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Dr. Shirley Yeung is an IEMA approved Sustainability (CSR) Practitioner, IRCA ISO 9000 Auditor, UK, AQIP Assessor, US and HKCAAVQ Subject Specialist, Hong Kong. In 2016, Dr Yeung was invited by Harvard University, HPAIR to deliver a seminar on "Entrepreneurial Spirit and Sustainable Mindset". In 2015, Dr. Yeung awarded "Pioneer Professor Certificate" from UN Flourish Prizes, US for guiding a student in writing a story on FujiXerox's sustainable development achievements; and she was also the convener for the 1st Forum on Sustainable Development in Higher Education co-organized with UNESCO, APEID and the Chair of the 2nd International Conference on Supply Chain for Sustainability, Hong Kong. In 2014, Dr. Yeung was nominated by Nobel Prize Winner for Wenhui (文暉) Award for Educational Innovation, UNESCO, APEID. And, she was a Visiting Scholar of National Taipei University (NTPU), Taiwan and Visiting Professor of Lipscomb University, US. In 2013, Dr. Yeung received professional training certificates from different Schools in Harvard University, US. Also awarded "Fellowship/ FMBA/ Chartered Manager" from Chartered Canadian Institute of Business Administration (CCIBA). Dr. Yeung also awarded the "Outstanding Employee Award" and obtained "Best Teacher Certificate" from HKQAA and Hang Seng School of Commerce (HSSC) in 2006 and 2007 respectively. Her research interests cover Quality Management System (QMS), Sustainable Development (SD) / Corporate Social Responsibility (CSR), Management and Marketing.