

**李倩容博士**  
**大灣區商學院 協理副校長**

李倩容博士擁有超過 20 年的高等教育經驗，是一位經驗豐富的教育專業人士；在高等教育項目管理、學生事務和發展、活動管理以及人力資源管理方面擁有優良的業績和領導能力。尤其是她熱愛學生，深受學生的愛戴。她在幾所大學的深厚行政經驗為她在教育管理方面提供了許多獨特的優勢和廣闊的視野。

李博士在加入大灣區商學院之前，曾擔任香港中文大學商學院 工商管理碩士 MBA 課程副主任長達 12 年，負責制定和實施 MBA 教學和學生發展方面的政策和戰略、學術統籌、企業外展計劃、和課程管理。在此之前，她曾在香港大學專業進修學院 (SPACE) 擔任招生和學生服務主管兩年；及嶺南大學社區學院助理署長(對外關係及學生服務) 五年。在這些高級任命中，她積極參與學生政策和法規的規劃和執行、學生資助和校園生活規劃、大學出版刊物、活動管理 (例如: 週年國際會議、畢業典禮)、以及協調香港、中國和海外招生推廣活動。在擔任這些學術管理職位之前，她曾在香港入境事務處任職入境事務主任，在公共行政和服務管理方面積累了豐富的經驗。李博士先後在 1991 年，1995 年和 2007 年獲得社會學學士學位（香港浸會大學）、人力資源管理碩士學位（英國威斯敏斯特大學）和教育學博士學位（英國布里斯托大學）。

*“我感到很榮幸有機會成為大灣區商學院管理團隊的一員，為培養大灣區的人才和領導者做出貢獻。我期待為大灣區商學院的戰略發展和擴張貢獻我的專業知識、技能和知識。”*

**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.”*