

# The 2nd MIC-CAREM International Research Seminar AY2026

## Seminar Title:

“Crisis Signal or Strategic Shield: Which Firms Engage External Communications Advisors in Activist Short Campaigns?”



## Speaker:

**Janja Brendel**

**Assistant Professor**  
School of Accountancy  
Chinese University of Hong Kong  
(CUHK) Business School

## Date & Time:

**May 28 (Thursday),  
16:30 – 18:00**

**Scan to register and  
view the full abstract**



## Venue:

Room 3403, Conference  
Room 1  
4th Floor, Mercury Tower,  
Kunitachi East Campus