

Biography of Panelists



## Ms Ronna CHAO

Chief Executive Officer,  
Novel Investment Partners Limited

Chief Executive Officer,  
Bai Xian Asia Institute

**Ms. Ronna CHAO** is CEO of Novel Investment Partners Limited, Chairperson of Novetex Textiles Limited, and a Director of Novelpark Investments Limited. Her responsibilities in these various capacities cover investment and portfolio management, property redevelopment, and textile manufacturing.

Prior to joining the Novel Group, she began her career in New York first as a Mergers & Acquisitions financial analyst at Goldman Sachs, and then as an associate in the Licensing Department of the lifestyle and apparel company Tommy Hilfiger Corporation.

Ms. Chao is also CEO of Bai Xian Asia Institute (BXAI). Initially funded by the Chao family's Bai Xian Education Foundation (BXEF), and with the support of five founding members, BXAI was established in 2014 to oversee the development and implementation of the Asian Future Leaders Scholarship Program (AFLSP). Today, BXAI supports up to 100 scholars each year to study away from their home country or region at one of its six partner universities.

In addition, Ms. Chao serves as CEO of Bai Xian Education Foundation (BXEF); Council Member of the Hong Kong Trade Development Council; External Advisory Board Member of the Campus Asia Program at Waseda University; Council Member of the Board of Council, UWC ISAK Japan; Member of the Advisory Board of the Smith School of Enterprise and the Environment (SSEE), University of Oxford; Special Counsellor of Our Hong Kong Foundation; Member of the Board of Directors of Mother's Choice; Ordinary Member and Director of the Yeh Family Philanthropy Limited; Board Trustee of Asia Society Hong Kong Center; Advisory Board Member of GolImpact; and Advisory Council Member of the Washington Institute for Business, Government and Society. She was also a Court Member of the Hong Kong University of Science and Technology from 2010 to 2016. Ms. Chao is a Standing Committee Member of the 12th Zhejiang Provincial Committee of the Hong Kong CPPCC.

Ms. Chao has a bachelor's degree in international relations from Brown University, and earned her MBA at Stanford University. She also spent a year as an undergraduate student at Keio University in Tokyo.

Biography of Panelists



**Prof. Sihem DEKHILI**

Professor and Director of Research  
SSCA School of Management

**Sihem Dekhili** is Full Professor of Marketing at ESSCA School of Management -BETA CNRS (France)- and has extensive expertise in sustainable marketing field. Her main research interests focus on responsible consumer

behavior and ethical fashion. She recently created and institute on “Ethical Fashion and Ecological Consumption”. Also, she created in 2017, with the support of the French Marketing Association, a research group on “Marketing and sustainable development”.

Her work has been published in several international journals as *Journal of Business Research*, *Journal of Business Ethics*, *Psychology and Marketing*, *European Business Review*, *Business Strategy and the Environment*, amongst others. Her book “Sustainable Marketing” published in 2021 obtained the prize (Syntec-FNEGE) of the best book of Management. Prof. Dekhili is also reviewer for several international journals and she supervised at the University of Strasbourg several PhD projects in the field of sustainable marketing.

Biography of Panelists



## Prof. Chris LO

Professor, School of Fashion and Textiles  
The Hong Kong Polytechnic University

**Prof. Chris K. Y. Lo** is a professor and former discipline leader of fashion business in the School of Fashion and Textiles of the Hong Kong Polytechnic University. He is also the former programme director of the Bachelor of Arts in Fashion and Textiles (Horns) in PolyU. His main research outputs are related to sustainability in operations management, social media and big data analytics, and disruptive technology adoptions to firm performance. He published in both mainstream business journals such as, *Organization Sciences*, *Manufacturing & Service Operations Management*, *Journal of Operations Management*, *Decision Sciences*, *Journal of Business Ethics*, *International Journal of Production Economics*, etc., and fashion textiles-related journals, such as *Coloration Technology*, *Textile Research Journal* with the focus on the environment, human health, and sustainability. One of his recent research works was selected by the *Journal of Operations Management* editors for the best paper award in 2020. He is an associate editor of *Decision Sciences*, *Service Science* (an INFORM journal), and an editorial review board member of the *Journal of Operations Management*. To bring theory into practice, he commercialized technologies that improve quality management, and warehouse management with Augmented Reality (AR).

Combining his knowledge in advanced manufacturing and operations safety, Prof. Lo developed world's first anti-COVID 3D printing technology that helps reduce the operations and infection risks for public facilities in Hong Kong. Prof. Lo commercialized his long-last self-disinfection technology via an academic-led startup, Immune Materials Limited (IML). IML is supported by Hong Kong Polytechnic University and Hong Kong Science and Technology Park. IML's vision is to enable Hong Kong's brands to gain competitive advantages in the global market. The technology has been adopted in school campuses, hotels, and public hospitals.

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## Prof. Christina WONG

*(Moderator)*

Director of Research and Innovation  
Professor, School of Fashion and Textiles  
The Hong Kong Polytechnic University

**Christina W.Y. Wong** is a Professor in the Business Division, School of Fashion and Textile at The Hong Kong Polytechnic University, Hong Kong. Her research interests are environmental management, supply chain integration, and reverse logistics. Her research papers have been published in academic journals, including the *Production and Operations Management*, *Journal of Operations Management*, *Journal of Supply Chain Management*, *Nature*, and others. She serves as an Editor of *International Journal of Shipping and Transport Logistics*, Associate Editor of *Journal of Operations Management* and Regional Editor of *International Journal of Operations and Production Management*. Her projects are funded by funding bodies from various countries, including Hong Kong, Thailand, Austria, Canada, and others.