Past Research Projects Supervised by Faculty in SU Abroad Hong Kong Center – Updated in March 2018

Hong Kong

- A Look at Hong Kong's Legislative Council with American Perspective
- An Analysis of LP Lamma Holdings Limited
- An Investigation into the Future of Hong Kong International Film Festival
- Cha tea House
- Confucian Ethics and its Effects on Hong Kong Chinese Business
- Consumer Advertising for Hong Kong Segments
- Economic Crisis and Policy Response: A case study
- Economic of Housing I n Hong Kong
- Financial Analysis of sun Hung Kai Property Ltd
- Global Transaction Services in Depository Receipt for Citigroup
- History of Development of the Appreciation of Fast Food in the China Consume Market- HK
- History of Filmmaking in Hong Kong
- Hong Kong in the Asian Financial Crisis
- Housing in Hong Kong
- How is Human Resources Management in Hong Kong different from USA?
- Identifying Emerging Investment Opportunities within Hong Kong and Southern China
- Imperfect Information and Stock Market Price Volatility
- Investment in Hong Kong
- Marketing and the Film Industry (Hong Kong and USA)
- Personal Entrepreneurship in Hong Kong
- Retail in Hong Kong with a Concentration in the Cellular Phone Industry
- Smog, exhaust, and Poor Planning: Hong Kong's pollution Problem
- The Business Environment in Hong Kong in the Context of Small and Medium Business Entrepreneurs
- The Future of the American Dollar
- The Important of Hong Kong in the Global Market
- The Pegged Hong Kong Exchange Rate in 1997 Asian Financial Crisis
- The Political Structure and Democratization of Hong Kong
- The role of China's, Hong Kong's, and the United States' Domestic Business Laws and Policies on International Business Laws and Policies, and Globalization
- Western Influences on Designing Marketing Programs to Hong Kong & Chinese Consumers
- As assessment of Fat Angelos strategy for entering the Hong Kong restaurant market
- The compare and contrast of the development of educational philosophies in America and Hong Kong 1949present
- Marketing cosmetics to female consumers in Hong Kong market
- Marketing and retail of apparel in Hong Kong
- Racism in Hong Kong
- Drug policy in Hong Kong
- FengShui and the urban development of Hong Kong
- The economic development of Human rights
- Customer satisfaction as a driver of consume care in the sales of pharmaceutical in Hong Kong
- Marketing promotions to Fortune 500 companies in Hong Kong
- Promoting innovations in products and designs to potential investors
- The Post-war economic boom of Hong Kong
- Tourism and Hong Kong Economy
- Hong Kong's Finances
- The Financial and Real Estate Markets of China and Hong Kong
- Corporate Sustainability and Sustainable Development in Hong Kong

- Healthcare in Hong Kong: History and Outlook of the Public Sector
- A scope in the accounting nature of small businesses in Hong Kong
- The Business Environment of Hong Kong: Characteristics & Consequences
- A Study of Religion In Hong Kong
- Environmental Sustainability of Public Rental Housing in Hong Kong
- The Effective of GuanXi for a Hong Kong Firm
- Reconciling the Needs of the Environment and Economy: Current Trends in Ecological Modernization
- Internal Marketing in a Hotel
- Product Packaging Design
- Wi-Fi Technology: To Understand Wi-Fi Capabilities and Explore Future Wi-Fi Technology
- How Finance and marketing are important in Non-profit organizations
- The beginner's guide to risk management
- How does accounting system help a company to manage their financial planning and investment more effectively in Hong Kong?
- Art Policy in Hong Kong
- Judiciary System Comparison: United States and Hong Kong
- Consumer's Relationships with Brands in Hong Kong
- Grey Market Power in Home and Personal Care Industry in Hong Kong
- Repurchase intentions for mobile phones by 18-25 year olds in the Hong Kong market
- Investment Strategies of Hong Kong Buy Side Firms
- How does the economy affect opening up a business in Hong Kong
- The causes and effects of the 1997 Asian Financial Crisis
- Role of Think Tanks in Formulating Economic/Public Policy
- Public Relations, Past and Present in Hong Kong
- MTR in Hong Kong
- Hong Kong as an International Trade, Investment, and Financial Centre
- The End of the Pearl of the Orient?
- A Comparative Study Between Entrepreneurs in Hong Kong and the United States
- Hong Kong Tourism and the Hotel Industry
- Mediation Between HK Catholic Schools and Publicly Subsidized Secondary Education after WW2
- The State of Entrepreneurship in Hong Kong
- The Role of Impact Investing in Hong Kong
- Hong Kong Tourism and the Hotel Industry
- Entrepreneurial motivation: a comparative study between Entrepreneurs in Hong Kong and The United States
- The Mediation between Hong Kong Catholic Missionary Bodies and Hong Kong Government on Publicly Subsidized Secondary Education after World War II
- Comparison of the Incubators in Hong Kong and Beijing
- How Cosmetics is marketed to the Hong Kong Women
- A comparison between entrepreneurial services and business incubators in Beijing and those in HK
- Marketing Cosmetics to Female Chinese Consumers in Hong Kong
- Developing Brands for US High End Apparel Companies in HK
- The Use of GIS Technology and the Establishment of the MTR in Hong Kong
- Understanding location strategies for the retailing of luxury watches in Hong Kong
- The Application of Integrated Marketing Communications Within High-End Fashion Retailing in Hong Kong
- Creating Effective Public Relations Campaigns for Hong Kong Firms
- Managing the Marketing Mix for Fast Fashion in Hong Kong
- What makes a successful professional consulting expatriate in Hong Kong?
- Managing Businesses in Hong Kong Today
- CCP censorship in Hong Kong: assessing the trends and potential effects
- Changing Rural Cultural Identity of Indigenous Villagers in the Post-development New Territories

- Comparing Family Values in Hong Kong's Mainstream Buddhism to Tibet's Esoteric Buddhism
- Analysis of Retail Marketing Strategies for U.S. Apparel Companies Operating in Hong Kong
- Developing marketing strategies for Western lifestyle magazines targeted at the Hong Kong market
- An influential older sibling: the on-going evolution of Hong Kong's relationship with Great Britain since 1997
- Drug Abuse: Comparison of Human Rights vs. Government Control in United States and Hong Kong
- Employee Motivation in Hong Kong
- Social entrepreneurship in Hong Kong: constructing effective solutions for a cause
- Combating Forced Labor among Migrant Domestic Workers in Hong Kong
- A Study of the Past, Present, and Future Role of Social Entrepreneurship Driving Innovation in Hong Kong

Mainland China

- A Comparison of mainland China and Hong Kong Public Policy on Elder Care
- An American View on Chinese Entrepreneurship
- Analysis of Clothing Manufactures in China
- Analysis on Marketing Strategies by US Food Chains in China Kentucky Fried Chicken, McDonald's, Pizza Hut, Starbucks
- Banking System in China
- China's Banking Reform: Factors, Initiatives, and Results
- China's One Child Policy: Prospects and Problems
- China's Property Market: Analyzing possible housing bubble and government measures to cool market
- China's WTO Accession and its Effects on Domestic Chinese Industries
- Chinese Kung Fu, a comparative Overview
- Chinese Myth and Story
- Designing and Manufacturing a Product in China for the US Market
- Identifying Emerging Investment Opportunities within Hong Kong and Southern China
- Research and Evaluation of Chinese Securities for Hedge Fund
- Small business success in China
- Spiritualism in China
- The Current Evaluation of the Renminbi
- The Dumping of Chinese Crawfish into the United State Market and Its Impact on the Louisiana Crawfish Industry
- The Pros and Cons of a mainland company listed in foreign Exchanges
- The Undervalued EMB and its effects on the Economies of the US and China
- Tibetan-Chinese Relations: Past and Present
- Traditional Chinese Medicine and Its Evaluation Under Mao
- Tragedy of the Commons: China's Rising Impact
- Women's status in China (1950-1990)
- China's defense spending and its politic-economic impact
- China's open door policy and history of foreign investment
- Enterprise development through product enhancement: the case of the electronics industry in Greater China
- Comparison of China and American mergers, acquisitions and development of private equity in China vs America
- BRIC concept: focusing primarily on Brazil and China
- The origin and evolution of the People's Republic
- Health care issues within China
- Political issues on foreign direct investment in China and Southeast Asia
- General Motors in China: past, present and future
- US direct investment in China
- Should the Renminbi be pegged to other currencies?
- China's Experience in Demographic Transition: Evaluation of Economic Implications
- Role of U.S. Commercial Service
- Impact on China's Economy: The 2008 Beijing Olympics and the 2010 Shanghai World Expo
- Capitals Market of China
- New Ventures in China
- The Role of Hong Kong in Foreign Direct Investment in China
- Chinese Law and its Effects on the Economy and its Connection to Human Rights
- Investing Around the World: A Look at the U.S. and Chinese Stock Markets
- Yuan Against the Dollar
- China's Only-Child
- History of Sports in China
- China Currency Conflict and the Euro Crisis Effect
- Evolution of the Chinese Intellectual Property Environment: Impact on Foreign Companies in China

- China's Housing Market
- The Growth and Sophistication of Financial Markets in Mainland China
- Examination of Investments in Hong Kong & China
- The Pros and Cons of State Support on Financial Institution
- The Trade and Economic Relations of China and Korea
- Food Safety in China
- Golf Course Design and Development in Mainland China
- Determinants of Migration for Rural Chinese Laborers
- China's Environmental Future: Growth and Sustainability
- The economy relation between China and Japan
- The Application of Behavioral Economics in China
- Conducting Business in China and the effects on Urbanization
- The Road Towards Communism
- The emerging art market in Asia, specifically focusing on China
- Marketing Personal Hygiene Products in Guangdong
- China: Township and Village Enterprises Entrepreneurship
- Implementation of Antitrust Laws in China
- How has the Internet Influenced China's Development
- A Study of Migrant Labor, Employment, and Institutions
- One Country, Two Systems Working Well Enough for Taiwan to Consider Similar Arrangement?
- Planning Integrated Marketing Communications Solutions for firms in the China Market
- The effects of Urbanization on employment and labor in Coastal cities of China
- Internet in China
- The Implementation of antitrust laws in China substantive or empty shell?
- How does the Creation of Special Economic Zones Affect the Economic and Political Development of China?
- Why do Some Successful American Companies Fail to Succeed in China?
- Comparison of the Incubators in Hong Kong and Beijing The Four Incubators in Hong Kong and Beijing as the cases
- Exploring the Complexities of the Sino-Tibetan Relationship
- Saudi-Sino Oil Relations: The Future and Implications of Crude Oil Trade
- Political Activism in China: Can It Enact Change?
- China's fourth modernization and what it means for the future of not only Asia, but for the rest of the world
- Why some successful American businesses fail to succeed in China?
- Impact to the Chinese economy under "One Belt, One Road" initiatives in the light of the general readiness of the Chinese firms entering into new markets
- The Idiosyncratic Rise of the Macau Gaming Industry
- Didi Kuaiche vs Uber: Who will win the ride sharing industry?
- China in Revolution: Social and Political Change Stemming from Revolution
- The Devaluation of the Chinese Yuan and its consequences on the global financial markets
- The Evolution of Intellectual Property Rights in China
- Effects of Chinese Yuan Becoming a Global Reserve Currency on Regional Economy
- How U.S. Business People Develop and Manage Their B2B Guanxi Relationships
- An Analysis of the Transformation of China's Entrepreneurial Orientation
- Electronic payment ecosystem in Hong Kong and Mainland China: a critical appraisal of its development, opportunities and challenges

Asia

- Comparison between Buddhism and Islam in Southeast Asia
- An in depth Analysis of the Economic Future of India
- ASEAN and its Effectiveness as an Institution
- Bottled Water Markets in Asia & North America introduction of Yaraghi water
- Comparative Social and Economic Impact of Tourism on Southeast Asia
- East Asian Investing synopsis
- Experiences of Change: Chinese Migration to the U.S and Singapore Compared
- Fighting Intellectual Property Theft in Southeast Asia
- Food Culture in Southeast Asia
- Growth Triangles: What Factors Determine Success?
- How Terrorism Affects the Tourism industry in Indonesia
- Intercultural Communication in East Asia
- Islamic Finance in Southeast Asia
- Research on the comparison of culture, lifestyle of US, Thailand and China
- South Korean Development and downfall: The Financial Crisis of 1997
- Southeast Asia: Sociological Issues and Challenges
- Study of the DARK (North Korea)
- Success and Profitability of a Mexican Restaurant in Hong Kong or Singapore
- Thailand: Post WWII and social cultural changes
- The Economic Development of Vietnam since DoiMoi
- The Multi-Faceted Aspects of Transgender in Thai Society
- The Role of Governments in Southeast Asian Nations
- The Role of Women in Southeast Asian Islamic Countries
- The Strait of Malacca from an American Viewpoint
- The Western movement of Eastern Religions
- Trend or Tradition? The Emergence of Islamic Banking in Today's Global Economy
- What Role does Religion play in Thai Society?
- Microfinance as a tool for promoting development in Indonesia
- Comparing child prostitution in Cambodia to the United States
- Media coverage of the saffron revolution: media bias in news coverage of the 2007 protects in Burma
- Sex work in Thailand: from supply and demand to child prostitution
- Market entry into India
- Cultural Differences in a Workplace
- The Economics of Starting a New IT Business in Asia
- Causes and Effect of Low Birth Rate in Taiwan
- The Crisis of 1997' and the Future for Asia
- New Ventures in China/Hong Kong
- Politics of Journalism in Asia and the Western Impact
- Korea's Economic Development Strategy: Origins, Directions, and Comparisons
- The Two Sides of Tibet's Economic Development
- Different Accounting Policies influencing International Businesses
- The Role of Accounting in International Business
- The Underground Economy of Thai Spirituality
- Tibetan Water: Development's Thirst Quenched by the Roof of the World
- Entrepreneurship in South Korea: a case study
- Mary Kay Ash: An Inspiring Leader
- The Economic Liberalization of Vietnam and Cambodia
- American and International Accounting Standards
- Organic Cotton
- An examination of the relationship between Economics and Human Rights
- New Product Development, R&D and Target Market

- Real Estate Investment Trusts in Hong Kong and Asia
- How the Weak United States Dollar Affects the National and Global Economy
- Soft Power and Global Cultural Policy in East Asia
- Balancing Southeast Asia's Environment and Economy
- Care giving Comparisons in Preschool Settings between Eastern and Western
- Foreign Exchange and Currencies in Southeast Asia
- How IT affected Banking and Financial Markets in Southeast Asia
- Contrasting Paths to Enlightenment: Mahayana and Theravada
- Portrayal of Japanese in Korean Media
- Korean Café Market's effect on Economic Consumption
- Effect of European Debt Crisis on Asia
- Is One Country, Two Systems working well enough for Taiwan to consider a similar arrangement?
- Saudi-Sino Oil Relations: The Future and Implications of Crude Oil Trade
- Conceptualization of Collectivism and Individualism Constructs in Relation to East and West Cultures
- The History, Implications, and Future of Sino-Saudi Oil Relations
- How the ethical behavior of firms influences consumer purchase behavior?
- Cultural Collectivism and Individualism: East vs. West
- The Changing Political Landscape of Taiwan
- The Belief on Fate The Contrasts between Western and Chinese Religion Culture through Cinema
- The Impact of government policy on Korean Pop Culture in its Economy
- Business of Asian Religions: An Investigation into the Role of Money in Buddhism, Hinduism, and Taoism
- Innovation in Global Financial Markets
- Cross-cultural Leadership Analysis
- Religious Transitions: A Study of the Transformation of Buddhism with Modernity
- The Influence of U.S. Culture on Japanese Consumer Behavior
- Comparing Global Stock Exchanges in US, China & Japan
- China and the Issue of North Korea
- Shinto and its Effects on Japanese Everyday Life
- Asian Capital Markets and its traditional economic development
- How Sino-US Influences Affect the Future of the Filipino Fight Against Islamic Extremism
- Manifestations and Symbolism of Evil in Theravada and Mahayana Buddhism
- How Women's Traditional Roles Changed in Vietnam
- A Comparative Study of the Development of Esports in the United States and South Korea
- Tracing unique and iconic cultural developments through Japanese cinema