

# THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

## Departmental Research Seminar



Going cross-cultural in studying business practice:  
Why bother and how best to engage?

By

Prof. Michael Harris Bond  
The Hong Kong Polytechnic University

Date : 18 Oct 2018 (THU)  
Time : 10:30 am – 12:00 nn  
Venue : M802

### Abstract

In this presentation, I will discuss how we academics in Hong Kong are afforded a rich opportunity to explore cross-cultural issues in Chinese legacy cultures and elsewhere. To publish our work, we must do the best possible cross-cultural or most informative within-Chinese culture research. Doing so requires that we avoid the pitfalls of the past and exploit the resources available in Hong Kong academia. I will try to describe these challenges based on my own experience in confronting them over the last four decades, and then give an example of how best to study the practice of ethical leadership, a topic looming large on the New Silk Road.

**Prof. Michael Harris Bond** is the Visiting Chair Professor in OB and HRM teaching Cross-cultural Management for the Department of Management and Marketing at the Hong Kong Polytechnic University. An Anglo-Canadian by birth, he has worked in the United States of America where he received a Ph.D. in social-personality psychology from Stanford University in 1970, in Japan where he was a Research Associate at Kwansai Gakuin University for three years, and in Hong Kong teaching psychology for the last 44 years. He is fascinated by culture and has written extensively in academic journals and edited collections, edited numerous books on Chinese psychology, including *The Oxford Handbook of Chinese Psychology* (2010), and written on cultural differences in behavior, most recently as co-author of *Understanding Social Psychology across Cultures* (Sage, 2013). His present interest is in how to teach more effectively across cultural fault-lines and to conduct research on how employed persons derive satisfaction from their lives.

**All interested are welcome.**



THE HONG KONG  
POLYTECHNIC UNIVERSITY  
香港理工大學

Department of  
**MANAGEMENT  
& MARKETING**  
管理及市場學系