

Honorary Fellow A Citation



Professor Mun Kin Chok, Diplom-Volkswirt, Dr. rer. pol.

Over the past 35 years Emeritus Professor Mun Kin Chok has been one of the Chinese University's and Hong Kong's most important academic innovators and leaders. Along with his colleagues he established the first Faculty of Business Administration in Hong Kong, of which he was elected Dean three times; he launched the first integrated BBA; he established the Asia-Pacific Institute of Business; he initiated the first EMBA in Hong Kong; and when China adopted its open-door policy in 1979 he took the lead to bring marketing courses to mainland state enterprises and universities.

Professor Mun studied Business Administration at New Asia College for three years (1956-59), taking German as his second language. This was a fortunate choice as it enabled him to take up a four-year scholarship at the University of Friburg in Germany where he completed his doctorate in Business and Economics in 1967. He returned to New Asia College after a short appointment in Singapore to head the Department of Business Administration. Along with his counterparts from the other Colleges, he set about the reorganization of business studies at the Chinese University. This was a complex task, requiring the integration of six programmes and fifty or so academic staff from diverse academic traditions. The satisfactory achievement of this task is reflected in the name we still use today, the "Integrated BBA."

The enterprising spirit of Professor Mun is reflected in his response to overtures in 1981 from Mr Jia Qinglin, then general manager of the China National Machinery and Equipment Import and Export Corporation under the Ministry of Machine-Building Industry. Trade with the outside world had begun to boom, and mainland executives needed to know more about the workings of the market economy. Professor Mun responded by setting up courses in marketing for them at our Shatin campus. The demand for his teaching and that of his Faculty rapidly grew, from both state-run enterprises and universities in Guangzhou, Shanghai, Nanjing, Xian, Chongqing and Beijing. In 1981 he was invited by the People's Bank of China to give lectures on marketing in Xian to teachers from twenty-three finance and economics institutes from all around the country.

Not only has this pioneering teaching contributed greatly to the establishment of marketing as an academic discipline in China, it has helped to establish the eminence of this University throughout the nation. In fact, "ying xiao", the word he invented to translate "marketing" into Putonghua in the early 1980s, is still the word used for the subject in mainland China today. The respect and trust built up by Professor Mun and his colleagues have paved the way for the manifold links and collaborations that are now taking place between the Chinese University and the mainland university system.

The pioneering work of which Professor Mun may be equally justifiably proud is his initiation of the EMBA. Almost 27 years after the Chinese University established the first MBA



in Hong Kong, there was still no advanced business course available for senior executives with ten or more years' experience. Professor Mun, then Dean of the Faculty of Business Administration, approached Vice-Chancellor Charles Kao and secured his support to launch the first EMBA in Hong Kong of which he served as the Founding Director until 2002. Professor Mun has indelibly stamped this degree with his own educational philosophy. The teaching style does not involve the transmission of knowledge as much as collective cultivation of insight via discussion of issues, using the participants' own experience and resources. As we know, this approach has had very great success. For many years, our EMBA has been ranked first in Asia; in 2004, the London-based *Financial Times* ranked it twelfth in the world. Here too the University has reason to be grateful for the innovative work of Professor Mun.

Professor Mun's educational philosophy was partly developed out of his profound reflections on the relevance of ancient Chinese wisdom to modern theories of business management. The author of a highly respected book on the *Yijing (I-Ching)* and management, Professor Mun has expounded key lessons contemporary business can learn from this highly developed system of thought. The *Yijing*, he says, gives guidance on how to conduct oneself in a rational way, with openness and helpfulness. It stresses the importance of listening, trying to incorporate the views of others, attempting to reach an acceptable harmony through some creative middle way between opposing views. It also stresses the superiority of informal influence over the resort to formal authority. Respect is greatly to be preferred to subservience. Such is the spirit that has animated Professor Mun's own leadership.

Mr Chairman, it gives me great pleasure to present to you Professor Mun Kin Chok, distinguished scholar of marketing, academic leader and pioneer, for the award of an Honorary Fellowship.

This citation is written by Professor David Parker