

Management and Marketing *Public Lecture*



Learning How to Teach Cross-cultural Management
at the Hong Kong Polytechnic University

Prof. Michael Harris BOND

Visiting Chair Professor, Department of Management and Marketing, PolyU

Date : 19 Apr 2024 (Fri)

Time : 2:30 – 4:00 p.m. (Public Lecture)

4:00 – 4:30 p.m. (Q&A Session)

Venue : AG710, PolyU campus

REGISTER NOW

Please register through the registration form <https://forms.office.com/r/Yab9Ld529z> on or before 15 Apr 2024 (Mon).

I have been learning how to teach a new course, “cross-cultural management” (C-CM), at the HK PolyU for the last 10 years. I was assigned by the Faculty of Business (FB) to teach this course in a new department, Management and Marketing, to a diverse group of graduate students, mostly from a new educational culture, that of mainland China. Ten years after this “baptism in fire”, how have I adapted to honour my responsibility to teach C-CM well in light of FB’s mission to “discover, design, and deliver ... innovation-driven education and scholarship”? Today’s public lecture is my current answer, but there is more to learn going forward!

Prof. Michael Harris BOND was born and raised by Anglo-Canadian parents in Toronto, Canada as part of what Wikipedia terms the “Silent Generation”. Following undergraduate education at University of Toronto, he left his birthplace for graduate school in the United States, and an early career in Japan, where he learned the basics for doing cross-cultural research. He has practiced as an academic in Hong Kong over the last 50 years and written widely on cultural differences in cognition, emotions, and behavior, integrating this research work most recently as one of the co-authors with Peter B. Smith et al. of *Understanding social psychology across cultures* (Sage, 2013). For the last 10 years, he has been teaching “cross-cultural management” to Master’s students at the Faculty of Business of the Hong Kong Polytechnic University, trying to prepare Generation Z as best he can for life in the 21st century.