



Professor Winnie Qian PENG

---

彭倩教授

Professor Winnie Qian Peng is Director of Tanoto Center for Asian Family Business and Entrepreneurship Studies, Director of Thompson Center for Business Case Studies, and Adjunct Associate Professor of Finance at The Hong Kong University of Science and Technology (HKUST). She is also Board Member of International Family Enterprise Research Academy (IFERA, the largest membership association of family business scholars in the world), Founding Committee Member of the Case Center of Association of Asia-Pacific Business Schools, and Instructor for PEVC training program of the Hong Kong Venture Capital Association. Her research and teaching interests include family business, family office, family wealth management, family philanthropy, entrepreneurship, private equity and venture capital, etc.

Professor Peng's research articles have been published in academic journals as well as international and local media. She is currently a columnist at Hong Kong Economic Times and China Family Business Review. She has written many case studies on Asian family businesses and family offices, some of which are distributed through Harvard Business Publishing. Professor Peng offers family business and family office courses at executive training program, master and UG levels in HKUST. She has been invited to teach family business and family office

related topics for family business owners, ultra-high-net-wealth individuals and senior executives in China and around the world. She is a frequent speaker at local and international conferences. Professor Peng received her Bachelor's degree in Accounting from Tsinghua University, and her PhD degree in Finance from HKUST. She is also a graduate of Harvard Business School Executive Education program "Private Equity and Venture Capital".

彭倩教授现为香港科技大学陈江和亚洲家族企业与创业研究中心主任、康信商业案例研究中心主任、金融学系兼任副教授。她还担任国际家族企业研究院 (IFERA, 全球最大的家族企业学者会员协会) 董事会委员、亚太商学院联盟案例中心创始委员, 以及香港创业及私募投资协会的的导师。彭教授主要研究和教学方向为家族企业、家族办公室、家族财富管理、家族慈善、创业、私募股权与风险投资等。

彭教授的研究发表于学术期刊以及国际或本地报刊杂志。她现为《香港经济日报》及中国《家族企业》杂志专栏作家。彭教授亦撰写多篇有关家族企业及家族办公室的教学研究案例, 部分案例由哈佛大学商学院出版社发布。彭教授在香港科技大学为行政管理人员、硕士生和本科生教授家族企业与家族办公室课程。她也获邀为世界各地的家族企业家、超高净值人群以及高级管理人员教授家族企业与家族办公室课程, 并经常担任本地及国际会议的演讲嘉宾。彭教授获清华大学会计学本科学位、香港科技大学金融学博士学位和哈佛商学院「私募股权与风险投资」高管培训文凭。