

**Lingnan University**

The Public Lecture of  
Vincent Woo Distinguished Visiting Scholars Programme 2006

by  
Professor Mark Easterby-Smith

on  
“**Dynamic Capabilities for the 21<sup>st</sup>-Century**”

Tuesday 7 March 2006  
6:00 – 7:15 pm

at Lingnan University Tsimshatsui Education Centre  
2/F, Tsimshatsui Centre, 66 Mody Road, TST East, Kowloon  
(Presentation in English)

### ***Synopsis***

There are many projections of the future balance of world economic power as we look towards the middle of the 21st-century, and there are an equal number of uncertainties that are incorporated into these projections, including, issues of political stability/instability, the impact of demographics and education on national and international markets, and the likely impact on, and of, the environment. Amongst all these projections, three things are fairly certain: the balance of economic power will continue to tilt towards Asian economies, natural resources and environmental impacts will continue to become much more problematic and significant, and the pace of change will continue to be just as fast as human ingenuity can make it.

In this lecture, Professor Mark Easterby-Smith, a well-known researcher from the UK, will reflect on some of the implications for companies wishing to maintain their competitive edge, particularly in the highly dynamic and volatile markets of Asia. He will explain the idea of **dynamic capability** which is often regarded as the key to competitive advantage in fast-moving markets, and he will illustrate it from his research into highly successful companies operating in both Europe and China. The aim of the lecture is, however, to provoke thought, exchange, and discussion about future strategies, rather than to provide instant solutions!

**Professor Mark Easterby-Smith**

*Senior AIM Fellow &  
Professor of Management Learning  
Lancaster University*

Professor Mark Easterby-Smith is Professor of Management Learning at Lancaster University, and President of the British Academy of Management. His research is on organizational learning and change, and he has been a regular visitor to China since 1984. He has published many articles and ten books including the recent Blackwell *Handbook of Organizational Learning and Knowledge Management*.