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**Chi Cheong , Allen NG, D.B.A.**  
**Senior Teaching Fellow**  
**Accounting & Finance**  
**Faculty of Business**  
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### **Academic Background**

D.B.A. University of Newcastle, 2010.

M.B.A. The Chinese University of Hong Kong, 1999.

B.S. The Chinese University of Hong Kong, 1994.

### **Certifications**

Chartered Financial Analyst, 2001

### **Memberships**

CFA Institute, 1997-2020

### **Work Experience**

#### **Academic Experience**

Senior Teaching Fellow, School of Accounting and Finance, The Hong Kong Polytechnic University (July, 2009 - Present), Hong Kong, China.

Lecturer, School of Accounting and Finance, The Hong Kong Polytechnic University (March, 2008 - June, 2009), Hong Kong, China. Conducted Financial Analysis and Valuation Security Analysis and Portfolio Management Course with excellent ratings.

#### **Non-Academic Experience**

##### **National**

Senior Wealth Management Training Manager, Learning and Employee Development, Asia Pacific, HSBC (July, 2005 - December, 2007), Hong Kong, China. Managed a team of 8 professional staff; Developed new and advanced wealth management curriculum that rolled out to personal and commercial banking in Hong Kong and across Asia Pacific countries; Conducted wealth management training across Asia Pacific countries like Singapore, Brunei, Philippine, Indonesia, Taiwan, China and Australia. Accomplishments: Promoted to Senior Manager within 5 months; Trained up top management to achieved HKSI paper 1 and paper 2; Successfully developed advanced investment training curriculum for commercial banking, personal banking and across Asia Pacific Countries

Manager/Training Specialist, MEDC, The Hong Kong Polytechnic University (August, 2003 - December, 2004), Hong Kong, China. Manage a team of 8 administrative staff; Develop customized finance training program to institutions; As a chairman of the Subject Assessment Review Panel, lead ongoing academic review and development of subject area; Approve and appoint part-time

lecturer in the financial training program. Accomplishments: Received on average 4.3 out of 5 score in student feedback evaluation questionnaire; Launched standardized training materials and notes for each module of CFP courses; Developed finance program and assured quality of course/program. Enrollment figure and revenue of the finance program increased 100% from 2003 September to 2005 January

Hong Kong Marketing Director, HANTEC INVESTMENT CONSULTANT LTD (November, 2001 - August, 2003), Hong Kong, China. Managed a team of 5 professional staff in Sheung Wan Branch; Developed new business including mutual funds, hedge fund, investment-linked insurance scheme, insurance products, shares trading and corporate finance activities; Conducted finance training program to consultant.

Accomplishments: Gave independent financial advises to customers for wealth management. Managed Asset grew to HK\$40m; Successfully managed financial service center with high client retention rate and customer satisfaction

HONG KONG Business Development Manager, MEDIA3WAY LTD (July, 2000 - October, 2001), Hong Kong, China. Managed a small sales team. Initiate and develop channel plan for new services; Secured big customers like Trade Development Council, PCCW; Formulated and implemented strategic plan to roll-out service to Greater China region.

Accomplishments: Secured fund from venture capital; Achieved milestones set up by Venture Capitalist; Assisted CEO set up office in Hong Kong and Shanghai

HONG KONG Financial Services Executive, HSBC (February, 2000 - July, 2000), Hong Kong, China. Provided customized financial planning services to customers in Central and Western District; Generated revenue through insurance and investment products selling

HONG KONG Analyst, SUN HUNG KAI RESEARCH (July, 1999 - November, 1999), Hong Kong, China. Researched small capitalization industrial stock and produce independent company report; Performed companies and factory visit and gave investment advice to potential investors

HONG KONG Analyst (Internship), SALOMON SMITH BARNEY (March, 1999 - July, 1999), Hong Kong, China. Cooperated with China team and Great Wall Technology (74) was listed on Stock Exchange; Collated and performed economic and financial data analysis; Performed due diligence

Marketing Executive, JARDINE PACIFIC LIMITED (September, 1995 - June, 1997), Hong Kong, China. Evaluated sales and marketing activities; Promoted to marketing executive from marketing trainee within one year

## **Consulting**

2020: Hamon Asian Advisors Limited, Oversee the investment process for the asian hedge fund

2017: Infield Asset Management, Serve as an independent director and oversee the investment process for the asian hedge fund

## **Intellectual Contributions:**

### **Refereed Articles**

NG, A., & Shen, J. (2019). Quality Investing in Asian stock markets. *Accounting & Finance*.

NG, A. C.C., & Shen, J. (2016). Screen Winners from losers using simple fundamental analysis in the Pacific-Basin stock markets. *Pacific-Basin Finance Journal*, 39, 159-177.

## **Service:**

## Service to the University

### The Hong Kong Polytechnic University

#### Department Assignments

#### Other Institutional Service Activities:

2019-2020: Master of Finance Deputy program director

2018-2019: Deputy Program Director, Master of Finance/Master of Corporate Finance

2015-2016: Service Council

2015-2016: Program Director, Part-time Master of Finance/Corporate Finance

2013-2014: Deputy Program Director, Master of Finance/Master of Corporate Finance

#### Unassigned

#### Department Assignments

#### Member:

2016-2017: Departmental Learning and Teaching Committee

## Service to the Profession

#### Member: Committee/Task Force

2019: The Hong Kong Society of Financial Analysts (HKSFA).

## Faculty Development

#### Assurance of Learning - Professional Development

2013: Workshop - HKPU, Hong Kong, China- Hong Kong.

Date: 29 April 2014 (Tue)

Time: 3:00pm - 4:30pm

Speaker:

Ms Winnie Ki, Partner, Assurance, Ernst & Young

Mr Byron Khoo, Partner, Professional Practice Group, Ernst & Young

Topic: Leasing Accounting - A New Direction

2013: Workshop - HKPU, Hong Kong, China- Hong Kong.

Date: 23 May 2014 (Fri)

Time: 2:30pm – 4:00pm

Speaker: Mr Stefan Lo, Senior Government Counsel, Department of Justice

Topic: Major Changes in the New Companies Ordinance

#### Research-Related Conference/Seminar

2014: The Hong Kong University of Science and Technology, Hong Kong, China- Hong Kong.

Date: 14th November 2014 (Friday)

Time: 8:15am to 6:30pm

Topic: The Impact of Sustainable and Responsible Investing

#### Instructional-Related Conference

2013: Teaching innovations and Beta Alpha Psi - Professor Radebaugh and Professor Stocks, Hong Kong, China- Hong Kong. 18 November 2013  
10-11am  
Teaching innovation

### **Other Professional Development**

2015: Hong Kong Polytechnic Univeristy, MEDC, Hong Kong, China- Hong Kong. Date : 5 March 2016  
Time: 1-3pm  
Speaker: Allen Ng  
Topic: Active vs Passive Investment

### **Professional Seminars / Workshops**

2018: The Hong Kong Society of Financial Analysts (HKSFA), Hong Kong, China- Hong Kong. Relative Valuation Effects of local and foreign analysts' voting: the case of IR awards  
5 July 2018  
Time:12:30-1:30pm

2017: The Hong Kong Society of Financial Analysts (HKSFA), HK, China- Hong Kong. Date: 1 Dec 2016  
Time: 12:15pm-1:30pm  
Topic: Stock Picking, Risk and Smart Beta  
Speaker: **Mr. Tim Edwards**  
Senior Director, Index Investment Strategy  
S&P Dow Jones Indices

2016: School of Accounting and Finance, The Hong Kong Polytechnic University, Hong Kong, China- Hong Kong. Date: 19 April 2016  
Time: 7:30-8:30pm  
Speaker: Dr. Eric Chiang  
Topic: Behavioral Finance and Investing

2016: The Hong Kong Society of Financial Analysts (HKSFA), Hong Kong, China- Hong Kong. Date: 24 June 2016  
Time: 12:15pm-1:30pm  
Topic: Elegant Portfolio Discovery  
Speaker: Dr Wing Cheung

2014: The Hong Kong Society of Financial Analysts (HKSFA), Hong Kong, China- Hong Kong. Date 2 July 2014, 12:30-1:30pm  
Title: Out of the balance sheet recession and into a QE trap  
Speaker: Richard Koo  
CFA Institute

2014: The Hong Kong Society of Financial Analysts (HKSFA), Hong Kong, China- Hong Kong. Date: 7 Nov 2014  
Time: 12:30-1:30pm  
Speaker: Joel Litman  
Topic: From Accounting to Cash, From Earnings to ROI, From Performance to Valuation

### **Honors-Awards-Grants**

## **Award**

2010: , CFA Institute and HKSFA. Hong Kong Asian Capital Markets Research Prize 2010.

## **Other Activities**

2006 - : Co-Author of CFA800

2006 - : External reviewer of IFPHK, text book of CFP investment module .CFP Program leader of City University

2006 - : Vice-Chairman of Church of Savior, Methodist Church.

## **References**

Dec 2003 Certified  
Financial Planner,  
IFPHK Sep 2002  
Chartered Financial  
Analyst, AIMR

Jul 2002 Diploma Program  
Examination, Hong Kong  
Securities Institute Feb 2000  
IIQAS Paper I to IV

Fall 1998 University of  
Chicago, Graduate School  
of Business International  
Exchange Program

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