



Emily Mung-lam NASON

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I have a strong commitment in youth development and extensive experience in undergraduate education. A passionate educator, I believe the most important aspects in youth education are character building, instilling a passion in lifelong learning and making positive impacts.

EDUCATION

Ph.D. in Management (Human Resources and Organizational Behavior), The University of California, Los Angeles, USA (1999-2005)

- Dissertation: Uncertainty and fairness judgments: The role of information ambiguity

Bachelor of Business Administration (Management of Organizations), The Hong Kong University of Science and Technology, Hong Kong. (1994-1997)

- Academic Achievement Medal and First Class Honors

ACADEMIC EXPERIENCE

Director of Undergraduate Recruitment and Admissions, HKUST
September 2020 – present

- A member of the University's leadership team, responsible for furthering the University's strategic objective to be a University of choice for talents by proactively attracting, recruiting and admitting diverse students of varied excellence to HKUST's undergraduate programs
- Chair of Scholarship Committee, member of Senate, member of Global Engagement Committee, Brand Strategy Committee, Committee of Undergraduate Studies

Associate Professor of Business Education, Department of Management, School of Business and Management, HKUST

October 2012 – present

Assistant Professor, Department of Management, HKUST

July 2005 – June 2012

- Teach undergraduate courses in leadership, ethics, organizational behavior, and global perspectives on contemporary issues
- Manage undergraduate courses on corporate projects, social services projects, capstone projects, business competitions, and internship programs
- Teach MBA/MSc courses on managing people in Asia and leveraging interpersonal relationships in organizations
- Coach over 25 undergraduate student teams to compete at international business case competitions hosted by 17 universities in 10 countries, winning over 10 awards
- Elected three times "HKUST Best Ten Lecturers", winner of the Franklin Prize for Teaching Excellence, and nominee for Michael G. Gale Teaching Award

Associate Dean, School of Business and Management, HKUST

July 2013 – August 2020

- In charge of HKUST Business School's BBA and BSc undergraduate programs
- Oversaw undergraduate student affairs including student recruitment and admissions, student development and mentoring, international enrichment programs, and career services from 2015-2020
- Responsible for academic affairs and advising, curriculum development, and teaching and learning of undergraduate programs from 2013-2015

Director of Global Business Program, School of Business and Management, HKUST

July 2014 – August 2020; July 2010 – June 2013

- Oversee the school's elite undergraduate program Bachelor of Business Administration in Global Business
- In charge of all aspects of program management including student recruitment and admissions, curriculum and course management, orientation and student development programs, study trips and global learning, mentorship programs and career support

Founding Director, Karen Lee Student Mentoring Center, School of Business and Management, HKUST

September 2016 – August 2020

- Key liaison with donor, University units, and external stakeholders such as contractor on the planning, construction, and establishment of the Center
- Provide leadership in the Centre's student mentoring activities such as Career Mentorship Program, Public Service Internship Scholarship, and a variety of initiatives to strengthen mentoring support to business undergraduates

Director of Undergraduate Programs, School of Business and Management, HKUST

July 2012 – December 2015

- Oversee the Undergraduate Programs Office with 25+ professional staff, including administration of student recruitment, admissions, academic affairs, student advising, international exchange programs, student development programs, corporate and social responsibilities projects, business cohort community, and career services
- Implement transition from 3-year to 4-year curriculum
- Drive assurance of learning activities for business undergraduate programs and play a key role in AACSB accreditation review

PUBLIC SECTOR ADVISORY SERVICE

- Member, Curriculum Development Council (CDC) Committee on Applied Learning (September 2025 – present)
- 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)
- Member, Hong Kong Committee for Pacific Economic Cooperation (HKCPEC), Trade and Industry Department, HKSAR Government (April 2016 – March 2022)

VOLUNTEERING

- Child Development Fund mentorship program (July 2022 - present)
- Junior Achievement mentor for Company Program (September 2020 – May 2022)
- Volunteer for Time Auction, Social Career, and HandsOn

LANGUAGES

- Native in Cantonese
- Full professional proficiency in English
- Professional working proficiency in Mandarin

HOBBIES

- Squash, outdoor running, pickleball