



On Luxury, Technology and Hedge Funds

September 21, 2015 at 6:30 PM
Hong Kong

Hedge funds are often noted for being on the "cutting edge" but have they really adapted to the digital age? Professor Qing Wang, who is a renowned professor of Marketing and Innovation at Warwick Business School in the UK, will lead us in a discussion on her recent works. She believes that luxury brands including financial services "luxury" products such as hedge funds have to change to adapt to this new paradigm. Professor Wang's research interests span three main areas. The first focuses on consumer adoption of radically new products and services. The second area of her work examines consumer evaluation of, and emotions for luxury brands. She is investigating how the emotions triggered by luxury consumption experiences fulfill functional goals such as self-esteem. She is currently evaluating hedge funds as objects of luxury and desire. The third area of her research investigates the links between firm's marketing capabilities and innovation capabilities under different environments, in particular the marketing capabilities of Chinese enterprises competing in the west through brands.

Event Details

Date: September 21, 2015

Time: 6 PM Registration.

We will begin *promptly* at 6:30 PM; please arrive early. Since it is disruptive to everyone when latecomers enter the session, those arriving after an education session has begun will only be admitted at the discretion of 100WHF and the host. Please note the start time on this invite and plan to arrive early.

Networking and cocktails will follow.

Host: Nomura

Location: Hong Kong

Level 30, International Finance Centre Two, 8 Finance Street, Central, **Hong Kong**, Hong Kong

RSVP: [RSVP Now](#)

If you have any questions about this event, please contact the [Hong Kong](#) committee.

This event is NOT FOR ATTRIBUTION. All 100WHF events are private events and we require that no one reports publicly on any aspect of them.

Admission to this event is free, but there is a 200 HKD charge if you register and do not attend (even if you cancel in advance). No-show proceeds will be donated to the 2015 beneficiary of 100WHF's Hong Kong philanthropic initiatives.

If you have no-show fees in arrears, the system cannot register you for an event. You can view and pay for any outstanding no-show fees online from your [Member Profile](#)

Space is limited. No walk-ins will be permitted.

Biography

Professor Qing Wang, Professor of Marketing and Innovation, Warwick Business School

Professor Qing Wang is Professor of Marketing and Innovation at Warwick Business School, University of Warwick. She joined WBS in 2000. Prior to that, she was a faculty member at SPRU, Sussex University. She held visiting professor positions at several universities including Fuqua School of Business, Duke University (2004-5), Tsinghua School of Economics and Management, Tsinghua University (2002-3), Insead, Singapore (2009), and Lingnan College, Sun Yat-sen University (2014). Professor Qing Wang is a member of the Marketing Science Institute and Association for Consumer Research in the U.S. and External Expert for China's National Research Centre for Technological Innovation. Professor Wang was awarded a higher doctorate degree (D.Sc.) in 2013 by Warwick University for her outstanding contribution to research in social science. She is also the recipient of 2007 Robert. D. Buzzell MSI Best Paper Award. She is shortlisted as one of four candidates for the 2015 Asia Professional awards (education category) in Britain. She published in leading refereed journals including Journal of Marketing Research, Journal of Product Innovation Management, Research Policy and Psychology & Marketing. She is the Founding Director of the MICEE (Marketing, Innovation and the Chinese and Emerging Economies) network and is Associate Editor of Journal of Research in Interactive Marketing. She is a board member of several UK firms and has consulted for companies in the UK, US and China.

Professor Qing Wang's work frequently appears in the press including BBC News, Financial Times, Forbes, New York Times, Wall Street, Xinhua News Agency, China Daily, Daily Mail, Red Luxury.

About Nomura

Nomura is an Asia-based financial services group with an integrated global network spanning over 30 countries. By connecting markets East & West, Nomura services the needs of individuals, institutions, corporates and governments through its three business divisions: Retail, Asset Management, and Wholesale (Global Markets and Investment Banking). Founded in 1925, the firm practices disciplined entrepreneurship while building on a long tradition of serving clients with creative solutions and considered thought leadership.



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About 100 Women in Hedge Funds (www.100womeninhedgefunds.org)

100 Women in Hedge Funds is a global, practitioner-driven non-profit organization serving over 13,000 alternative investment management investors and professionals through educational, professional leverage and philanthropic initiatives. Formed in 2001, 100 Women in Hedge Funds has hosted close to 500 industry education events globally, connected more than 250 senior women through Peer Advisory Groups and raised over \$36 million for philanthropic causes in the areas of women's health, education and mentoring.