

Speakers Profile

CSR Communication Workshop 2021

25th June 2021 | CUHK Business School Town Centre



Professor Carolyn Egri

Prof. Egri is the Associate Dean, Research and International in the Beedie School of Business at Simon Fraser University in Vancouver, Canada. She is also an Honorary Director of the CUHK Centre for Business Sustainability. Dr. Egri has an extensive record of conducting research on corporate social responsibility and sustainability in international contexts. She has been Associate Editor for the *Business & Society* journal and has co-edited five journal special issues on corporate social and environmental responsibility topics. She has also been Chair of the Organizations and the Natural Environment division of the Academy of Management.

Professor Richard Welford

Richard Welford is Senior Adviser for the ELEVATE group of companies and was previously Chairman of CSR Asia. He has been working on corporate sustainability issues for over 30 years and has worked with some of the leading companies across the world. He is a visiting professor at the Sasin School of Management in Bangkok and previously Professor of Corporate Environmental Management at the University of Hong Kong. He is the author of 15 books and over 100 refereed academic articles and currently edits four of the leading journals in the field of business and sustainable development.



Organiser:



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Dr. Chia Wu

Dr. Wu is currently the Deputy Program Director of M.S.Sc in Corporate Communication, the School of Journalism and Communication, The Chinese University of Hong Kong, the author of "Style Marketing - 27 Lessons of Brand Marketing & Communication" (newly published in April 2021), and the co-convenor of the Taipei Fashion Week SS21/FW21 projects. She specializes in user behavior in new media and digital communication, strategic communication in cross-industries and brands, and cultural & creative planning. With a long-term focus on corporate social responsibility (CSR), she has initiated and hosted the "CSR Communication and Sustainability Forums" five times since 2016, serving as the organizer. She currently works on CSR cases writing and CSR strategies research.

Professor Carlos Lo

Prof. Lo is currently the Head of Department of Government and Public Administration and the Director of the Centre for Business Sustainability at the Chinese University of Hong Kong. He is dedicated to promoting CSR as a progressive business model that permits corporations and SMEs to achieve business sustainability through the launch and compilation of the Business Sustainability Indices covering SMEs in HK and the listed companies in Hong Kong, Greater Bay Area and Greater China.



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