Professional” education model, HSMC is a residential institution which puts quality teaching and students’ all-round development as its highest priorities. Aspiring to be a leading non-profit private university in Hong Kong, HSMC features top-quality faculty members, award-winning green campus facilities, innovative degree programmes, impactful research on corporate sustainability, and excellent student support services, with the aim of nurturing young talents with independent thinking, innovative minds, human caring and social responsibilities.

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