

[Dr Hui Tan](#)

Reader in Strategy, Management

What attracted you to become an academic in your research field?

Initially trained as an economist, I was attracted to the study of strategy and international business and did a PhD on this subject because it is important, live yet practical and down to earth. Every business has to consider strategic issues in order to stand out among competitors and survive in the international marketplace. An academic in this area can feel holding the key to the understanding of business activities today and tomorrow based on robust analysis while still enjoy the beauty of communicating the knowledge and skills to constant new students year after year.

What attracted you to work at Royal Holloway?

The beauty of its campus and the dynamic academic environment where individuality is respected without compromise in collegiality.

What piece of advice would you give your younger self?

Never throw yourself into this profession unless you are interested in the subject area and never tired of writing academic articles. Also should be good at articulating your ideas to students.