

## **Emily M Nason, PhD**

The Hong Kong University of Science & Technology  
Clear Water Bay, Hong Kong  
Phone: + 852 23587746  
Email: enason@ust.hk

Professor Emily NASON is an Associate Professor of Business Education of Management and the Director of Undergraduate Recruitment and Admissions at HKUST. A member of the University's leadership team, she is responsible for furthering the University's strategic objective to be a University of choice for talents by proactively recruiting and admitting students of varied excellence to HKUST's undergraduate programs. She received her PhD in Human Resources and Organizational Behavior from UCLA and joined HKUST in 2005 as an Assistant Professor in the Department of Management, where she also obtained her BBA degree. Prof Nason is well experienced in undergraduate education and has taken up various program leadership roles within the Business School and served on multiple university and external committees over the past 19 years. A passionate educator, Prof Nason believes the most important aspects in youth education are character building, instilling a passion in lifelong learning and making positive impacts.

### **ACADEMIC EXPERIENCE**

- Director of Undergraduate Recruitment and Admissions, HKUST, September 2020 - present
- Associate Professor of Business Education, Department of Management, School of Business and Management, HKUST, October 2012 – present
- Associate Dean, School of Business and Management, HKUST, July 2013 – August 2020
- Director of Global Business Program, School of Business and Management, HKUST, July 2014 – August 2020; July 2010 – June 2013
- Founding Director, Karen Lee Student Mentoring Center, School of Business and Management, HKUST, September 2016 – August 2020
- Director of Undergraduate Programs, School of Business and Management, HKUST, July 2012 – December 18, 2015
- Assistant Professor, Department of Management, HKUST, July 2005 – June 2012
- Guest Instructor, UCLA-NUS Executive MBA Program, The University of California, Los Angeles, March 2005

### **PUBLIC SECTOR ADVISORY SERVICE**

- Director, JUPAS Board of Management, March 2021 – present
- Member, Committee on JUPAS Operations (CJO), September 2020 - present
- Voting Member, STEM Entrepreneurship Consortium, June 2019 - present
- Member, Liaison Group on “334” Interface Issues, Education Bureau, HKSAR Government, September 2020 - present
- Interview Panel Member, Hong Kong Scholarship for Excellence Scheme (HKSES), Education Bureau, HKSAR Government, April 2017 – present
- Member, Hong Kong Committee for Pacific Economic Cooperation (HKCPEC), Trade and Industry Department, HKSAR Government, April 2016 – March 2022

### **PROFESSIONAL EXPERIENCE**

- Corporate Quality Manager and Management Associate, Global Consumer Banking, Citibank, N.A., Hong Kong, August 1997 – July 1999

### **EDUCATION**

- Ph.D. in Management (Human Resources and Organizational Behavior), The University of California, Los Angeles, USA
- Bachelor of Business Administration (Management of Organizations), The Hong Kong University of Science and Technology, Hong Kong. Academic Achievement Medal and First Class Honors

## **Emily M Nason, PhD**

### **HONORS AND AWARDS**

- Favorite Mentor/ Teacher nominated by outstanding students in graduating class 2018, 2016, 2015, 2014, 2013, 2012, 2011, 2008
- Nominee, Franklin Prize 2009
- Winner, Best Ten Lecturers Election 2008, 2007, 2006
- Nominee, Michael G. Gale Teaching Award 2007
- Winner, Franklin Prize for Summer/ Fall 2006 Year 1 Teaching
- RGC Direct Allocation Grant DAG05/06.BM34, Knowledge creation and management in Singapore's transition to a knowledge-based economy, 2005 - 2010. HK\$90,000

### **TEACHING INTERESTS**

- Leadership
- Interpersonal and organizational communication
- Negotiation
- Decision making

### **UNDERGRADUATE TEACHING EXPERIENCE**

- Global Leadership Development. 2014-2020, 2010-2013. HKUST
- Business Competitions. 2012-2020. HKUST
- Global Perspectives on Contemporary Issues, 2018-2019, 2016-2017. HKUST
- Public Service Project. 2017, 2010-2013. HKUST
- Business Project/ Corporate Project. 2013-2016. HKUST
- Social Responsibilities Project/ Social Services Project. 2013-2016. HKUST
- Social Enterprise Internship Program. 2013-2016. HKUST
- Developing the Leader in You, 2013-2014. HKUST
- Global Business Capstone Thesis/ Project. 2010-2013. HKUST
- Business, Society and the Individual. 2009-2012. HKUST
- Organizational Behavior. 2005-2009. HKUST

### **MBA/MSC TEACHING EXPERIENCE**

- Managing People in Asia. 2017. HKUST MSc in International Management
- Managing People in Asia. 2016. HKUST MSc in Global Management (delivered in Seoul, South Korea)
- Leveraging Interpersonal Relationships in Organizations. 2009. HKUST MBA

### **EXECUTIVE TEACHING EXPERIENCE**

- Leading Teams and Negotiation. 2019. Media Training Program partnered with Journalism Education Foundation (JEF)
- Negotiations Behavior (Guest Instructor). 2005. UCLA-NUS EMBA (delivered in Singapore)

### **RESEARCH INTERESTS**

- Organizational justice
- Negotiation behaviors and conflict management
- Behavioral decision making
- Cross-cultural communication

## Emily M Nason, PhD

### PUBLICATIONS

- Nason, E.M. & Fernandez J.S. 2020. Teaching Note - SOGO: Leveraging Digital Technologies to Enhance Customer Engagement and Drive Growth. *Harvard Business Publishing*, HBP Product ID: ST67T
- Nason, E.M. & Fernandez J.S. 2018. SOGO: Leveraging Digital Technologies to Enhance Customer Engagement and Drive Growth. *Harvard Business Publishing*, HBP Product ID: ST67
- Yu, T., Chan, B.H., Tin, T.W.C., & Nason, E.M. 2017. BYD: Building Your Dreams of a Pure Electric World. In Kim, C.K., Lee M.S., & Jun, M. *How Asian Brands Soar II: Lessons from World's Top 10 Asian Cases*, Academy of Asian Business.
- Venaik, S., Nason, E.M., Wang, J.L., Leelapanyalert, K. & Hong B. 2016. How to Write a Powerful Case Study? Emerging Issues for a Case Study and Writing in Asia. *Academy of Asian Business Review*, Vol. 2, No. 2: 13-30.
- Jacoby, S.M., Nason, E.M., & Saguchi, K. 2005. Corporate Organization in Japan and the United States: Is There Evidence of Convergence? *Social Science Japan Journal*, 8: 43-67.
- Jacoby, S.M., Nason, E.M., & Saguchi, K. 2005. The Role of the Senior HR Executive in Japan and the United States: Employee Relations, Corporate Governance, and Values, *Industrial Relations*, 44: 207-241.

### PROFESSIONAL MEMBERSHIP

- Council of International Schools (CIS)
- International Association for College Admission Counselling (IACAC)
- Academy of Management (AOM)
- Beta Gamma Sigma (BGS)

### PROFESSIONAL SERVICES

- Chapter Advisor/ Faculty Representative, Beta Gamma Sigma HKUST Chapter, 2015 - 2020
- Ad-hoc Reviewer, Annual Meeting of the Academy of Management, 2003 – present
- Program committee member for HR Division, Annual Meeting of the Academy of Management, 2004
- Co-organizer, Ph.D. Student Consortium at 56th Annual Meeting of Industrial Relations Research Association, San Diego, 2004

### UNIVERSITY SERVICES (PAST AND PRESENT)

#### University-Level Committees

- Chair/ Member, Scholarship Committee
- Member, Senate
- Member, University Administrative Committee (UAC)
- Member, Committee on Student Affairs
- Member, Joint Senate Committee Session on Undergraduate Studies (JCUS)
- Member/ Co-opted Member, Committee on Undergraduate Studies (CUS)
- Member, Interdisciplinary Undergraduate Studies Committee (IUSC)
- Member, Committee on University Core Education (CUCE)
- Member/ Secretary, Undergraduate Admissions Sub-Committee (UAS)
- Member, Search Committee for Dean of Business and Management
- Member, Search Committee for Dean of Students
- Member, Search Committee for Director of Internal Audit
- Member, Search Committee for Director of Center for Language Education
- Convener, Humanities and Arts Common Core Course Review Panel
- Convener, Science and Technology Common Core Course Review Panel
- Member, Task Group on School-Sponsored Course Review

## **Emily M Nason, PhD**

- Member, University Administrative Committee (UAC) Sub-Committee on Student Housing
- Member, Task Force on eLearning
- Member, Working Group for the Review of the Four-Year Program
- Member, Task Force to Review Expense Reimbursement Policy
- Member, Advisory Committee for Project on Job Description and Job Evaluation Systems and Evaluation of a Proposed New Grading and Salary Structure for Non-Academic Staff
- Member, 1551-Bed Student Hostel Project Board
- Member, Selection Panel for International Diversity Scholarship and New Market Scholarship
- Member, Selection Panel for Beyond Academic Admissions Scholarship (BAAS)
- Member, Selection Panel for Community Leadership and Engagement (COLE) Scholarship
- Member, Selection Panel for Professor Edmond Ko Scholarships and Project Awards for Student Mentoring
- Member, REDbird Award Program Committee
- Member, Working Group on Summer Programs

### School-Level Committees (School of Business and Management)

- Chair/ Member, Undergraduate Student Representative Committee
- Chair/ Member, Committee of Undergraduate Programs (CUP)
- Chair, Taskforce on Enhancing Undergraduate Experience
- Chair/ Member, Global Business Advisory Board
- Member, School Administrative Committee (SAC)
- Member, Business Ethics Taskforce
- Member, Task Force on Data Security
- Member, Task Force on Undergraduate Intake Quality
- Member, Outcome-Based-Education Task Force
- Member, School Advisory Council's Internationalization Task Force
- Member, Search Committee for Head of Department of Management

### Advisor of Student Organizations

- Faculty Advisor, Case Analysis Team (CAT), HKUST, July 2014 – present
- Faculty Advisor, Business Students' Union, HKUSTSU, October 2012 - present
- Branch Advisor, 180 Degrees Consulting, HKUST Branch, November 2015 – August 2020
- Faculty Advisor, International Consulting Club (ICC), HKUST, September 2016 – August 2020

### Coaching of HKUST Teams Participating at International Business Case Competitions

- Champions Trophy. Auckland University, New Zealand. 2024 (Ka Pai Cup), 2020, 2013, 2011
- Rotterdam School of Management Case Competition. Erasmus University, the Netherlands. 2023 (Finalist)
- Sauder Summit. University of British Columbia, Canada. 2020
- Thammasat University Business Challenge. University of Thammasat, Thailand. 2019, 2018, 2016
- International Case Competition @ Maastricht. Maastricht University, Netherlands. 2019 (Second runner-up)
- Marshall International Case Competition. University of Southern California, USA. 2019 (Champion), 2013
- Copenhagen Business School Case Competition. Copenhagen Business School, Denmark. 2018 (Finalist)
- Australian Undergraduate Business Case Competition. Queensland University of Technology, Australia. 2017
- Belgrade Business International Case Competition. University of Belgrade, Serbia. 2017
- HSBC/HKU Asia Pacific Business Case Competition. University of Hong Kong, Hong Kong. 2016 (Semi-finalist), 2013 (First runner-up), 2012 (Champion), 2011

## **Emily M Nason, PhD**

- Heavener International Case Competition. University of Florida, USA. 2016
- NUS Case Competition. National University of Singapore, Singapore. 2013
- Citi-HKUST International Case Competition. Hong Kong University of Science and Technology. 2012 (Champion)
- John Molson Undergraduate Case Competition. Concordia University. 2012 (First runner-up)