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I believe quality research informs relevant teaching. An effective teacher must first be an expert in the discipline of knowledge that he teaches. I pride to be a productive researcher in creating cutting-edge marketing knowledge and helping students to learn and apply this knowledge in their work and even their daily life.

An excellent teacher must truly care about his students' learning. He should be an inspiration that motivates students to learn, a fair judge that offers them sincere feedbacks, and a caring friend who is available to listen and understand their problems both in and outside the classroom.

I believe in the value of experiential learning because "*I hear and I forget; I see and I remember; I do and I understand* 不聞不若聞之，聞之不若見之，見之不若知之，知之不若行之；學至於行之而止矣" (*Confucius*). A variety of interactive learning activities such as action exercises, case analysis and presentations, even computerized simulations could help motivate students' active participation in producing their own learning experience.

Developing effective teaching involves a process of exploration, experimentation, revisions, and more revisions. Reflecting on my successes and failures and pondering on feedbacks from my students and peers help my continuous improvement in teaching.

Excellence in teaching and learning goes beyond an individual pursuit; it is most rewarding to know that you can help and influence others to excel. I have been most fortunate to have learned from many great teachers and all my students, they are the inspirations, rewards, and motivations to keep my passion in my continual pursuit of excellence in teaching and learning.

I want to add my sincere congratulations to Professor Bennett Yim, one of the most deserving recipients of the Outstanding Teaching Award for 2010.

I have known Bennett as a lecturer and mentor since I first began studying for my Bachelor's degree. Yet his greatest influence, and the most precious moments for me, occurred during his supervision of my efforts to earn my doctoral degree. During this period, he became more than an exemplary teacher; he turned into an inspiration and deeply appreciated source of support. Bennett constantly goes the extra mile to stimulate my research interests and ideas, as well as to offer valuable opportunities that enable me

to sharpen my research skills and expertise. Without his unending encouragement and excellent mentoring, I would never have made it this far; I cannot imagine reaching the rank of assistant professor without his guidance. Furthermore, his deep devotion to teaching remains an example for me in my own teaching, and he offers the ideal role model for my ongoing pursuit to combine teaching and research in my professional life.

Bennett also has wonderful rapport with all his students. He is extremely cheerful, considerate, and well liked; indeed, I can confidently assert that he is the kindest and most caring teacher I ever had. Bennett is undoubtedly an excellent educator, and simply being his student has been a great honor for me.

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Professor Yim is a remarkable teacher, a humble learnt gentleman full of passion. He is very capable in motivating students to learn and think. He encourages active participation and discussion in class, while at the same time acknowledging and respecting student differences. He transforms every lecture into a whirlwind of learning, interaction, enlightenment and humor. He brings energy to class and is able to captivate student, making you want to learn everything you can from him. Through well-designed coursework, he creates an atmosphere of trust and encourages students to learn from one another, gaining confidence as they share. He uses real life cases as illustration that makes difficult theories easy to understand.

He is one of the most approachable and accessible professors who always provides appropriate guidance and assistance for students. His dedication and commitment to teaching make everyone respect him.

Through his tuition, he prompted me to rethink 'Service' and he led me to explore the science of services marketing. I feel deeply honoured to be his student and I truly treasured the learning experience in his class. I heartily congratulate him for winning the Outstanding Teaching Award.

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I have known Bennett for more than five years. I have taken two of his classes and have worked with him closely on two competitions.

Bennett has always been the one you would go to whenever you need advice. No matter it is about the course in the university, the competition you are participating after class, or even after you have graduated when you need some tips and directions about your career path, Bennett will always be the top-of-mind person to go to. It is cheesy to say he is smart, but his advices are always inspiring. And he is just always there to help, willing to listen and provide guidance when you are not sure where to go.

I must say I am lucky to have met him in my few years in the University of Hong Kong because I have not only met a professor, but also a mentor, as well as a good friend, one that has played a significant role in my important years in life, one that I would treasure for the rest of my life.

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