



B

M K

&

Current

(2017-)

A P , B ,
M , ON P , A , C ,
A I , M R O , A K
P : I B C D
C I C E I B C ,
(2011 2014)
H F , H I , (2007-2015)
B P I B ,
(2008 2017)
2015-2016
R F : C D ,
& M C O (2016)
O (2015) , O A (2015)
IN EAD, F (2015); KE MA, A (2015)

&

R . M , C .

D M ' P , G
B (2001-2007)
P C B I & P I
B , C M
D M I R P , C
D , M M E B , M
F D , M G M ,

A
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BE C . E . H . Sydney; D I B , Harvard

E B M Management International Review (2006

A , M R , H K I
M , ON I , A , C , I
R O , A

B & B C , DC
-K D B , R A N
M D I , P E
MI E M F , P I P

I B G , H , G , N P
N , D , E R , E 6, G C , N C , GE
C , N D , E& , G . E
IN EAD, CEIB , B O , B C
L , .

MI , H , , IN EAD, AN ; B - , I N , ,
O , B , & M ; CEIB I C ,
; H K , C , I H K , A
 , CEDA, , AIB M .

R I , , C C D , , C E M , F , C
P , .

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