

Dear Colleagues and Students,

We are pleased to announce that, Mr. Yongdan LIU (Y-B5-7020-3), a PhD candidate in Faculty of Business Administration, is going to have his oral defense on 4 December 2019. You are welcome to attend the oral defense.

Student Name:	Yongdan LIU
Student No:	Y-B5-7020-3
Date:	4 th December 2019 (Wednesday)
Time:	11:10
Venue:	E22-1067
Thesis Title:	Metacognitive Experience and Celebrity Endorsement: Fluency Enhances Brand Evaluation But Disfluency Improves Brand Recall

Examination Committee

Chair:	Prof. Zhaotong LIAN, Full Professor in Business Intelligence and Data Analytics, FBA, UM
Supervisor:	Prof. Matthew LIU, Professor of Marketing, FBA, UM
Members:	Prof. Flora GU, Associate Professor & Associate Head, Department of Management and Marketing, Hong Kong Polytechnic University
	Prof. Cheris CHOW, Associate Professor in Marketing, FBA, UM
	Prof. Linda CHEN, Associate Professor in Management, FBA, UM

Kindly note that video and/or audio recording is PROHIBITED while the oral defense is in progress.

Thank you for your kind attention.

Faculty of Business Administration