

Marta DOWEJKO  
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## Employment

### Senior Lecturer

Department of Management, Marketing and Information Systems  
Hong Kong Baptist University  
1 Sept 2024 → present

### Director

Entrepreneurship and Innovation Centre  
Hong Kong Baptist University  
1 Sept 2024 → present

### Assistant Dean (Global Engagement)

Office of the Dean of Business  
Hong Kong Baptist University  
1 Sept 2024 → present

## Research outputs

### 2024

**Weak in ability but still follow what the headquarters asks: a legitimacy-based view of MNC employees' adoption of English.** / Hsu, Anna J.C.; Au, Kevin; Dowejko, Marta K.

In: Asia Pacific Journal of Human Resources, Vol. 62, No. 1, e12396, 01.2024.

Research output: Contribution to journal › Journal article › peer-review

### 2021

**Let's Move Together: Agency, Social Capital and Multiple Paths to Comobility.** / Nowinska, Agnieszka; Dowejko, Marta. 2021. Paper presented at DRUID21, Copenhagen, Denmark.

Research output: Contribution to conference › Conference paper › peer-review

### 2020

**Who is a New Venture Mentor? A Clarification of the Concept and Implications for Research.** / Dowejko, Marta Katarzyna. Academy of Management Proceedings 2020. ed. / Sonia Taneja. Academy of Management, 2020. (Academy of Management Annual Meeting Proceedings; Vol. 2020, No. 1).

Research output: Chapter in book/report/conference proceeding › Conference proceeding › peer-review

**"Jack-of-all-trades" with passion: Keener to pursue startup in a team?** / Xiao, Yingzhao; Dowejko, Marta; Au, Kevin et al.

In: Journal of Small Business Management, Vol. 58, No. 4, 03.07.2020, p. 806-833.

Research output: Contribution to journal › Journal article › peer-review

**Mentoring Relationship Persistence In New Ventures – Attraction Driven And Process Embeddedness.** / Dowejko, Marta; Chan, Elsa; Au, Kevin.

2020. Paper presented at Australian Centre for Entrepreneurship Research Exchange Conference, ACERE 2020, Adelaide, Australia.

Research output: Contribution to conference › Conference paper › peer-review

## 2019

**Love at First Sight or Arranged Marriage? Efficient Relation Persistence in New Venture Mentoring.** / Dowejko, Marta Katarzyna; Chan, Elsa; Au, Kevin.

Academy of Management Proceedings 2019. ed. / Sonia Taneja. Academy of Management, 2019. (Academy of Management Proceedings; Vol. 2019, No. 1).

Research output: Chapter in book/report/conference proceeding › Conference proceeding › peer-review

**Strategic Orientations, Situational Characteristics, and Social Value Creation in Social Enterprises.** / Xiao, Yingzhao; Au, Kevin; Liu, Zhen et al.

Academy of Management Proceedings 2019. Academy of Management, 2019. (Academy of Management Proceedings; Vol. 2019, No. 1).

Research output: Chapter in book/report/conference proceeding › Conference proceeding › peer-review

**"Jack-of-all-trades" with passion—Keener to pursue startup?** / Au, Kevin; Hsu, Anna J.C.; Xiao, Tony Y. et al.

2019. 40-40 Paper presented at 11th Asia Academy of Management Conference, AAoM 2019, Bali, Indonesia.

Research output: Contribution to conference › Conference paper › peer-review

**Sustaining Efficient Relations in Startup Mentoring.** / DOWEJKO, Marta; Chan, Elsa; Au, Kevin.

2019. Paper presented at Babson College Entrepreneurship Research Conference (BCERC) 2019, United States.

Research output: Contribution to conference › Conference paper › peer-review

## 2018

**What Do Startup Mentors Do? Founders' Perspective on Entrepreneurial Mentoring Functions.** / Dowejko, Marta Katarzyna; Chan, Elsa.

Academy of Management Proceedings 2018. ed. / Sonia Taneja. Academy of Management, 2018. (Academy of Management Proceedings; Vol. 2018, No. 1).

Research output: Chapter in book/report/conference proceeding › Conference proceeding › peer-review

**Time to be innovative, Hong Kong: Time orientation, creativity, and entrepreneurial activities.** / Dowejko, Marta; Au, Kevin; Xiao, Yingzhao.

Handbook of Culture and Creativity: Basic Processes and Applied Innovations. ed. / Angela K.-y. Leung; Letty Kwan; Shyhnan Liou. 1st. ed. Oxford: Oxford University Press, 2018. p. 293-320 (Frontiers in culture and psychology).

Research output: Chapter in book/report/conference proceeding › Chapter › peer-review

## 2017

**It takes two to tango: Reciprocity in entrepreneurial mentorship tie formation.** / Dowejko, Marta; Au, Kevin.

2017. Paper presented at 77th Annual Meeting of the Academy of Management, AOM 2017, Atlanta, United States.

Research output: Contribution to conference › Conference paper › peer-review

## 2016

**Angel Investment in Asia Pacific: Policies Looking Forward.** / Au, Yuk Fai Kevin; Dowejko, Marta; Shiu, Ka Wai Bobby et al.

Angel Financing in Asia Pacific. ed. / John Y Lo. Bingley: Emerald Publishing, 2016. p. 459-474.

Research output: Chapter in book/report/conference proceeding › Chapter › peer-review

## 2010

**Entrepreneurial Network: Key to the Market Entry in China?** / Dowejko, Marta; Wong, Gilbert.  
Corporate Culture in China and Japan. ed. / Tim T. Goydke. Munster: Monsenstein und Vannerdat, 2010. p. 27-58.  
Research output: Chapter in book/report/conference proceeding › Chapter › peer-review

2007

**Interdisciplinary Social Science Education in Hong Kong: An Early Attempt.** / Yung, Betty; Tsang, Cecilia; Dowejko, Marta.  
In: International Journal of Interdisciplinary Social Sciences, Vol. 1, No. 4, 12.02.2007, p. 63-72.  
Research output: Contribution to journal › Journal article › peer-review

## Press/Media

### **Creative Approach to Entrepreneurship Education**

Marta DOWEJKO

8/12/23 → 31/12/23

Department of Management, Marketing and Information Systems

### **Media coverage (3)**

Dr. Marta Dowejko - Coaching and Guidance

31/12/23

Jessica Magazine (International), Hong Kong, Print

6 pages

Marta DOWEJKO

Dr. Marta Dowejko 數碼世代更著重實踐：「讓學生置身現實水深火熱之中」

9/12/23

Jessica Magazine (International), Hong Kong, Web

<https://www.jessicahk.com/work/trailblazers/marta-dowejko-hkbu-eic-creative-educator2>

Marta DOWEJKO

要學生有創意 教師得先以創意教學 | Dr. Marta Dowejko 以創意培育下一代

8/12/23

Jessica Magazine (International), Hong Kong, Web

<https://www.jessicahk.com/work/marta-dowejko-hkbu-eic-educator>

Marta DOWEJKO

Press/Media

### **Why jack-of-all-trades entrepreneurs have it better**

Marta DOWEJKO

7/08/20 → 17/05/21

Department of Management, Marketing and Information Systems

### **Media coverage (1)**

Entrepreneurs with diverse skills more likely to succeed: research

7/08/20

SME Horizon (International), Hong Kong, Web

<https://www.smehorizon.com/entrepreneurs-with-diverse-skills-more-likely-to-succeed-research/>

Marta DOWEJKO

### **Media contribution (1)**

Why jack-of-all-trades entrepreneurs have it better

17/05/21

Hong Kong, Web

<https://e27.co/why-jack-of-all-trades-entrepreneurs-have-it-better-20210514/>

Marta DOWEJKO

Press/Media

## **Impact Research Grants**

09/2023 - 08/2024

School of Business, HKBU

Impact Research Grant of HK\$ 50,000 for the project entitled "Fostering New Venture Mentoring Culture in the Greater Bay Area" (Principal Investigator)

09/2022 - 08/2023

School of Business, HKBU

Impact Research Grant of HK\$ 50,000 for the project entitled "Fostering New Venture Mentoring Culture in the Greater Bay Area" (Principal Investigator)

## **Research Grants**

### **Knowledge Transfer Activities**

(07/2023 – 05/2024)

DeepTech Lab – adoption of my mentor matching and training materials

(04/2024)

Mentor Alignment Seminar – seminar delivered to 47 high profile professionals engaging in startup mentoring

(04/ 2024)

Mentee Alignment Seminar – seminar delivered to 136 founders engaging in startup mentoring

(09/2023 – 06/2024)

BIG 8.0 Dean's Cup – organized and delivered a startup bootcamp with strong mentoring element

(03/2024)

Night for Fail – organized and delivered a startup pitching competition for students

(01/2024)

miniBIG startup competition – organized and delivered a startup pitch competition for students

(09/2023 – 05/2024)

Served as a moderator to 6 seminars and fireside chats delivered within the EIC events

Startup Ecosystem Service

(since 05/2024)

ATEC Selection Committee

(since 04/2024)

UK-HK Tech Trade Corridor – Member of the Workgroup

(since 11/2023)

AllStars Women Ambassadors DAO Member

(since 09/2023)

DeepTech Lab Investigative Mentor

(07/2023)

Cyberport HK – invited to collaborate for entrepreneurial education with the organization

(07/2023)

Federation of Hong Kong Industries – invited to deliver a sharing on the entrepreneurship education

### **Community Service**

(Since 07/ 2016)

Rotary Club of Hong Kong, Past President Council Convener and Member

(Since 08/2013)

Member of the Rotary Club of Hong Kong