

Organizers

Co-organizer



香港樹仁大學
HONG KONG SHUE YAN UNIVERSITY



市場學系
DEPARTMENT OF MARKETING
香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG

School of Professional Education
and Executive Development
專業進修學院
SPEED

Concluding Seminar **Marketing and Artificial Intelligence: A Future Research Agenda**

Rundown

Date: 20 December 2024 (Fri)

Time: 12:00-13:00 (HKT)

Venue: Room D501, 5/F, Lee Quo Wei Academic Building, Yuen Campus,
The Hang Seng University of Hong Kong & live streaming (Webinar)

12:00 Seminar begins

12:05 Online presentation by Prof. Michael Ewing, Executive Dean, Faculty of Business, Law and Arts, Southern Cross University, Australia

12:40 Dialogue session:

Speaker: Prof. Michael Ewing, Executive Dean, Faculty of Business, Law and Arts, Southern Cross University, Australia

Moderator: Dr. Fanny CHAN Fong-ye, Head & Associate Professor, Department of Marketing, The Hang Seng University of Hong Kong

Question-and-answer with participants

12:55 Group photo taking

13:00 Serving refreshments; Seminar ends