

Professor Fang Zhao

SBL Professorial Research Talk

8 September 2017

Profile

Professor Fang Zhao is Professor of Management in the School of Business and Law. Fang is a passionate researcher with a successful track record mainly in the areas of e-government diffusion, entrepreneurship and innovation, cross-cultural management and education. Her current research focuses on the rapidly growing phenomena in the digital economy – Digital Entrepreneurship and Smart Cities/ Suburbs.

Fang has published extensively and internationally in high-impact journals such as Academy of Management Learning and Education, Information and Management, Internet Research, and Assessment and Evaluation in Higher Education. She has also authored and edited research books. Professor Zhao has led and completed a number of research projects funded by governments, industry/ business and universities, including an Australian Research Council (ARC) Linkage Grant, totalling around \$800,000.

Professor Zhao has chaired and organised around 20 international academic conferences and served on 8 editorial boards of international refereed academic journals. Being a strong advocate for international mobility and education, she has worked in Australia, China, Hong Kong, Singapore, the United Arab Emirates and Fiji, as an academic and university administrator.

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Digital Entrepreneurship: Opportunities and Challenges

Digital technologies have become a new economic and social force, reshaping traditional business models, strategies, structures and processes. Digital entrepreneurship (DE) is viewed as a critical pillar for economic growth, job creation and innovation by many countries. Prompted by the phenomenal growth in the new form of entrepreneurship, and the lack of research and understanding of the emerging concept, Professor Fang Zhao and her team have been taking the lead in this pioneering field of study. Fang will present some of the key findings and discuss her views on the opportunities and challenges to grow DE. Implications of DE for business education will also be discussed.

