

CHINA CROSSROADS

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Motivating and Leading Employees in the Knowledge Economy

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Supported by:
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Wooden Box | 9 Qinghai Lu close to Nanjing Xi Lu
150rmb including drink ticket | FREE for members
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Drawing from the science of human motivation, this talk will focus on how to best motivate employees to be more innovative and creative in our increasingly knowledge-based economies. Among other key issues, this talk will discuss intrinsic/extrinsic motivation, how managers can apply the principles to motivate their staff, and the cultural and organizational barriers to implementation.

[Nuno Da Camara](#) is Senior Associate Professor of Business at Xi'an Jiaotong-Liverpool University (XJTLU), specializing in organizational psychology, employee engagement, and corporate reputation. Prior to XJTLU, he was MBA Director and Associate Professor at the University of Southampton, where he taught courses on managing people in organizations, change management, as well as corporate reputation. He also worked in industry for twelve years, initially as a corporate communications professional in the financial services sector, and later as a consultant on reputation management. He is also a qualified executive coach and has a strong interest in leadership development. He holds a PhD in Management from the Henley Business School and a Masters in European Studies from the London School of Economics and Political Science (LSE).

[China Crossroads](#) hosts talks on all topics related to China, including business, foreign policy, and other areas as they relate to China, the idea being that China is both already a "crossroads" of the world and itself at a "crossroads" in terms of its future global influence. For more information, contact Frank Tsai at editor@shanghai-review.org.