

Curriculum Vitae

IM Hong-Kei



Title : Assistant Professor
Faculty : School of Business
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Academic Qualification

2011-2014 Ph.D.: Chinese Academy of Social Science; Applied Ethics
1997-1999 Master: Willamette University, MBA/MPA;
1993-1997 BA: Wester Oregon University, Economics.

Working Experience

2014-Present Assistant Professor / Macau University of Science and Technology
2008-2014 Jingdou Language Centre / Instructor
2001-2008 Project Manager / Chinese Cultural Publishing

Teaching Activities

Business Communication; Business Ethics.

Research Areas

Public Ethics; Public Relations; Technology Ethics; Corporate Social Responsibility

Selected Publications

Im, H.K., & Iwaloye, O.J. (2022, June). The Emergence of Resources Seeking Chinese Firms' Specific Advantages in Emerging Market. *Sustainability*, 14, 8345.
<https://doi.org/10.3390/su14148345>
Im, H.K. (2022, Apr 16-17). Ethical Dilemma and Challenges in Facebook's Product Customization [Paper presentation]. MSI 2022, online.
Im, H.K. (2021, Aug 13-15). The Promotion and Challenges of the Covid-19 Vaccination Drive – Case Studies from Hong Kong and Macau [Paper presentation]. CMIC 2021, Nanchang University, Nanchang, China.
Im, H.K. (2019, July 24-26). The Value and Meaning of Microfilm Advertising [Paper presentation]. CMIC 2010, Guangzhou Exhibition Centre, Guangzhou, China.
Im, H.K. (2018). A Brief Analysis of the Social Impact by Modern Catholic Church in Macao. *Christian Scholarship*, 20, 232-248.

Other Professional Activities

Best Conference Paper Award, CMIC, 2021.