

Dr. Peter Walters Receives Global Marketing Award

Dr. Peter Walters, Associate Dean (Quality Assurance) in CPCE, received an award from the American Marketing Association's (AMA) "Global Marketing Special Interest Group" in 2009. The award was made in recognition of his "significant contributions to global marketing knowledge" and was presented at the AMA's 2009 Educator's Conference held in Chicago last August. This is the first time the award has been

made to an academic working outside the United States. Other recent recipients of this prestigious annual award include professors working at New York University, Georgetown University, the University of Michigan, Indiana University, and the University of Colorado.



華彼達博士榮獲環球市場獎

專業及持續教育學院副院長(質素保證)華彼達博士獲美國市場協會(AMA)頒發2009年度“Global Marketing Special Interest Group”獎項殊榮，表揚他「在環球市場知識領域所作出的重要貢獻。」華彼達博士於去年八月在芝加哥舉行的AMA教育人員會議上接獲獎

項，亦是首名在美國境外工作的學者獲頒此高度榮譽。在這一年一度的盛事中，其他得獎人士包括來自紐約大學、喬治城大學、密歇根大學、印第安納大學和科羅拉多大學的教授。