



商學院  
SCHOOL OF BUSINESS

恒生管理學院  
HANG SENG MANAGEMENT COLLEGE

# BUSINESS BIZ

*11th Issue*  
*January 2018*



**NEW DEAN**  
**PROFESSOR BRADLEY R. BARNES**

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# Dean's Message

Dear Colleagues and Students,

I would like to take this opportunity to provide you with information regarding various School activities and developments that have taken place over the last six months. First, in August, we held our Academic Retreat at the Marriott Hotel, Shatin, where we discussed several issues aimed at progressing the School and identifying avenues for future activities and improvements. It was a great experience to obtain constructive comments from everyone and share views of how we can collectively move forward in the years to come.

Second, I am very pleased to inform you all that the School was awarded a total of 6 projects from the competitive research funding scheme of the Research Grant Council. It is wonderful to see that our research proposals have been supported and the awards cut across each of our School's four departments. On a similar note, we have also received HK\$5 million to establish the Wu Jieh Yee Centre for Innovation and Entrepreneurship. This is tremendous news that dovetails nicely on the back of the School's ambition to launch its new MSc in Entrepreneurial Management, this Autumn.

Third, you will experience that the School has been very active in terms of hosting many events. These include a School Orientation Day, an Information

Day, a symposium of Taxation in the era of BEPS, several alumni events, research seminars, a conference on management as a liberal art and a ceremony relating to the College Junzi Survey. Finally, and by no means the least, I would like to share with you that over this period, several students were awarded a significant number of prizes and scholarships. Congratulations to all those students and staff for showing much dedication, support and encouragement. As a new Dean, I am really proud to be associated with such success.

On a personal note, I wish to say a huge "thank you" to all the School's staff, extend this to all College staff too, as well as students for making me most welcome here in Hong Kong. We truly have a great number of people that are highly committed and work incredibly hard to provide students with the very best of care that I have ever experienced. It is a great pleasure to work here and be part of your team. I wish you all every success in both your work and study here in HSMC.

Warm wishes,

*Bradley*

Professor Bradley R. BARNES  
Dean, School of Business





# School of Business

## AACSB Assurance of Learning Seminar I, Seoul



Dean BARNES attended the seminar during 24-25 October 2017. It focused on *Standard 8: Curricula Management and Assurance of Learning (AoL)* of the AACSB Accreditation Standards. The seminar facilitators worked through the entire AoL process including assessment, learning goals, learning objectives, data collection and rubrics, drawing on a variety of resources and examples.

The School of Business will now look to implement an AoL plan and the Accreditation Team will keep staff fully aware of the latest developments.

For details, please click:

[www.aacsb.edu/events/seminar/2017/assurance-of-learning-one-october-seoul](http://www.aacsb.edu/events/seminar/2017/assurance-of-learning-one-october-seoul)

## Organising Committee Meeting for the 7<sup>th</sup> World Business Ethics Forum at the University of Macau

Dean BARNES was invited to join the Organising Committee of the 7<sup>th</sup> World Business Ethics Forum at the University of Macau on 1 December 2017 (Friday). Committee members including Dean Jacky SO, Faculty of Business and Administration, University of Macau and academics from the Hong Kong Baptist University worked through the preparation for the Forum scheduled for 2-4 December 2018.



Dean SO and Dean BARNES  
at the University of Macau



## School Academic Retreat 2016/17



The Academic Retreat 2016/17 of the School of Business was held on 29 August 2017 (Tuesday). Over 70 academic staff members participated in the retreat and contributed new insights.

Participants were divided into eight groups and discussed two topics - Key Profile Indicators (KPIs) and the School Development Plan. All staff members anticipated that the School will be accredited by the Association to Advance Collegiate Schools of Business (AACSB) soon. Also, the academic staff provided innovative ideas to improve the working environment of the School in their presentations.

Dean BARNES thanked all participants for joining the retreat and appreciated staff's valuable inputs. The retreat ended with a warm farewell to Dr Brossa WONG in recognition of her acting deanship in previous year.





# College Orientation Day 2017

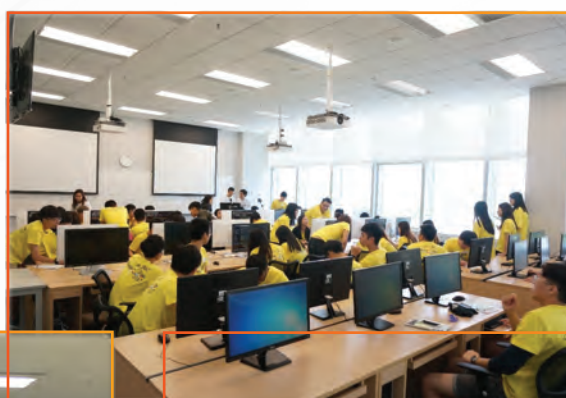


The College Orientation Day 2017 was successfully held on 21 August 2017 (Monday).

At the School orientation session, Dean BARNES bid the freshmen a warm welcome. Dr Thomas LEUNG, the Associate Dean of the School of Business and Director of the BBA Programme, introduced the BBA programme curriculum to them. The School orientation also featured videos and live performances by the Student Association of Business Administration (SABA). The vibrancy of HSMC college life and students' intimate relationships were shown in the SABA's videos and performances. Games and refreshments were prepared for all participants.

At the programme orientation session, students were divided into groups according to their programmes or concentrations. Department Heads and Associate Heads further familiarised students with the details of individual programmes and concentrations. Games were also prepared by the departments to boost students' engagement.

All participants enjoyed the orientation very much.





# Information Day 2017

The HSMC Information Day was held on 18 November 2017 (Saturday). This year, over 1,000 guests visited our College.

Information booths were set up in the College Auditorium. Staff and student helpers addressed guests' enquiries and introduced programme details to them.



Information seminars for programmes were given on School's structure, programme features and admission criteria. Campus facilities, enrichment programmes, internship and exchange opportunities were also highlighted.

Thanks to student helpers, academic and administrative staff, the guests enjoyed a fruitful day at HSMC.





## *Seminar on PhD Supervision with the University of Kent*



A seminar by Prof Roman MATOUSEK, Deputy Head of Kent Business School, University of Kent, was held at the College Chamber on 19 December 2017 (Tuesday) to introduce joint supervision possibilities of doctoral students with the School of Business of HSMC. Prof MATOUSEK gave an overview on the University of Kent and its programmes. Sharing the same objective of internationalisation, Prof MATOUSEK invited academic staff of the School of Business to consider this cooperation opportunity.

The seminar ended with a Q&A session. Dean BARNES presented a souvenir to Prof MATOUSEK. Group photos were taken at the end to capture the moment.

## *HSMC Teaching Excellence Awards 2016/17*

The HSMC Teaching Excellence Awards were first established in the academic year 2014/15, which aim to appreciate academic staff who have demonstrated outstanding performance in teaching and dedication to continuous improvement in pedagogy.



The School of Business was proud to have two members awarded in the academic year 2016/17. They are Dr Eden CHOW (upper right photo) from the Department of Accountancy and Ms Betty POON from the Department of Economics and Finance. Congratulations!

## Competitive Research Funding for the Local Self-financing Degree Sector

The Research Grants Council (RGC) under the University Grants Committee (UGC) offered RGC Competitive Research Funding for the Local Self-financing Degree Sector with an aim to promote academic development in Hong Kong.

In the academic year 2017/18, the School of Business secured a total funding of HK\$3.5 million for six projects in two areas of the funding, namely Faculty Development Scheme (FDS) and Inter-Institutional Development Scheme (IIDS). Details are as follows:

Competitive Research Funding Schemes for the Local Self-financing Degree Sector 2017/18					
FACULTY DEVELOPMENT SCHEME (FDS)					
No.	Department	Project Title	Principal Investigator	Funding Period (Months)	Amount Awarded by RGC (Inclusive of on-costs) (HK\$)
1	Marketing	Perceptions of brand co-appearance in product placement: An information-processing approach to examining brand and consumer factors	Dr CHAN Fong Yee, Fanny	24	599,940
2	Marketing	Expanding the Boundaries of Electronic Word-of-Mouth Research: A Research Program on Designing Influential Online Review Forums	Dr CHAN Haksin	36	557,160
3	Marketing	The psychological and moral mechanism of counterfeit consumption in the culture mixing context	Dr LI Dongmei	24	753,419
4	Accountancy	Corporate tax avoidance of newly public companies and its economic consequences on firm performance	Dr CHEN Wei, Jerry	24	455,937
5	Management	Crafting for better or worse? An empirical investigation on different foci of employee job crafting behaviors	Dr LIAO Yi, Eko	30	603,117
INTER-INSTITUTIONAL DEVELOPMENT SCHEME (IIDS)					
6	Economics and Finance	Fintech: Disruptive Innovation in Financial Services	Dr CHENG Wui-wing Andy	12	381,900
<b>Total for Funding Scheme of School of Business</b>					<b>3,351,473</b>

## Strategic Development Grant 2017/18

In the academic year 2017/18, the School of Business successfully applied for College Strategic Development Grant, which was launched to support HSMC Schools and Departments to undertake projects or initiatives which could promote College's strategic development.

The project "Case Centre for Business Education", led by Dr Eden CHOW from the Department of Accountancy, was approved for funding in late September 2017. The project team comprises the following 12 members from the School of Business:

Department	Member
Department of Accountancy	Dr Eden CHOW (Team Leader)
	Prof Kevin LAM
	Dr Heather LEE
	Dr Vera LI
	Ms Pauline CHEUNG
	Ms Joey LEE
	Ms Lilian YEUNG
	Mr Chris CHENG
Department of Economics and Finance	Dr Andy CHENG
Department of Management	Dr Thomas MAN
Department of Marketing	Dr Kenneth KWONG
	Dr Thomas LEUNG

**Congratulations!**



# Master of Science in Entrepreneurial Management Programme

The School of Business proudly introduces a new Master's Degree Programme - Master of Science in Entrepreneurial Management (MS-EM). Details are as follows:



## Key Features

1. Strong focus on experiential and authentic learning for students to acquire first-hand experience on how entrepreneurs and business executives make decisions in the real life context.
2. Emphasis on the development of a range of generic competencies such as creative thinking, decision making, interpersonal communication and team work, which are much needed in the dynamic business context nowadays.
3. Unique MSc Project which can be adapted flexibly into different formats including company-based project, extended business start-up plan or traditional dissertation to match with individual career aspirations.
4. Complementary learning activities offered by the Wu Jieh Yee Centre for Innovation and Entrepreneurship which features a pre-incubator programme, seed funding, start-up mentorship as well as various pitching and networking events.

## Programme Structure

The Master of Science in Entrepreneurial Management Programme requires a successful completion of 30 credits, which consist of 12 credits of core modules, 12 credits of elective modules and 6 credits for the MSc Project as follows:

### Core modules (12 credits)

- Creativity and Entrepreneurship (3 credits)
- Accounting and Business Planning for Entrepreneurs (3 credits)
- Entrepreneurial Marketing (3 credits)
- Entrepreneurial and Corporate Finance (3 credits)

### Elective modules (12 credits)

- Digital and Cyber Marketing (3 credits)
- Innovation Management (3 credits)
- Asian Family Business (3 credits)
- Leading and Managing Entrepreneurial Firms (3 credits)
- Special Issues in Entrepreneurial Management (3 credits)

### MSc Project (6 credits)

## Entry Requirements

1. A bachelor's degree from a recognised university or equivalent; and
2. Fulfilment of the one or the following English language proficiency requirements if the applicant's bachelor's degree was not obtained from a university where English is the medium of instruction: TOEFL  $\geq$  550 (paper-based),  $\geq$  213 (computer-based),  $\geq$  79 (internet-based); IELTS  $\geq$  6.5; CET 6  $\geq$  430; TEM-4  $\geq$  70.

For more information, please

scan



or contact



Dr Thomas MAN  
Programme Director/Associate Professor  
Department of Management  
School of Business  
thomasman@hsmc.edu.hk

# BBA Programme

## *First Personal Tutor Meeting*

The first meeting with personal tutors entitled "In Dialogue with Our BBA Honourable" was held on 9 November 2017 (Thursday), with an aim to strengthen the relationship among SBUS members.

After the introductory session, tutors, envoys and students were divided into groups according to concentration intention. Students happily interacted with tutors and gained more understanding on the three concentrations (Accounting, Banking and Finance, and Marketing). Students, envoys and tutors all enjoyed a wonderful afternoon of laughters which packaged with tasty refreshments and stimulating board games.

The School of Business is looking forward to having a follow-up meeting in the next semester. Please stay tuned with BBA Programme's Facebook ([www.facebook.com/bba.hsmc.edu.hk/](http://www.facebook.com/bba.hsmc.edu.hk/)) and BBA Programme intranet ([sites.google.com/a/hsmc.edu.hk/bba-pao/](http://sites.google.com/a/hsmc.edu.hk/bba-pao/)).





# Department of Accountancy

## *The Symposium of Taxation: The Era of BEPS*

"The Symposium of Taxation: The Era of BEPS" was held on 3 and 4 August 2017. The Symposium was organised by the School of Business, HSMC, supported by the Taxation Institute of Hong Kong, and funded by the Research Grant Council (RGC) of the University Grants Committee (UGC). The event was a great success in bringing together business players, tax practitioners, academics and government officials from Hong Kong, the Mainland China, and other parts of the world to speak and exchange ideas on the theme of Base Erosion and Profits Shifting (BEPS).

The Symposium was inaugurated by Prof Simon HO, President of HSMC. Ms Karmen YEUNG, Former President of The Taxation Institute of Hong Kong, then graced the occasion by delivering the opening remarks.



Ms Karmen YEUNG, Former President of the Taxation Institute of Hong Kong



The two-day symposium featured talks by distinguished overseas and local scholars and tax experts on the timely BEPS topics including digital economy, common reporting standard, harmful tax practices and transfer pricing. The event attracted around 200 guests and participants, comprising senior executives and tax professionals from public practices and industries, as well as faculty members from different universities and colleges.





# *AC.CG Reception cum ACY Alumni Homecoming Cocktail*



AC.CG Reception cum ACY Alumni Homecoming Cocktail was held on 8 September 2017 (Friday) with an aim to provide students with useful information and tips on their study as well as their career planning. Students were encouraged to join professional activities and competitions to promote their diversified development. College staff from Student Affairs Office (SAO) introduced useful resources for career planning and development to our students. In addition, graduates and final-year students were invited to share their personal experiences in accomplishing study and career planning.

The ACY Alumni Homecoming Cocktail, followed by a reception, provided an opportunity for alumni to come back and meet their teachers, friends and current students of their alma mater. Current students were encouraged to interact with our graduates to gain first-hand information on career and professional development. The cocktail also served as a way to build up solidarity among the department, alumni and current students.





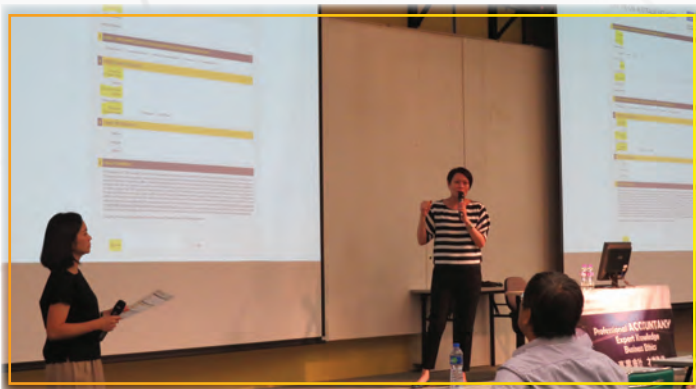
# Professional Bodies Briefing Session Series I

Professional Bodies Briefing Session Series I was held on 14 September 2017 (Thursday) to have renowned professional bodies to provide up-to-date information related to the accounting profession to our current students.

Representatives from three accounting professional bodies, namely Association of Chartered Certified Accountants (ACCA), CPA Australia, and Hong Kong Institute of Certified Public Accountants (HKICPA), covered information on their institutions/associations and on achieving professional qualifications. Such information is valuable for our students to get well-prepared for their future career and to achieve a brilliant professional pathway.

An in-house sharing session was scheduled as a finale. During the sharing session, departmental staff further highlighted the differences between the qualifications offered by the three accounting professional bodies. They also shared their own career experiences and addressed students' enquiries on career planning.

Most of the students found the event beneficial and informative.



## Guest Lecture on Forensic Accounting cum Tutor-tutee Networking



Guest Lecture on Forensic Accounting cum Tutor-tutee Networking was held on 28 September 2017 (Thursday). The event began with a Tutor-tutee Networking session where students discussed their academic and career development plans with their personal tutors. Tutors offered advice to students and collected students' feedback on student support services.

A guest lecture on forensic accounting followed. Mr Peter GLANVILLE, Senior Managing Director at FTI Consulting, and Mr Guy NORMAN, Partner of Deloitte China, shared their experiences in fraud and corruption investigation and also introduced the career opportunities of forensic accountants to the students.



# Department of Economics and Finance

## EAF Staff Development

The Department of Economics and Finance (EAF) was delighted to share some good news from the academic staff.

Dr LEE Wai Choi, Senior Lecturer, received his PhD degree in Finance from Shanghai University of Finance and Economics in July 2017 after six years' study. His thesis investigated IPO anomalies, namely, short-run underpricing of IPO, hot-issue IPO periods,

long-run underperformance of IPO, in Hong Kong from the perspective of market timing of IPO.

Ms Betty POON, Senior Lecturer, has been awarded as CFA charterholder status in August 2017. Being a charterholder, she is committed to her profession with her CFA Institute membership.

Wish them every success in their future endeavours!

## CFA Preparatory Course



CFA Preparatory Course 2016/17 for CFA Exam Level 1 was held in the first week of August 2017 for the third year running. The CFA Preparatory Course was designed to be a progressive course, mapping what students have learnt in the BBA in Financial Analysis (BBA-FA) Programme with CFA level 1 topics.

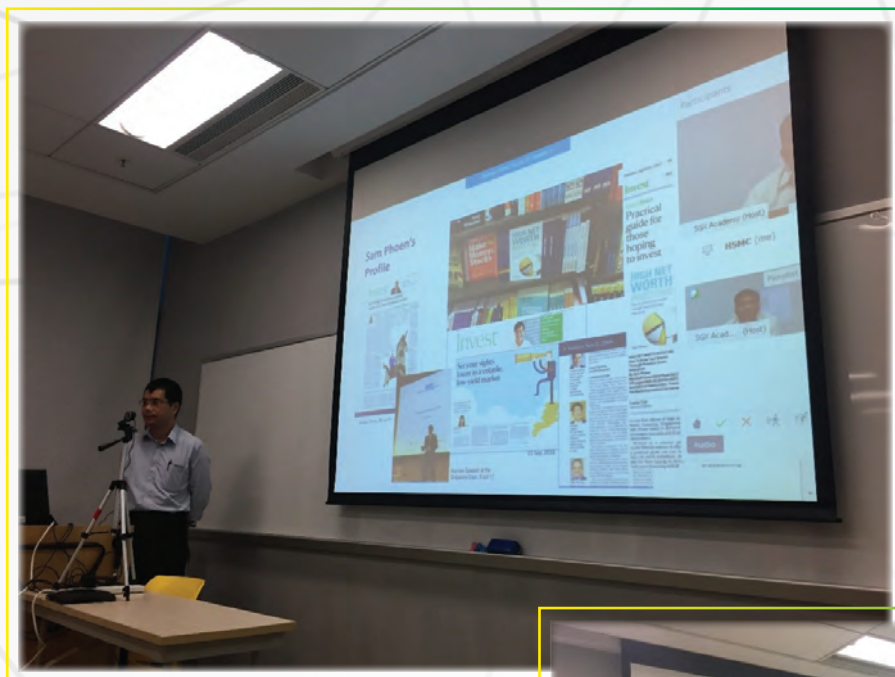
The course ran for a week and on the last day, a lunch gathering was arranged for teachers and students to wrap up the course. A big "thank you" to Ms Betty POON, Ms Rosalie WOO, Mr Bosco YIM, Dr Jeff SHEN, Dr W.C. LEE, Dr Brian TUNG and Dr Y.W. SIU for their great efforts in preparing and teaching the course.



## *SGX Train the Trainer Programme Series III*

The third Singapore Exchange "Train-the-trainer" Programme kicked off on 22 September 2017 (Tuesday) and completed on 12 October 2017 (Thursday) at HSMC. The programme consisted of two webinars and a role-play activity. The webinar series gave a comprehensive introduction on how to build an

effective Multi-Asset Portfolio. Classical indicators and price actions for opportunities on Singapore listed securities were also discussed in the webinars. In the final session, a role play activity was arranged for students to put concepts covered in the webinars into practice.



## Research Seminar Series

A series of research seminars was held by the Research Development Group of the Department of Economics and Finance throughout the first semester of academic year 2017/18. Academic staff presented their research findings at the five seminars started from 27 September 2017 (Wednesday).

Research Topic	Speaker
27 September 2017 (Wednesday)	
Financial Technology Transformation – Evidence from China’s Value Web	Dr Andy CHENG
Bilateral Services Trade: New Evidence from the US and UK	Dr Ben CHENG
Relating Outlook: Enhancement of Issuer’s Recovery Effort of Valuable Predictors or Credit Worthiness?	Dr Jeff SHEN
19 October 2017 (Thursday)	
Using Monetisation Strategy for Share Collateral Management	Dr David CHUI
Convergence and Income Inequality amongst Asian Countries: A Combined Approach Using Decomposition Techniques and Transitional Dynamics Analysis	Dr James CHEONG
Regional Disparity and Convergence of Electricity Consumption in China	
27 October 2017 (Friday)	
FDI, Export and Skilled-unskilled Wage Inequality: Evidence from China	Dr SUN Sizhong*
15 November 2017 (Wednesday)	
Managerial perspectives on the Importance of Reward and Recognition System in the Effectiveness of Virtual Project Teams in the Greater China Region: A Qualitative Research for the Financial Services Sector	Dr Brian TUNG
Value at Risk Estimation of China Securities Market	Dr SIU Yam Wing
Revisiting the Income Inequality in Rural China: A Decomposition by Regression Approach	Dr LEE Wai Choi
11 December 2017 (Monday)	
Assimilation of Chinese Immigrants in the US Labor Market	Ms Rosalie WOO
An Empirical Analysis of Factor Seasonalities	Dr Leah LI

\*Dr SUN Sizhong, Associate Professor at College of Business, Law and Governance, James Cook University, Australia



# Department of Marketing

## Research Seminar by Visiting Professor

On 19 July 2017 (Wednesday), Prof Piyush SHARMA, Professor of Marketing at Curtin University in Australia, gave a research seminar on Intercultural Service Encounters (ICSEs). Prof SHARMA explained how he identified a meaningful research gap, converted it into

a novel research idea, and further developed it into a full-fledged research programme over the years. The seminar was well-attended and generated fruitful discussions.



## Professional and Outreach Activities in Hong Kong



On 20 June 2017 (Tuesday), Dr Haksin CHAN delivered a keynote speech on "The Challenges and Opportunities of Customer Growth" to the International Association of Registered Financial Consultants.



On 9 July 2017 (Sunday), Dr Kenneth KWONG made a guest appearance at the Hong Kong Ferry Group's CSR cruise party held on board Harbour Cruise Bauhinia with underprivileged families.

## *Workshop for BBA-MKT Year 3 Direct Entrants*

On 2 August 2017 (Wednesday), a hands-on workshop on module registration was offered to Year 3 BBA with Marketing Concentration (BBA-MKT) direct entrants. Mr Eric CHEE and Dr Karen YEUNG introduced the recommended study plan and graduation requirements for marketing concentration to participants.

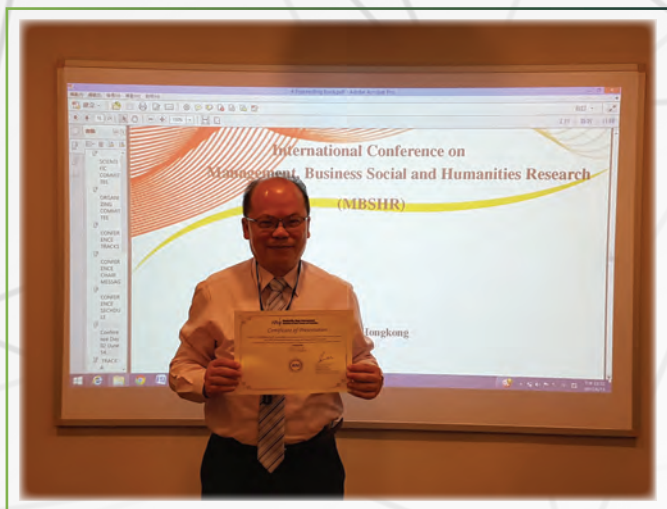
Ms Chloe IP, a BBA-MKT Year 4 student, was invited to explain the procedures and to share useful tips on module registration. Approximately 50 students attended the workshop and enjoyed the interaction with other members of the Department of Marketing.





# Scholarly Activities Around the World

Over the summer, members of the Department of Marketing participated in different scholarly activities, both locally and overseas. Below are some snapshots of members at these events:



Dr Thomas LEUNG at the International Conference on Management, Business, Social and Humanities Research (Hong Kong).



Dr Felix TANG at Simon Fraser University (Canada).



(From left) Ms Vincentia YUEN, Dr Tingting XIE, Dr Karen YEUNG, Dr Lawrence LO, Dr Haksin CHAN and Dr Felix TANG at the American Marketing Association Summer Conference (USA).



Dr Dongmei LI at the Asian Association of Social Psychology Conference (New Zealand).



Dr Fanny CHAN at the American Academy of Advertising Global Conference (Japan).



# Department of Management

## *Business Experience Sharing Seminar Series VIII*

To run a company, one has to devote much into his/her business. However, you may not ever imagine how to maintain a social enterprise without resources comparable to business enterprises.

Ana by Karma, founded in 2014, is a well-known social enterprise in Hong Kong. It supports the Bhutanese women who serve as artisan weavers for producing scarves so as to improve their living conditions. On 16 October 2017 (Monday), the Department of Management invited Ms Quin THONG, founder of Ana by Karma, to conduct a talk for students. During the occasion, she shared with us her story from meeting the first weaver to expanding the business to a successful social enterprise. She emphasised that social networks

and social media are crucial in promotion. Besides making money, she stressed the element of “society” was equally important. Ms THONG’s business improves the living conditions of many local weavers, equips them with business skills and supports local children’s learning.

Ms THONG ended the talk by encouraging students to “invest” a short period of time on the area they want to get improvement, from which she believed that one’s life will change much in future.

For more information on Ana by Karma, please visit [www.anabykarma.com/](http://www.anabykarma.com/)



Ms THONG led Ana by Karma to a satisfying growth within several years.  
Many Bhutanese women have been benefited from the social enterprise on both living condition and business skills.





Ms THONG's insights have inspired students in balancing between profit-making and social contribution.



## *HKPC Inno Space Visit*



Starting a business is always challenging, especially to one without experiences and networks to build up his/her business. Here comes a chance to help students to put their innovative ideas into practice.

On 31 October 2017 (Tuesday), Dr Victor LAU and Ms Jody WONG from the Department of Management, together with Ms LAM Wai Tung, a Year 4 BBA in Management (BBA-MGT) student, visited the Hong Kong Productivity Council (HKPC) "Inno Space". As a brand new base supporting startups to develop their own businesses, Inno Space provides an one-stop service support from idea development to connection between the industry, product making and commercialising.

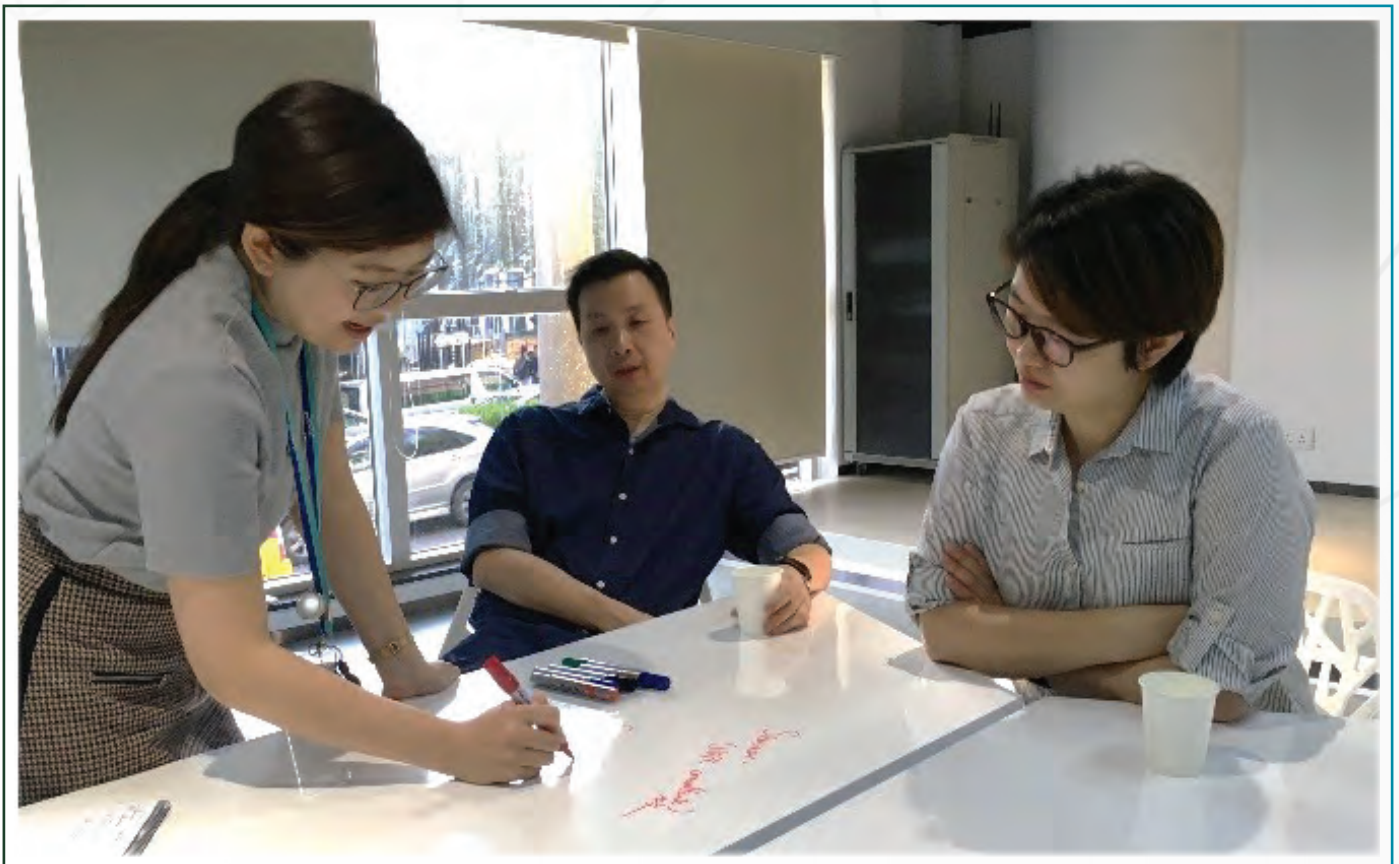




Ms HUANG, the Centre Manager, stressed that the designers and even students were welcome to make use of the machines and softwares such as the 3D printing machines, computer-aided engineering (CAE) software, virtual reality (VR) and augmented reality (AR) application development systems to bring their ideas alive, making them into product prototypes. Participants found that the Inno Space established a platform for startups to build up their own business at the early stage.

To encourage students to run their own business, the Department of Management is very keen on organising more activities with the centre. A series of activities on "Entrepreneurship & Innovation" including Inno Space visit, 3D-printing workshop and seminar will be organised for students' registration in February 2018. Please stay tuned with the Department of Management.

For more details on Inno Space, please visit [innospace.arcadier.io/user](http://innospace.arcadier.io/user)





# Research Institute for Business

## Junzi Corporation Survey 2017



The Research Institute for Business (RIB) joined hands with the Executive Committee of Junzi Corporations Survey 2017 to organise the project, Junzi Corporation Survey 2017. Junzi Corporations Survey is an annual public survey conducted by the College since 2010. It aims at identifying "Junzi Corporations" in the perspective of Hong Kong residents, recognising businesses that accord to high business ethics standards, and instilling the importance of business ethics among our students, businesses, as well as the public.



In March 2017, the project's Executive Committee and several task forces were formed by academic staff, supporting staff and student representatives from various units of the College.

During the summer, RIB and around 60 student volunteers conducted face-to-face interviews with the public in shopping malls and on the streets in eighteen districts of Hong Kong. They also collected survey data through telephone interviews ran in the Computer-Assisted Telephone Interviewing (CATI) Centre. Over 2,300 samples were collected at the end of the data collection phase. After detailed examination and thorough analysis, RIB proceeded to prepare the Commendation List of Junzi Corporations.



# *Junzi Corporation Survey 2017 Results Announcement and Forum on Ethical Entrepreneurship*

The "Junzi Corporation Survey 2017 Results Announcement and Forum on Ethical Entrepreneurship" was organised on 23 November 2017 (Thursday) to disseminate the survey results. President Simon HO, addressed a few introductory remarks at the beginning. Dr Felix TANG, Co-chairperson of Junzi Corporation Survey 2017, then announced the research findings of Junzi Corporation Survey 2017 to participants.

In addition to the announcement of the Commendation List of Junzi Corporations 2017, a public forum on ethical entrepreneurship was held to allow in-depth discussions about how the established corporations and the new start-ups uphold ethical conducts in business and to cope with challenges encountered. Dr Alwin WONG, Director of the Institute of Entrepreneurship, Hong Kong Polytechnic University, and Mr Sunny WONG, Executive Director of Tibet Water Resources Limited, interpreted the findings and discussed about how to uphold business ethics. Three HSMC alumni Ms Jodie CHEUNG, Director of Simple Kitchen, Mr Rex LAI, Director of CoCreation Group Limited and Ms Derren LAM, Operations Manager (Hong Kong) of Didi Chuxing, also shared their experiences on and insights into starting a new business. The event was concluded by an award presentation to the secondary school students who won the Business Ethics Essay Competition 2016.

More details can be found on the project's website:  
[www.junzi.hsmc.edu.hk](http://www.junzi.hsmc.edu.hk).



## *What's More*

RIB co-organised a number of research symposiums and conferences with different departments in the past few months, including the Symposium - The Bright and Dark Side of Consumer Ethics, Symposium of Taxation - The Era of BEPS and MLA Conference: Management as a Liberal Art. Details shall be found in the "News & Events" column of the School's website.



# Student Achievements

## HKSI Awards and Scholarships 2017



The Hong Kong Securities and Investment Institute (HKSI) is committed to groom young talents and to widen their horizons for tomorrow's business world. Thus, it has been organising an annual competition since 2004 to put the idea into practice. HSMC joined this competition for the first time and competed against students from nine participating universities in Hong Kong, including the City University of Hong Kong (CityU), the Hong Kong Baptist University (HKBU) and seven other universities.

Though it was the first time for our students to participate in this competition, they performed so well that nine out of thirty-eight awardees were from HSMC and two of them even got into the final round among the eight finalists.

List of finalists and awardees:

Name	Programme	Result
LAU Ka Wing, Kelly	BBA-BAF Year 4	Finalist
NG Chiu Yu, Adam	BBA-BAF Year 4	
CHING Chung Man Suan	BBA-BAF Year 3	Awardee
HO Lap Yeung	BBA Year 1	
LI Lok Yee	BBA-MKT Year 4	
LUI Lok To, Janet	BBA-ACC Year 3	
SEE Ka Chun	BBA-BAF Year 3	
TSOI Wing Shuen	BBA-BAF Year 4	
YUEN Sze Hang	BBA-BAF Year 3	



**Congratulations to Kelly, Adam from the BBA with Banking and Finance Concentration and other Awardees!**



## *QP Top Student Awards and Scholarships 2017*

Four students from BBA with Accounting Concentration (BBA-ACC) received their Qualification Programme (QP) awards and scholarships from the Hong Kong Institute of Certified Public Accountants (HKICPA) on 23 September 2017 (Saturday), they were:

Name	Year of Study	Award/Scholarship
LIN Hei Man, Joyce	BBA-ACC graduate, 2017	QP Top Student Award on Module D Taxation
WONG Ka Yan, Katy	BBA-ACC graduate, 2017	QP Scholarship 2017
LEUNG Ho Kuen, Andrew	BBA-ACC Year 4	Hong Kong Institute of CPAs Scholarships Year 2016 – 2017
WANG Zijie	BBA-ACC Year 4	



Group photo of the four award and scholarship recipients, (from 3<sup>rd</sup> left) Katy, Joyce, Andrew and Zijie.



**Congratulations for the great achievements of BBA-ACC students!**



## Hong Kong Undergraduate Financial Planners of the Year Award 2017



1<sup>st</sup> runner-up team: (from 2<sup>nd</sup> left) Yat Hei, Mun Wa, Ka Lok and Yuk Ching



Certificate of Merits: (from left) Man Ching and Yan Ting

Two teams from HSMC were awarded in the "Hong Kong Undergraduate Financial Planners of the Year Award 2017" competition, organised by the Society of Registered Financial Planners (HKRFP).

A team formed by four students from BBA with Banking and Finance Concentration (BBA-BAF) performed outstandingly and became the first runner-up. Another team comprised three students from BBA with Accounting Concentration (BBA-ACC) and one student from BA in English (BA-ENG) Programme was awarded the "Certificate of Merits".

The awardees were:

Name	Programme
1 <sup>st</sup> Runner-up Team	
CHAN Yat Hei	BBA-BAF
HEUNG Mun Wa	
LI Ka Lok	
SUEN Yuk Ching	
Certificate of Merits	
CHEUNG Tsz Kwan	BBA-ACC
CHEUNG Yan Ting	
CHIU Sung Hei	
MO Man Ching	BA-ENG



**Congratulations to the awardees' commendable achievements and wish them every success in the future.**

# Staff Updates



## New Appointments

The School of Business is glad to announce that the following appointments made in the academic year 2017/18:

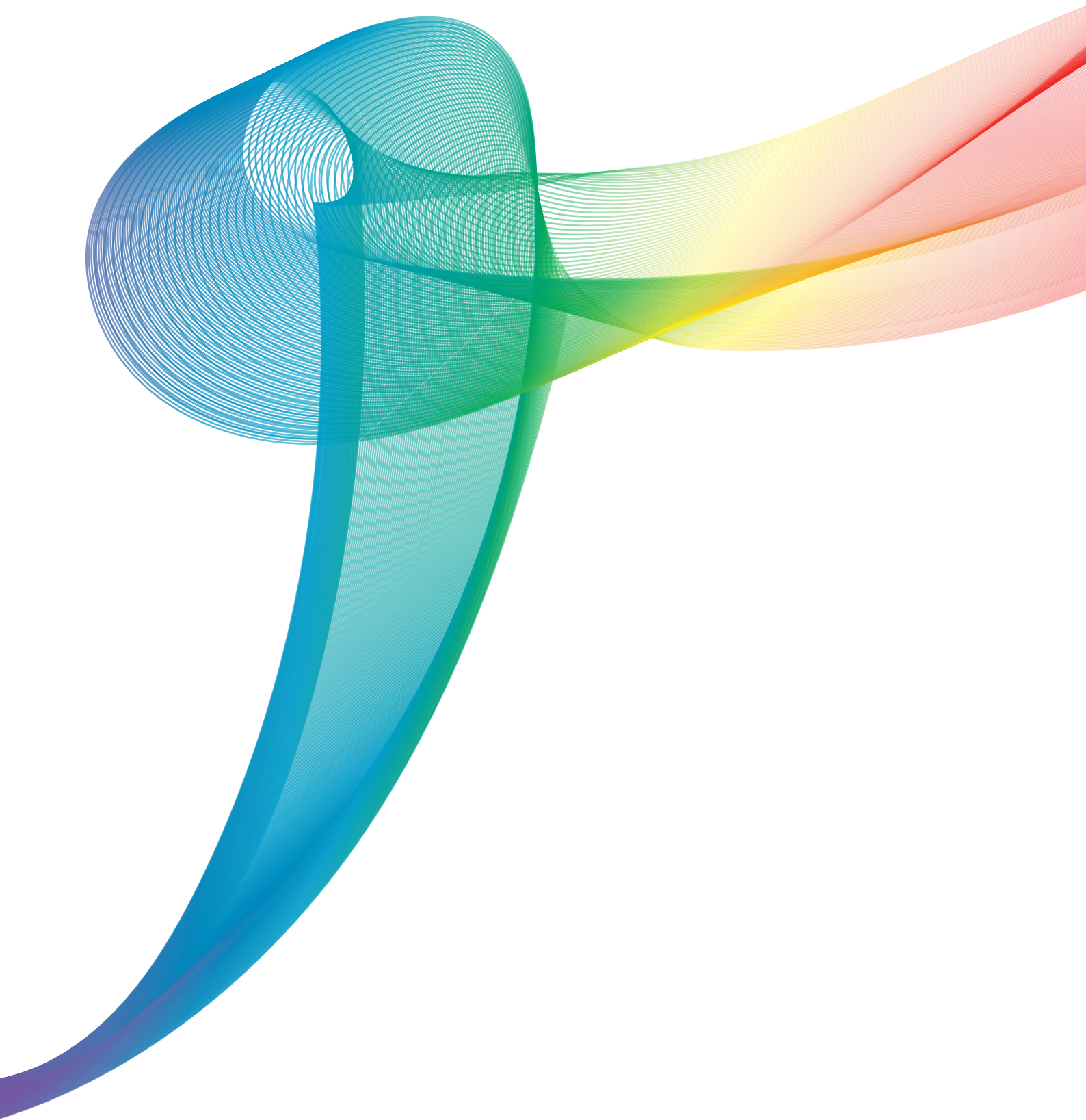
Department	Name	Post
Marketing	Dr LEUNG Kim Ping, Thomas	Associate Dean/ BBA Programme Director
Accountancy	Mr CHAN Yat Tan, Ted	Lecturer
Accountancy	Dr Lisa GOH	Associate Professor
Accountancy	Ms WONG Shun, Shirley	Lecturer
Economics and Finance	Dr ANG Eng Sui, Alvin	Associate Professor
Economics and Finance	Ms LI Ya, Leah	Lecturer
Marketing	Dr HO Kwok Wai, Kelvin	Lecturer
Management	Dr FU Ho Ying, Jeanne	Associate Professor
Management	Dr WANG Yamei, Amy	Lecturer
Management	Ms WONG Yin Yee, Jody	Lecturer

## Congratulations!

Congratulations to Dr Thomas MAN, Associate Professor from the Department of Management! Best wishes to Lucas, Dr MAN's new family member, who was born in September 2017.









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