

Dr. Veronica LI, Associate Vice President, GBA Business School

With over 20 years of tertiary education experience, Dr. Veronica Li is a seasoned and all-rounded professional with a proven track record and leadership in program administration, managing student affairs and development, event management as well as human resources management at the higher education sector. In particular, she is passionate and zealous in engaging students with a strong sense of personal touch. Her profound service exposure in a range of university units provides her with many distinctive advantages and broader perspectives in educational management.

Before joining the GBA Business School, Dr. Li had been employed as the Associate Director, MBA Programs, CUHK Business School for 12 years responsible for formulating and implementing policies and strategies in MBA teaching and learning, curriculum planning, student support and corporate outreach program, as well as program management. Prior to this, she served as the Head of Admissions & Student Services at HKU SPACE for 2 years; and Assistant Director (External Relations & Student Services) of the Community College at Lingnan University for 5 years. In these senior appointments, she was actively involved in the planning and execution of student policies and regulations, financial aid and campus life support, college publications, events management (e.g. annual conference, graduation ceremony) as well as coordination of student recruitment and marketing campaigns in both Hong Kong, China and overseas. Before taking up these academic management appointments, she was an Immigration Officer in the Immigration Department and has gained extensive experience in public administration and service management. Dr. Li acquired her bachelor degree in Sociology (HKBU), master's degree in Human Resources Management (University of Westminster, UK) and a doctoral degree in Education (University of Bristol, UK.) in 1991, 1995 and 2007 respectively.

“I am blessed to have the opportunity to become part of the management team of the GBA Business School, making contribution to nurturing talents and leaders in the Greater Bay Areas. I look forward to contributing my expertise, skills and knowledge to the strategic development and expansion of the GBA Business School.”