

Linda Hui Shi

I have been a faculty member at the Peter B. Gustavson School of Business, University of Victoria, for twenty years, serving as an Associate Professor of Marketing and International Business. Over this period, I have actively contributed to the academic and administrative life of the School and the University, with service on a wide range of committees, including tenure and promotion committees, faculty recruiting committees, and research and program committees. These experiences have given me a strong understanding of the School's governance processes and the collaborative decision-making that supports our academic community.

Since the doctoral program was established in 2012, I have been actively involved in doctoral teaching and training, and I am currently guiding one doctoral student through their dissertation research. In addition, I teach across the undergraduate program as well as the Master of Global Business program. Through these engagements, I connect with students and colleagues at all levels of our School's academic programs, and I hope to represent the wide majority of faculty members who are actively engaged in both research and teaching activities.

I am deeply committed to collegial service. I value transparency, fairness, and inclusiveness in committee work, and I have the willingness and experience to contribute effectively to the Dean Search Committee. I view this role as an opportunity to help the Gustavson School select a leader who can not only uphold our values of international vision, sustainability, and community engagement, but also effectively represent the School in advancing research, teaching, and external funding. Just as importantly, I believe the next Dean must bring compassion and care to our community—supporting faculty, staff, and students alike while guiding the School toward continued excellence. It would be an honor to serve on the Dean Search Committee, and I look forward to contributing my experience and perspective to this important process.