

TUNG, YI CHEONG EUGENE (董怡昌)



Mission

To contribute to the field of management for the good of society while I acquire, generate and share knowledge. To advocate humanitarian values by practicing it.

Research Interests value-driven organizations, meso- and multi-level interactions, KBV, evolutionary approach, frames and framing		Trainer, Agents of Behavioral Change International Federation of Red Cross and Red Crescent Societies		
M.Phil. in Management (CUHK) Dissertation. Tung, E. Y., & Au, K Y. Do strategic frames trump resource dependencies? Framing contests between NGOs and their donors. Target: <i>ASQ/AMD</i>	Certified We-Value Facilitator University of Brighton Keep on learning and reflecting	Inner peace In the Red Cross movement for 15 years	Certificate of Commendation Government of HKSAR	Conference paper (AAoM 2017). To outsource or not to outsource? When RDT and RBV meet
Founding member East Asia Youth Network, Red Cross East Asia Delegation	Personal resilience -Perspicacious -Caring	Work in progress Communication and transfer of tacit knowledge. Target: <i>Org. Science</i>	Cofounder Youth Leadership Development Platform, Hong Kong Red Cross	Research project DINK the Great Saver. In undergraduate course: Contemporary Chinese Economy, awarded Grade A
Core Group Member YABC, HKRC	Work in progress TCE and RDT in the evolutionary approach. Target: <i>ASQ/Org. Science</i>		Research project Social Return on Investment: A case of a social enterprise for Government of HKSAR	
	Supports from mentors who give me trust and opportunities to learn, to try out my ideas	Human Resources Officer Management Trainee to supervisory positions at various businesses	Qualitative analysis(NVivo), Structural Equation Modeling (MPLUS), Attraction analyses(SAS), SPSS, Stata, SROI	
	Humanitarian Education from Red Cross		Support from friends	
	Associate in Piano Recital Trinity College London		Daily interactions with my family; dealing with family problems	
		Squad member Hong Kong Golf Association		

I was born in a Chinese family in Hong Kong culture. I followed traditional primary and secondary education locally; while I was given opportunities to appreciate nature, arts, and traditional values.