Department of Statistics and Data Science
THE CHINESE UNIVERSITY OF HONG KONG

SEMINAR

DEPARTMENT OF STATISTICS AND DATA SCIENCE
THE CHINESE UNIVERSITY OF HONG KONG

From a math graduate to becoming a business school department head

INVITED SPEAKER

Duncan K. H. Fong
Professor
Department of Marketing
The Pennsylvania State University

TIME

Sep 29th, 2026 (Tuesday) · 2:00pm – 3:00pm

VENUE

LSB LT3 · CUHK

ABSTRACT

In this talk, I describe my journey from a first-generation college graduate (CUHK Math, 1979) to the Head of the Marketing Department at Penn State. I will share my experience publishing journal papers across diverse fields–including Marketing, Operations Research, Operations Management, Psychometrics, and Statistics–as well as placing my Ph.D. students in academic institutions and industrial firms. With the rising popularity of data science and AI, graduates with solid quantitative skills will find ample job opportunities across many industries. However, candidates for highly sought-after positions (e.g., business faculty in the US) need careful planning and preparation to succeed.