Beyond Ranking: Establishing a Global Identity

APAIE Conference, Beijing

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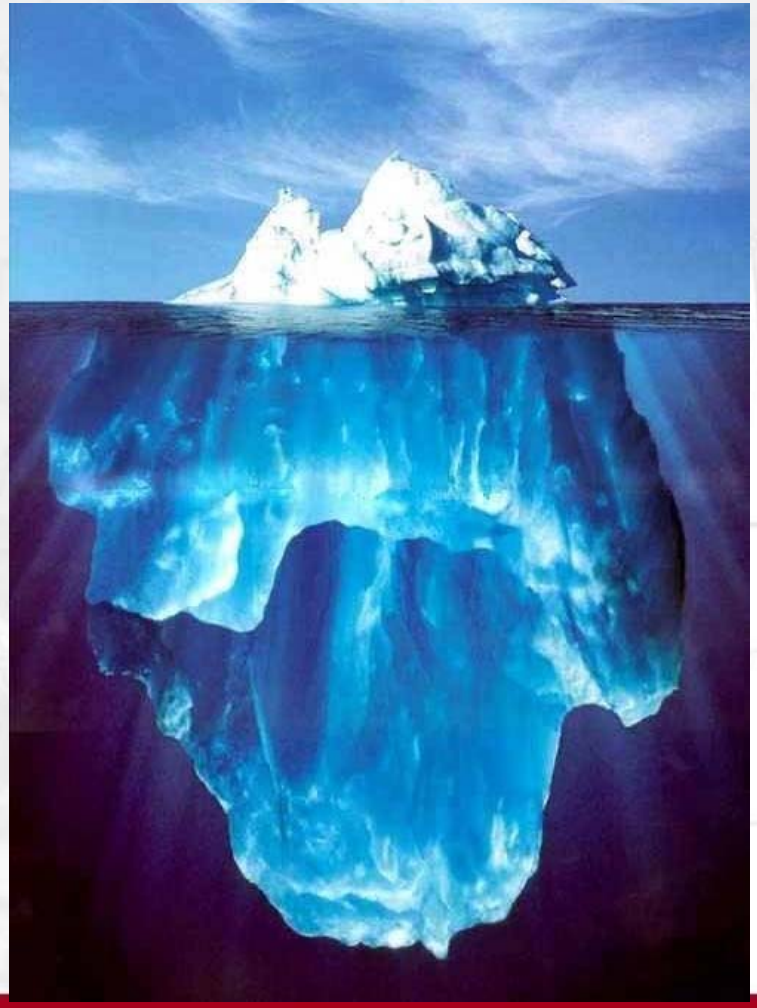
THE HONG KONG POLYTECHNIC UNIVERSITY
香港理工大學

To Establish a Global Brand

- "Brands are the **DNA** of marketing."
- "Brands present a **promise**, **expectations**, and **truth**."
- "Brands are **created in the mind** while products are created in a factory."

Substance over Form



Mengniu

- **Mengniu** has built a strong brand name in China 's dairy market.

- The Group has received several awards and certifications in China for its *MENGNIU* brand, including “PRC Famous Trademark” and “PRC Famous Brand Product”.

- **Xianhong Sun**, its Vice President, spoke at PolyU 2nd International Brand Conference on Brand Management, in December 2006.

Mengniu

- Involved in the tainted milk scandal – use of industrial chemical melamine in milk products

- Lately, asked to prove the safety of OMP, an addictive it uses in its milk products

Strategies of Global Branding

Ten Commandments of Emotional Branding

people

experience

preference

aspiration

trus
t

feel

presence

personality

relationship

dialogue

Holistic Experience

- Differentiated and relevant
- Design thinking: creative and innovative
- Integrating processes
- Building platforms
- Establishing networks and relationships with customers and stakeholders

1. Differentiation and Relevance

Cannot tell a good story by telling it all → niche areas

Common Features of Global Brands:

- **Strength in home market**
- **Consistent positioning**
- **Solve important problems**
- **Set high standards**

Professor John Quelch, Harvard Business School, at PolyU Fourth International Conference on Brand Management, December 2008

2. Design thinking

Creative and Innovative

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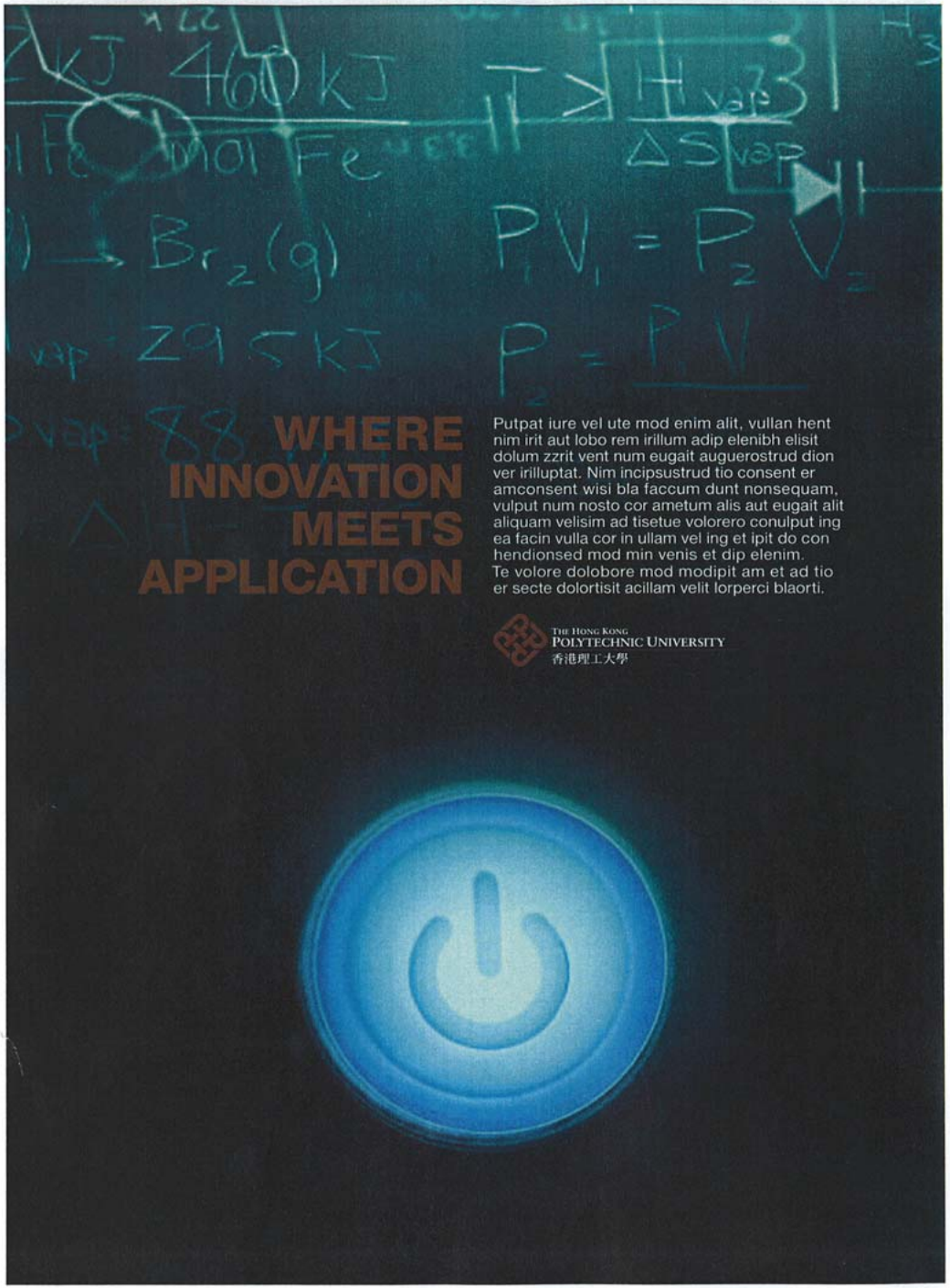


THE HONG KO
POLYTECH
香港理工大

Our brand – PolyU

DNA: **Where Innovation Meets Application**

Mission: **Academic Excellence in a Professional Context**

Positioning

To be a world-class university with leadership position in niche areas in creating and transferring knowledge of relevance to the real world

PolyU Academic Excellence

- **Faculty of Business: top 3 in Asia, and top 70 in the world (*University of Texas at Dallas ranking*)**
- **School of Design: top 4 design schools in China and the top 60 in the world (*BusinessWeek*)**
- **School of Hotel and Tourism Management: 4th in the world (*Journal of Hospitality and Tourism Research*)**
- **SCI paper in engineering: No.1 in Hong Kong and top 20 in the world**

House of Innovation

- One-stop venue to showcase PolyU's strengths in applied researches and consultancy services
- Displays our award-winning projects

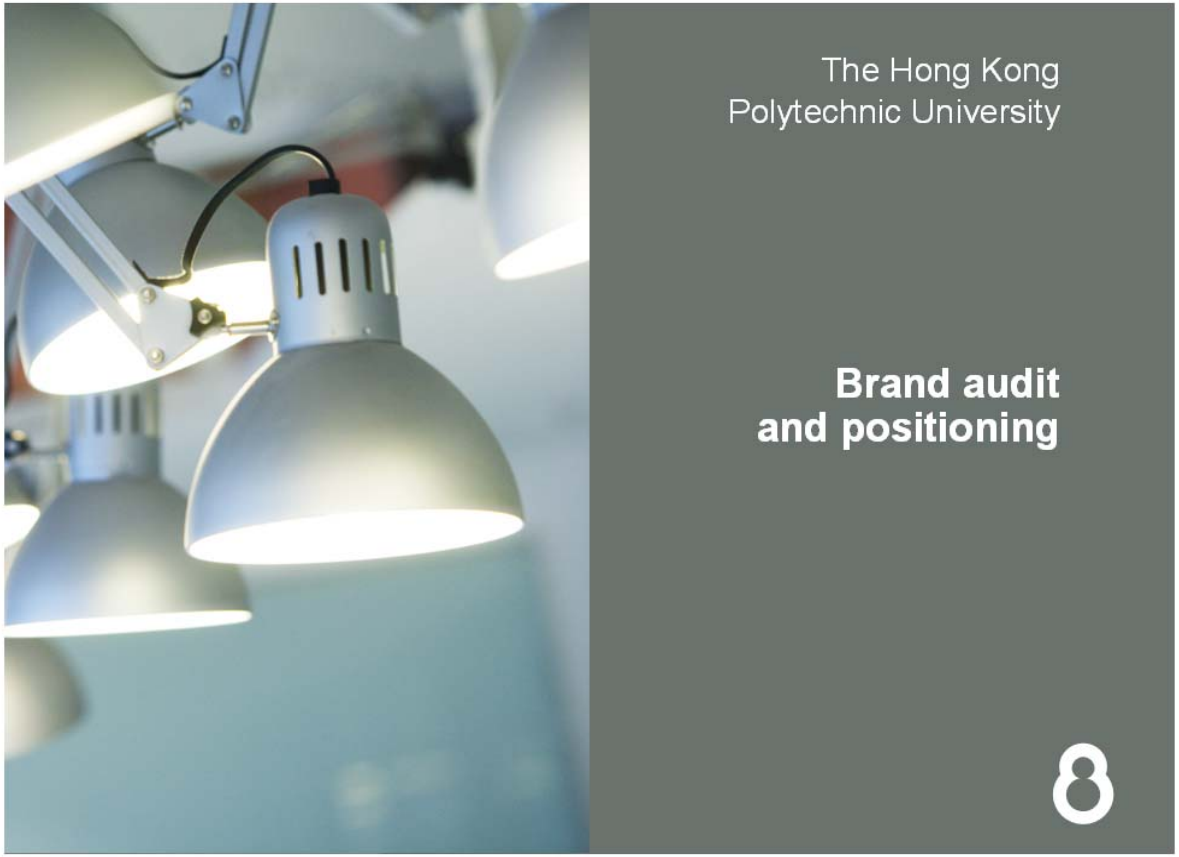
Innovation Tower in 2011

Developing Hong Kong into a Design Hub in Asia

Designed by world-renowned Architect Ms Zaha Hadid

Rigorous Process

Brand audit (carried out in 2007)



Brand Campaign

Success stories of the six faculties and two schools

Where research enhances living:	**Faculty of Engineering**
Where new thinking creates new markets:	**Faculty of Business**
Where ideas build a future:	**Faculty of Construction & Land Use**
Where science meets commerce:	**Faculty of Applied Science & Textiles**
Where words are put into action:	**Faculty of Humanities**
Where dedication nurtures life:	**Faculty of Health & Social Science**
Where creativity shapes the world:	**School of Design**
Where hospitality enriches travel experience:	**School of Hotel & Tourism Mgmt**

Where innovation meets application

Positioning strategy

Where creativity meets practicality

Where ideas meet purpose

Where science meets commerce

Where innovation meets real world solutions

Where free thinking meets free markets

Where research meets business

PolyU DBA

BRINGING THE BEST TO HONG KONG

A world-class education taught by world-class professors.
The PolyU DBA programme brings to Hong Kong some of the world's brightest minds, giving your business education a truly global perspective.

Enquiries
Tel: (852) 3400 3234
Email: gsbcath@inet.polyu.edu.hk
Website: www.polyu.edu.hk/gsb/dba

Online application: www.polyu.edu.hk/study
Application deadline: 30 Apr 09

In partnership with world-class business schools:

IMD — Real World. Real Learning.
THE UNIVERSITY OF BRITISH COLUMBIA
SAUDER School of Business
SIMON GRADUATE SCHOOL OF BUSINESS UNIVERSITY of ROCHESTER

International Accreditation:

EFMD EQUIS ACCREDITED
Accredited by Association of MBAs

GRADUATE SCHOOL OF BUSINESS
工商管理研究院
Qualified for the real world

Qualified for the real world

3. Integrating Processes

Using Proper Metrics for Evaluation

- **World ranking is only one of the criteria**
- **Research Output – Relevance and Rigor**
- **Graduate performance**
- **Perception by employers**
- **Perception by industry/commerce**
- **Perception by the wider community**

- **PolyU Task Force on Internationalization**
- **Involving all Faculties / Schools / Departments**

4. Building Platforms

- **Online and Offline**
- **Media: Traditional and New**

New platform

- **A business student from mainland has created a blog about study life in PolyU, which was listed among the 10 most popular blogs on Sina, a major portal in China in 2006 and 2007**

- **A few students has created a blogring: Express Train to PolyU**

- **Turning into a dedicated education channel on Sina: Life in Hong Kong**

PolyU Innovation and Entrepreneurship Student Challenge – A Global Competition (5-6 June 2009)

Nobel Laureates at PolyU

2007

Forum: Nobel Laureates in Economics
Prof. Robert Mundell (1999 winner)
Prof. Thomas Schelling (2005 winner)
Prof. Edmund Phelps (2006 winner)

Conferment of Honorary Doctorate Degree
Nobel Laureate in Chemistry (2001 winner) Prof. Ryoji Noyori

2008

Public Lecture: Nobel Laureate in Chemistry
Prof. Jean-Marie Lehn (1987 winner)

2009

Forum: Nobel Laureates in Economics
Prof. John Nash (1992 winner)
Prof. Robert Mundell (1999 winner)

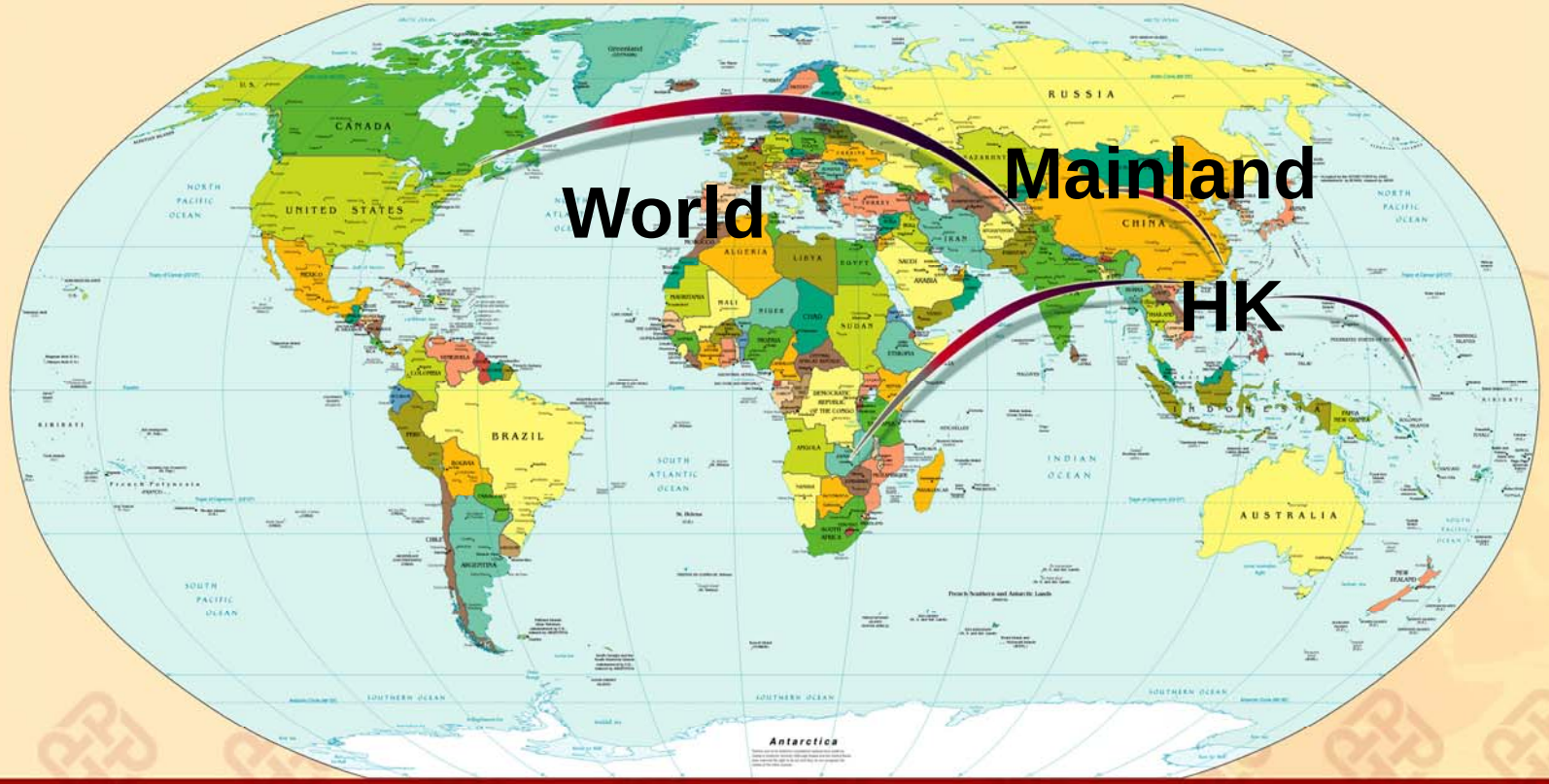
5. Establishing networks and relationships

In today's world

collaboration is the

Ultimate Competitive Edge

Leveraging HK as a Gateway to Mainland and the World



Collaborations in the Chinese Mainland

- **Post Earthquake Relief & Reconstruction in Sichuan**
  - Post-disaster Reconstruction Support and Research Centre established by PolyU & Sichuan University
  - Raised HK$13.5 million
  - 10 PolyU Scholarships to outstanding students in Sichuan province

PolyU Offering the Highest No. of Government Approved Postgraduate Programmes on the mainland: 17 out of 25

Faculty of Business:

- DMgt with **Renmin University of China**
- MScISTL with **Nankai University**
- China MBA with **Xi'an Jiaotong University**
- EMBA with **Zhejiang University**
- MScQM with **Zhejiang University**
- MPAcc with **Renmin University of China**

International Partnerships: Faculty of Business

- **DBA / DMgt**
  - **IMD – No. 1 in executive education in the world**
  - **Sauder School of Business** of University of British Columbia **(University of Texas at Dallas ranking: 31th)**
  - William E. **Simon Graduate School of Business Administration** of University of Rochester
    (Financial Times ranking: 4th in the world for finance; 6th in the world for accounting and managerial economics)

- **MSc in Management (Health Services Management)**
  with **School of Population and Public Health of University of British Columba**

At All Levels

Collaboration within School/Faculty/Department

Collaboration across School/Faculty/Department

Collaboration between School/Faculty/Department

Collaboration with Business & Government

Regional Collaboration

Global Collaboration

International Strategic Technology Alliance

- Platform for bridging Chinese and international universities in applied R&D and knowledge transfer
- Initiated by PolyU in 1995
- Alliance of 24 renowned tertiary education institutions in China and the world

http://www.ista-net.net

DBA / DMgt : International Partnership

- **IMD – No. 1 in executive education in the world (Financial Times)**
- Sauder School of Business of **University of British Columbia (UTD ranking 31)**
- William E. Simon Graduate School of Business Administration of **University of Rochester (UTD ranking 65)**

PolyU

Global collaboration is the buzz.

We may also think about regional collaboration.

PolyU Designated by the Chinese Olympics Committee as a collaborative research partner

備戰2008年奧運會科技合作伙伴
Partners in Research & Technology Development for the 2008 Beijing Olympics

"The work of PolyU's Faculty of Health and Social Sciences was widely recognized and had 'led to a revolutionary change in sports training and rehabilitation'."

Mr Yan Siduo, Director of the National Sports Training Centre

Journal of Contemporary Accounting and Economics (JCAE) Symposiums

- **JCAE Malaysian Symposium**, **Kuala Lumpur** (Jan 2007)
  Universiti Utara Malaysia
  Universiti Sains Malaysia
- **Joint JCAE and AJPT Symposium, PolyU** *(*Jan 2008)
  Auditing: A Journal of Practice
- Half-yearly **JCAE Australian Symposium, Sydney** (Jan 2008)
  University of Technology, Sydney
- **Joint JCAE and CAR Symposium, PolyU** (Jan, 2009)
  Contemporary Accounting Research
- **Joint JCAE and SNU Symposium, Seoul** (Jan 2010)
  Seoul National University

Deliver the Brand PolyU

Find Your Way in Life,
Start at PolyU.

START

Go with PolyU, and go far.

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