



# 商學院

SCHOOL OF BUSINESS

恒生管理學院

HANG SENG MANAGEMENT COLLEGE

# BIZ | 2018 AUGUST

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# Dean's Corner

Prof Bradley R. Barnes, Dean of the School of Business and Chairman of the Academic Exchange Committee (retitled Global Exchange Committee in the academic year 2018/19), visited various Universities in the UK and Southeast Asia. The aim of the visit being to facilitate academic exchange and look at the possibilities to co-supervise PhD students.

## University of Nottingham, UK

The University of Nottingham was awarded the Royal Charter in 1948. Prof Barnes met Prof Roman Matousek who recently was appointed as a Chair in Finance at Nottingham University Business School. Prof Matousek had earlier visited HSMC in his capacity as Associate Dean at Kent Business School. He was impressed with our establishment and staff and would like for us to potentially work together on supervising doctorate students. The initial meeting with Roman led Prof Barnes to meet the following week with Nottingham's Dr Rob Webb, Associate Dean for Global Engagement and look more seriously at the possibility.

## University of Kent, UK

The University of Kent was established in 1965. Prof Barnes spent a few hours meeting Prof Martin Meyer, Director of Kent Business School and Prof Ben Lowe, Head of Marketing to discuss the potential to undertake joint supervision of PhD students. Prof Barnes also had a Skype meeting with Dr Fragkiskos Fillippaios, Associate Dean for Graduate Studies to examine the practicalities of joint supervision. A further meeting was staged with Mr Seb Cadinot, who looks after summer school programmes at Kent and he has an interest in student exchange. Finally, Prof Barnes presented to Business School staff at Kent, information relating to HSMC and showed one of the College videos. Further discussions then took place with staff regarding potential PhD supervision.

## Brunel University London, UK

Brunel University, London was first found as predecessor colleges and became a university in 1966. Prof Barnes met a panel from the Brunel University London to discuss academic exchange, as well as looking at the potential to offer PhD supervision on a College wide level.

## University of Huddersfield, UK

The University of Huddersfield has been a University since 1992. As a former graduate, Prof Barnes received a warm welcome by former colleagues and a string of small meetings took place with Prof John Nicholson and Prof Stuart Roper at the management, IB and marketing subject level, prior to meeting with Prof John Anchor, Associate Dean International and Prof Jill Johnes, Dean of School. The School is very keen to work with HSMC on a number of initiatives.



### University of Sheffield, UK

The University of Sheffield, a leading research university in UK, received its royal charter in 1905. Prof Barnes visited Dr Helen Johnstone at the University of Sheffield and discussed the potential for student exchange at the undergraduate level. Dr Johnstone was enthusiastic about seeing our campus after watching the video of HSMC and will visit us in the near future.

### Foreign Trade University, Vietnam

Established in 1960, the Foreign Trade University (FTU) has campuses in Hanoi, Ho Chi Minh City and Quang Ninh in Vietnam. For over 50 years, FTU has been home to talented scholars, offering a wide range of majors in economics, business, finance and banking, and foreign languages. The University is one of the most prestigious in Vietnam. They host a PhD programme, whereby students submit their thesis in English and as part of the requirement encourages publication of work in a SSCI journal. The University would be willing to joint supervise students with the School of Business as well as look to any other form of collaboration, including student and staff exchange etc. Prof Barnes and Ms Mary Ip, Secretary of the Academic Exchange Committee, were delightfully received by Associate Professor Dr Nguyen Thu Thuy, Vice-President for Research & International Cooperation and Associate Professor Dr Vu Thi Hien, Director of International Office, on 12 June 2018 during the 11<sup>th</sup> Vietnam Economist Annual Meeting (VEAM 2018) hosted at FTU in Hanoi.

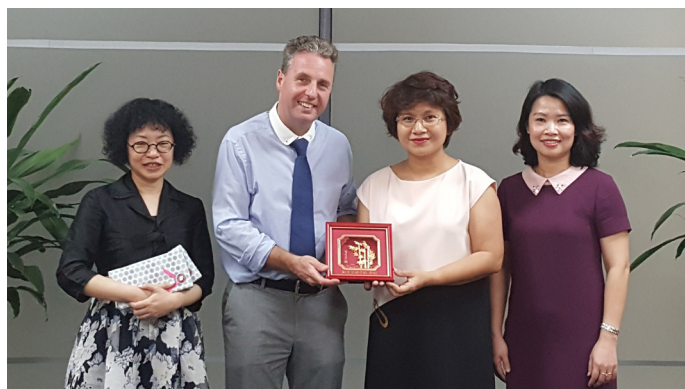
### University of Economics, Vietnam

The University of Economics Ho Chi Minh City (UEH) was established in 1976 as the Hochiminh City University of Economics. From its inception until now, the university has always been a renowned centre of scientific research in Vietnam and is currently one of the 14 key national universities of Vietnam. During the 13<sup>th</sup> APAIE in March 2018, HSMC had a brief meeting with UEH's International School of Business (UEH-ISB). Both parties were keen on establishing a partnership. As a follow up, HSMC hosted a seminar and Prof Barnes delivered a research talk to over 40 UEH-ISB students in May 2018. During this subsequent visit in Ho Chi Minh, Mr Douglas Foster, Managing Director and Mr Anh Pham, Student Support Officer of UEH-ISB expressed their interest in forming a partnership with the School of Business who also finds UEH-ISB a good match with all programmes entirely taught in English.

### Kasetsart University, Thailand

Kasetsart University (KU), established in 1943, is Thailand's third oldest university. KU's main campus is in Bangkhen, northern Bangkok, with several other campuses located throughout Thailand. The university appears in the QS World University Rankings (2018). A meeting with KU was held during APAIE in March 2018 to discuss possible

collaboration. The Faculty of Economics of KU (KU ECON) is very keen to establish a partnership with the School of Business and a visit to their campus was subsequently arranged for HSMC to meet Prof Matthew Downs from the Centre for International Affairs and Dr Apichart Daloonpate, Deputy Dean for International Affairs. The meeting went well and was followed by a campus tour. The delegation was introduced to its teaching and student support facilities.





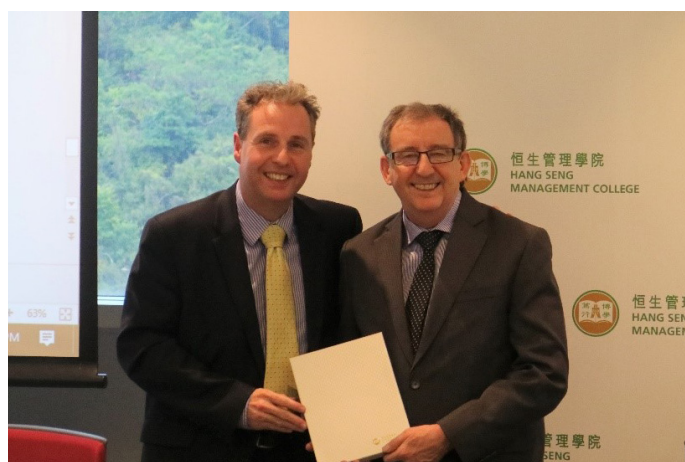
## Research Seminar on the Real Living Wage in English Premier League Football Clubs

The School of Business was honoured to have Prof Peter Prowse, Professor of Human Resource Management and Employment Relations at Sheffield Business School (SBS), to deliver a research seminar on “Practice of Wage Payment among English Professional Football Clubs” on 10 January 2018.



*Prof Peter Prowse*

Prof Prowse introduced the concept of “living wage” to the participants. He discovered that even the most renowned Premier League football clubs failed to pay a sufficient living wage for their low-paid staff, which was surprising and below the expectation of the public. Prof Prowse further discussed some possible solutions to address the issue.



*Prof Bradley R. Barnes, Dean of the School of Business, presented souvenir to Prof Prowse*

## Award Presentation Ceremony 2016/17



The School organised the Award Presentation Ceremony 2016/17 on 8 February 2018. This year over 300 awardees and guests came to celebrate the remarkable accomplishments of our staff and students. Four kinds of award were presented to the academic staff and students of the School respectively at the ceremony, namely the Research Achievement Awards, the Teaching Excellence Awards, the Dean's List and the Best Progress Awards.



*Prof Bradley R. Barnes, Dean of School of Business, gave opening remarks*

The Dean and the Heads of Departments appreciated the academic staff for their achievements in research and teaching, while students were highly praised for their outstanding academic performances and improvements.



*Staff awardees*



*Dr Thomas Leung (leftmost), BBA Programme Director, and the student awardees*

Event highlight: [cantonbros.com/photo/180208\\_hsmc\\_award\\_present/](http://cantonbros.com/photo/180208_hsmc_award_present/)



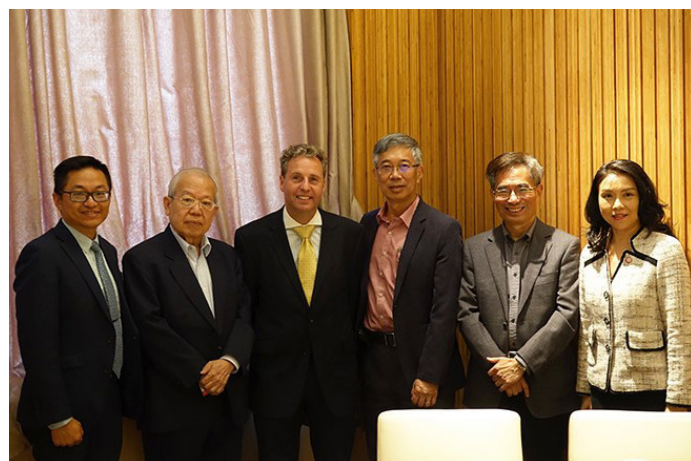
## School Advisory Committee Meeting 2017/18

The School Advisory Committee Meeting 2017/18 was held on 17 April 2018, with industry experts and academic leaders gathered to review and advise the strategic developments of the School.

Prof Danny Wong, Chairman of the School Advisory Committee, warmly welcomed members of the School Advisory Committee. The Dean updated members on recent developments of the College and the School. Members had great interests in the latest developments of the College and the School, including the aspiration of the School for the AACSB Accreditation and the College's quest for a private university title. They all expressed a generous support to the School. There was a fruitful discussion where the members made many constructive suggestions to our future developments. The School sincerely thanked all members for their valuable inputs.

Membership Composition of the School Advisory Committee 2017/18 is as follows:

<b>Chairman</b>	<b>Prof Danny Wong</b> Former Vice-President (Academic) The Open University of Hong Kong
<b>Members</b>	<b>Mr Wilson Cheng</b> Partner, Tax & Business Advisory Services Ernst & Young
	<b>Dr Francis Kwok</b> Managing Director Liebherr (HKG) Limited
	<b>Ms Carrie Leung</b> Chief Executive Officer The Hong Kong Institute of Bankers
	<b>Prof M K Nyaw</b> Former Vice-President, Emeritus Professor Lingnan University



(From left) Mr Wilson Cheng, Prof M K Nyaw, Prof Bradley R. Barnes, Dr Francis Kwok, Prof Danny Wong and Ms Carrie Leung

## MOST School @ HSMC

The first MOST School @ HSMC was held from 3 to 6 July 2018. This four-day workshop entitled "Managing People in Times of Social Transformation: An International and Cross Regional Border Perspective" was co-organised by the School of Business and the Research Institute for Business of HSMC, in association with the Management of Social Transformations (MOST) Programme of UNESCO. The workshop was a great success in terms of gathering academics, civil society leaders and government officials to exchange their views on managing people in social transformation.

A warm welcome by Prof Bradley Barnes, Dean of School of Business, was followed by an opening speech by President Simon S.M. Ho and a souvenir presentation by Provost Prof Gilbert Fong to the speakers and panellists, to thank them for their contributions.



Prof Barnes welcomed guests



President Ho delivered the opening remarks

Each day of the workshop consisted of presentations by distinguished local and overseas scholars as well as management experts on various MOST issues, including human capital development, living wage, social enterprise and work-life balance. The afternoon sessions began with a case study followed by a tri-partite discussion facilitated by several panels to encourage interdisciplinary exchange between the panellists, civil social leaders and the participants.



Speakers and topics of each day are as follows:

Date	Topic	Speaker
3 July 2018	Human Capital Development and Diversity Management as a Source of International Competitive Management	<b>Ms Jennet Achyldurdyeva</b> PhD Candidate Institute of Human Resource Management National Sun Yat-Sen University
		<b>Dr Amy Wang</b> Lecturer Department of Management School of Business Hang Seng Management College
4 July 2018	Implications on Society and Transformation for Obtaining a 'Living Wage'	<b>Prof Peter Prowse</b> Professor of Human Resource Management and Employment Relations Sheffield Business School Sheffield Hallam University
5 July 2018	Social Innovation and Transformation Using the FairShares Model	<b>Prof Rory Ridley-Duff</b> Professor of Cooperative Social Entrepreneurship Sheffield Business School Sheffield Hallam University
		<b>Mr Thierry Weishaupt</b> China Operation General Manager VYV Group
6 July 2018	Wealth, Health and Social Transformation: The Influence of Capital on Money Management, Work-Life Balance and Gender	<b>Dr David Chui</b> Head and Associate Professor (Practice) Department of Economics and Finance School of Business Hang Seng Management College
		<b>Dr Eva Hung</b> Associate Head and Associate Professor Department of Social Science School of Humanities and Social Science Hang Seng Management College
		<b>Dr Lawrence Lei</b> Assistant Professor Department of Accountancy School of Business Hang Seng Management College



## Information Sessions for Master of Science in Entrepreneurial Management (MSC-EM) Programme



Two information sessions for the MSC-EM Programme, the first postgraduate programme offered by the School of Business, were successfully held on 25 January and 20 March 2018 respectively. The information sessions attracted different delegates, including HSMC undergraduate students, business executives, start-up entrepreneurs and athletes. Dr Thomas Man, Programme Director of the MSC-EM Programme, introduced the key features of the Programme to the participants.



*Dr Thomas Man*

Dr Man presented the programme structures, study mode, career prospects and the developments on entrepreneurship in Hong Kong to participants. Most of the participants indicated their interests in the Programme.





# BBA Programme

## BBA Programme Concentration Information Seminar 2017/18

The BBA Programme Office organised a Concentration Information Seminar for BBA Year 1 and 2 students on 29 March 2018. The seminar aimed at improving students' understanding of the three Concentrations, namely Accounting, Banking and Finance, and Marketing.

The seminar began with an opening remark by the Associate Programme Director, Dr Felix Tang. The representatives of the three Concentrations introduced the programme objectives, curriculums, professional recognitions and career prospects of each Concentration to the participants. Students are encouraged to select their Concentrations according to their capabilities and interests. After the introduction of the three Concentrations to the students, Dr Tang demonstrated the e-Registration procedures and gave them some warm reminders.



*Dr Felix Tang*

The seminar ended with the Concentration Breakout Session where students were divided into three groups according to their interests. Senior year students shared their learning and internship experiences with Year 1 and 2 students and answered the participants' enquiries regarding study of the three Concentrations.





## Concentration Selection and Career Planning Workshop



The Concentration Selection and Career Planning Workshop was held on 12 April 2018. The workshop aimed at providing an occasion for junior year students to share their future career goals and to seek advice on further study or career planning from the personal tutors and BBA Envoys.

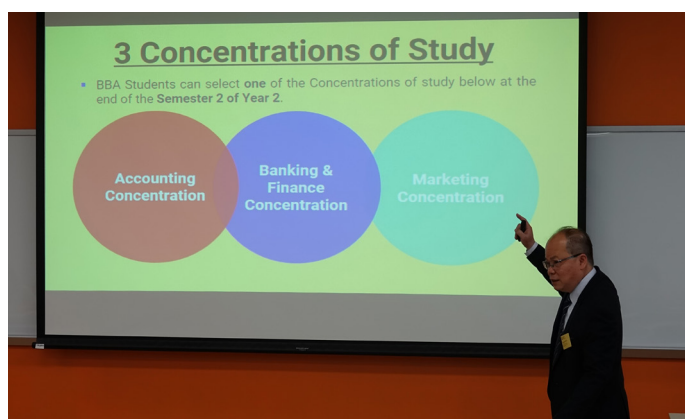


Junior year students were invited to join any one of the three Concentration groups according to their interests. Personal tutors introduced the career prospects to the students while the envoys shared their tips about study and internship. All participants enjoyed a relaxing afternoon.

## HSMC Programme Consultation Day 2018

Hang Seng Management College held the Programme Consultation Day on 16 June 2018. The BBA Programme organised an information session and set up an information booth respectively.

During the information session, Dr Thomas Leung, Programme Director of the BBA Programme, introduced the programme curriculum to the participants. The participants actively raised questions regarding admission procedures, overseas exchange opportunities and career prospects for the Programme.



*Dr Thomas Leung explained the programme curriculum to the participants*

Academic and administrative staff of the BBA Programme answered visitors' enquiries to enhance their understanding on the BBA Programme at the information booth.



*Dr Felix Tang, Associate Programme Director of the BBA Programme, answered the participants' enquiries*

# Department of Accountancy

## Bachelor of Business Administration in Corporate Governance (BBA-CG) Programme Advisory Committee Lunch Meeting 2017/18

The BBA-CG Programme Advisory Committee Lunch Meeting 2017/18 was held on 5 January 2018. Other than BBA-CG Advisory Committee members, Programme Director and Associate Programme Director, academic staff from the Department of Accountancy, President of the Students' Association of Corporate Governance (SACG) and the representative of the proposed new cabinet of the Students' Association also joined the meeting.

Membership Composition of the Programme Advisory Committee 2017/18 for BBA-CG Programme is as follows:

<b>Chairman</b>	<b>Ms Samantha Suen</b> Chief Executive The Hong Kong Institute of Chartered Secretaries
<b>Members</b>	<b>Ms Frances Chan</b> Director K. Leaders Business Consultants Limited
	<b>Ms Loretta Chan</b> Partner PricewaterhouseCoopers Limited
	<b>Ms Jenny Choi</b> Executive Director Global Compliance & Reporting – Corporate Ernst & Young Company Secretarial Services Limited
	<b>Mr Kevin Lau</b> Independent Non-executive Director Comba Telecom Systems Holdings Limited

Prof Kevin Lam, BBA-CG Programme Director, welcomed all Committee Members and extended gratitude to them for their support. He updated the participants on the new programme curriculum, student activities and achievements. Committee Members gave useful feedbacks and suggestions on the modules' refinement and programme development. Student representatives were also invited to share views on their studies.



Front row (from left): Mr Kevin Lau, Ms Loretta Chan, Prof Kevin Lam, Ms Samantha Suen, Ms Frances Chan, Ms Jenny Choi and Dr Betty Kwok; back row (from left): Mr Tony Chan, Dr Stacy Wang, Dr Linsey Chen, Mr John Chin, Ms Joelle Chan and Ms Joey Lee



## Professional Bodies Briefing Session Series 2 cum the 3<sup>rd</sup> Personal Tutor-tutee Networking

To update students with different professional qualifications and stimulate interactions among students, teachers and professional bodies, the Department of Accountancy organised the Professional Bodies Briefing Session Series 2 cum the 3<sup>rd</sup> Personal Tutor-tutee Networking on 1 February 2018.

Representatives from the Hong Kong Institute of Chartered Secretaries (HKICS) and the Taxation Institute of Hong Kong (TIHK) were invited to introduce their representing institutes, professional qualifications and examination structures to the students.



*Prof Kevin Lam and Dr Betty Kwok presented souvenirs to Ms Anna Kong (2<sup>nd</sup> right) and Ms Candy Wong (rightmost), representatives from HKICS*



*Prof Kevin Lam and Dr Betty Kwok presented souvenir to Mr Webster Ng (middle), representative from TIHK*

Students were split into groups and discussed the professional qualifications as well as career prospects with their personal tutors. Personal

Tutors and students also mingled with industry representatives. With strong connections with industry, BBA-CG students could have great exposures to the professional bodies in long-term career planning.

## Guest Lecture on “Auditing in Financial Services” cum the 4<sup>th</sup> Personal Tutor-tutee Networking



Guest lecture on “Auditing in Financial Services” cum the 4<sup>th</sup> Personal Tutor-tutee Networking was successfully held on 1 March 2018.

The 4<sup>th</sup> Personal Tutor-tutee Networking was scheduled for students to seek advice from the personal tutors on their studies and careers.

Mr Mervyn Jacob, Partner of PricewaterhouseCoopers (PwC), was invited to deliver a lecture on the job nature of an auditor in financial services industry. He shared his view and aspiration on the changing role of auditing profession in the contemporary high-tech era.



*Prof Kevin Lam presented souvenir to Mr Mervyn Jacob*



## Guest Lecture on “Various Paths in Accounting Profession”

Guest Lecture on “Various Paths in Accounting Profession” was held on 22 March 2018.



Mr Andy Chan, Guest of Honour, introduced various career opportunities from CPA firms and different sectors, as well as individual distinctive features to the students. He advised students to pursue their careers according to their strengths and personalities. In addition, Mr Chan also shared some tips on producing a decent CV and preparation for job interviews.



*Prof Kevin Lam presented souvenir to Mr Andy Chan*

## Seminar: Mr Franklin Lam – “Rising City in a Sinking World: Why We Must Build Capacity for Hong Kong to Realise Our Outsized Future?”

The Department of Accountancy, in association with the Executive Development Centre, was honoured to have Mr Franklin Lam, Adjunct Professor of the Department of Accountancy of HSMC and Founder

of HKGolden50, to conduct a seminar entitled “Rising City in a Sinking World: Why We Must Build Capacity for Hong Kong to Realise Our Outsized Future?” on 12 April 2018.

Prof Simon Ho, President of HSMC, delivered an opening remark to welcome Mr Lam and all guests, academics and professional experts.



*Mr Franklin Lam*

During the seminar, Mr Lam argued that the global economy will deteriorate due to ageing population and debt overburden. He also shed light on how Hong Kong would be able to overcome the challenges and become one of the few cities with sustainable economic growth in the future.



*(From left) Ms Joanna Kwok, Director of the Executive Development Centre, Prof Simon Ho, Mr Franklin Lam and Prof Kevin Lam*



## EAF Research Seminars – Series 5



A series of Research Seminars was organised by the Research Development Group of the Department of Economics and Finance (EAF) throughout the academic year. The series offered a valuable platform for the academic staff to share and to disseminate their research findings.

The fifth EAF research seminar was successfully held on 1 March 2018.

Research Topic	Speaker
Valuation and Liquidity Effects of Exchange Switching: Evidence from Hong Kong Growth Enterprise Market (GEM)	<b>Dr Johnny Kwok</b>
Do Institutional Investors Exploit Expectation Errors in Value/Glamour Stocks?	<b>Dr Jeff Shen</b>
Fundamental Analysis and Stock Returns in International Equity Markets	



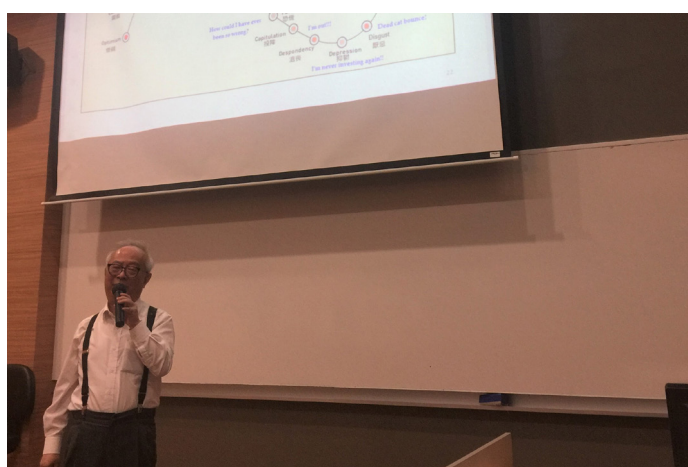
## Banking and Finance Seminar Series 2018

The Banking and Finance Seminar Series 2018, co-organised by Department of Economics and Finance and Student Affairs Office, features three respective seminars given by three speakers with expertise in the different profession.

The series was full of perceptive insights in recruitment trends, latest developments and opportunities. The Department of Economics and Finance thanked the three speakers for their informative seminars.



Mr Jian Ying



Mr Yee Kwong Hui



Ms Chen Ding

Following is the information of the series:

Date	Topic	Speaker
12 March 2018	China A-Share Market: Soaring 30 Times in Coming 20 Years	<b>Mr Yee Kwong Hui</b> Responsible Officer Investport (Hong Kong) Limited
23 March 2018	Latest Trend and Career Opportunities in Asset and Wealth Management	<b>Mr Jian Ying</b> Senior Economic Analyst Bank of China (Hong Kong) Limited
9 April 2018	Development Prospect of the Greater Bay Area and the Discussion on the Financial Co-operation of Guangdong-Hong Kong-Macau	<b>Ms Chen Ding</b> Chief Executive Officer CSOP Assets Management Limited



## The New Economic Landscape in China after the 19<sup>th</sup> National Congress of the Communist Party of China (CPC)



The public seminar “The New Economic Landscape in China after the 19<sup>th</sup> National Congress of the Communist Party of China (CPC)”, co-organised by the Department of Economics and Finance, Executive Development Centre and Research Institute for Business, was held on 19 April 2018. Three renowned speakers, namely Prof Guanghua Wan, Director of World Economics Institute at Fudan University, Mr Billy Wong, Principal Economist of Hong Kong Trade Development Council and Dr Alicia Garcia Herrero, Chief Economist of Natixis, analysed and anticipated the economic developments of China after the 19<sup>th</sup> National Congress of the CPC.



(From left) Prof Guanghua Wan, Prof Bradley R. Barnes and Dr Alicia Garcia Herrero

## Financial Trading Laboratory Workshop Series



The Financial Trading Laboratory Workshop Series aimed to increase students' awareness of the financial market structure and familiarise students with business-related activities on the field of capital market, fixed income & equities (sales & trading), financial engineering, structured products, advisory service, hedge fund, proprietary trading techniques, etc.

Invited practitioners spoke on their areas of expertise and conducted discussion forum. The seminar was conducted in the Financial Trading Room using Bloomberg terminals for illustrations. The series features two seminars: “An Introduction to Foreign Exchange Market” by Dr Kaz Kwok and “Exploring the Finance Job Market Using Bloomberg and the Web” by Mr Bosco Yim.

The Department of Economics and Finance is going to organise more workshops in the future. Please stay tuned with the Department of Economics and Finance for the updates!

Department

management

## Executive Mentorship Programme 2016/17 Closing & 2017/18 Welcoming Ceremony



The Department of Management organised the Executive Mentorship Programme 2017 Closing & 2018 Welcoming Ceremony on 13 January 2018. The Executive Mentorship Programme was initiated to nurture students' personal growth with the assistance from the mentors.

This year, over 30 participants attended the ceremony. The Department of Management was glad to have successful professionals or senior executives in various business sectors, such as accounting, human resources, marketing and retailing, etc., to serve as the mentors of the programme.



*Dr Raymond Law*

Dr Raymond Law, Person-In-Charge of the programme, appreciated the mentors' tremendous support and contributions throughout the year. He also encouraged students to seek advice from mentors proactively and frequently. The Ceremony connected the mentees with the mentors and enhanced students' sense of belongings to the College.





## “Management Venue” Programme



The Department of Management organised the “Management Venue” programme in the second semester of the academic year 2017/18, with the objective to enrich students’ learning experiences. The programme comprised two parts:

### Part 1 – Seminar on Getting from Idea to Industry

The Department of Management invited Ms Stephanie Huang, Manager of Inno Space Centre and Mr Chuck Fung, Senior Consultant of Hong Kong Productivity Council (HKPC), to share their operation experiences with HSMC staff and students on 1 February 2018.

Ms Huang kicked off the seminar with an introduction to HKPC and Inno Space Centre. She elaborated the strategies and difficulties on the operation of high-technology start-up.



*Ms Stephanie Huang*

Mr Fung, who has over 15 years experience in 3-D printing and prototyping technology, gave an overview of the prototyping process and services. Drawing on his experience, Mr Fung claimed that meeting the market demand is the key to success and he further illustrated his idea through case study.



*Mr Chuck Fung*

The seminar ended with a Q&A session.

### Part 2 – Visit the Inno Space Centre cum Prototype Production Workshop

On 24 February 2018, the Department of Management held a site visit to the Inno Space Centre. The docents of the Inno Space Centre demonstrated the prototyping devices, such as 3-D printer and laser cutting machines, and explained the underlying technologies.



*Ms Huang (rightmost), Manager of the Inno Space Centre, introduced the facilities to participants*





*Dr Victor Lau (leftmost) and the students learned how to run the 3-D printing software*

The participants got the valuable chance to manipulate the prototyping devices. They all earned hands-on experiences and enjoyed the visit.



*3-D souvenirs*

### **Management as a Liberal Art Seminar (MLA): “A Functioning Society”**

The Department of Management was glad to invite Mr Ming Lo Shao, Founder of Peter F. Drucker Academy, to deliver a seminar at the College Chamber on 15 March 2018.

Mr Shao elaborated the relationships among management, current social structure and the functioning community. The participants were given the valuable opportunities to raise questions and discussed with Mr Shao after the seminar.



*Mr Ming Lo Shao*



*Students expressed their opinions*



Prof Simon Ho, President of HSMC, gave concluding remarks on the MLA seminar for its exploration on value judgement behind management and the importance of business outcomes.





# Department of Marketing

## CEO Talk

The Department of Marketing organised a series of CEO Talk and invited two CEOs to give the speeches to HSMC staff and students in the second semester.

### Brand Management – The Story of Pricerite

On 17 April 2018, Mr Derek Ng, CEO of Pricerite, shared with HSMC staff and students about brand building. Mr Ng explained how agile marketing strategies have enabled Pricerite to reach a broader customer base and strengthen the brand's emotional bonding with its customers.



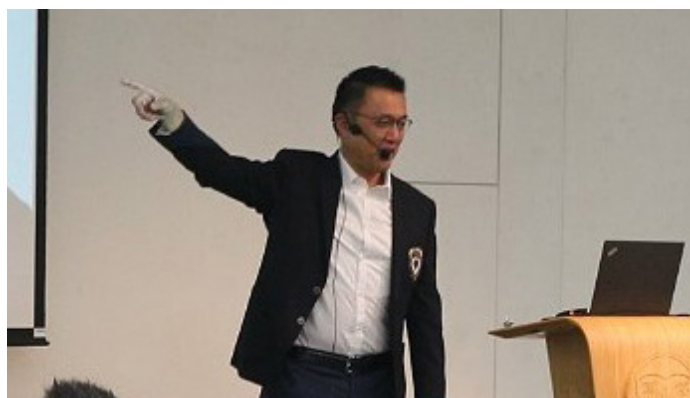
*Mr Derek Ng*

The CEO Talk included a Q&A session and invoked enthusiastic discussions in the session.



### Retail Management – Managing Change in the Hong Kong Retail Industry

On 20 April 2018, Mr Philip Ma, CEO of the 118-year-old Sincere Department Store, delivered a talk on managing changes in the Hong Kong retail industry.



Mr Philip Ma

Mr Ma shared how Sincere has sought to modernise its brand image and engage its customers via multimedia communications and attractive merchandise. He also stated that the Hong Kong retail industry has been suffering from manpower shortage, which bodes well for students considering a career in the retail sector.



### Marketing Research Seminar – Managing Pre-consumption and Consumption Touchpoints to Enhance Brand Experience for Greater Brand Equity

On 8 March 2018, Prof Sherriff Luk from Nanjing University of Finance & Economics presented his research on brand management to the staff and students of the Department of Marketing. Prof Luk's research integrates the theory of brand touchpoints and brand experience to shed new light on managing brand experience and enhancing brand equity. He also shared his research and publication strategies based on his experiences in China and Hong Kong.



Prof Sherriff Luk discussed with the participants

### Alumni Sharing on Marketing Careers



Seven BBA-MKT alumni from different industries were invited to attend the alumni sharing session at their alma mater on 20 April 2018.



The alumni shared their insights on the latest market trends and gave some interview tips to the students. This event connected the teachers, alumni and students of the Department of Marketing and prepared BBA-MKT students to enter the labour market upon graduation.



## The 27<sup>th</sup> World Business Congress



The Department of Marketing and the Research Institute for Business of HSMC, in conjunction with the International Management Development Association (IMDA), hosted the 27<sup>th</sup> World Business Congress at HSMC from 11 – 13 June 2018. The congress centred on the theme “Transformation, Coopetition, and Sustainability in the Era of Globalization, Engagement, and Disruptive Technology”.



*Prof Simon Ho*



*Dr Bernard Chan*

The Congress was officiated by Prof Simon Ho. Dr Bernard Chan, Under Secretary for Commerce

and Economic Development, then delivered a keynote speech on Belt and Road. In his speech, Dr Chan emphasised how Hong Kong can play an important role in Belt and Road. For example, Hong Kong universities can develop talents in engineering, finance and management to support the infrastructure and investment projects arising from Belt and Road. Dr Chan also answered a series of questions raised by academics and senior executives on pertinent issues ranging from property rights to business risks.

Experts from academia and business led three inspiring plenary sessions. Dr Thomas Chan, Director of One Belt One Road Research Institute of Chu Hai College and Mr Morris Cheung, President of MTR Academy, addressed the long-term impacts of Belt and Road on business communities in Greater China. Dr Thomas Man, Director of HSMC's Wu Jieh Yee Centre for Innovation and Entrepreneurship, Prof Barry Unger Associate Professor of Boston University, Prof Zhang Shujun, Professor of Management at Sun Yat-Sen Business School and Mr Garrick Lau, CEO of Junior Achievement Hong Kong, brainstormed opportunities and challenges underlying the fledgling creative and sharing economy in Greater China. The Deans' Forum hosted by Prof Bradley R. Barnes, Prof Erdener Kaynak, Professor of Marketing at Pennsylvania State University, Prof Piyush Sharma, Professor of Curtin University, Prof Wendy Wan, Professor of Tunghai University and Prof Oliver Yau, Distinguished and Honorary Professor, The Open University of Hong Kong, generated thought-provoking discussions on business education in Greater China.

Researchers from around the world presented over 60 topics in 22 academic sessions, which covered a wide spectrum of topics from brand management, digital marketing and global marketing to business education, business ethics and sustainability. Among the presenters were a dozen or so HSMC colleagues from six different Departments.

# Research Institute for Business

## Book Talk on 「真・君子商贏之道」



The HSMC Library and Research Institute for Business co-organised two book talks on 19 and 20 April 2018 respectively to discuss the Junzi Corporation Project and the book 「真・君子商贏之道」.

The book authors introduced the book and explained why our staff members and students were willing to work on a book about business ethics and Junzi Corporation Survey in the past 18 months.



The guests included Prof Po Keung Ip, Dr Felix Tang, Dr Ting Ting Xie, Dr Yam Wing Siu and Dr Kaz Kwok. The authors shared the insights they gained on the research projects and stressed the importance of the concept of "Junzi" and its five virtues.

At the book talks, participants knew more about the project of Junzi Corporation Survey and its developments since 2011. The authors agreed that the book aims at recognising the achievements and significances of the project. The project would continue to promote business ethics in Hong Kong.

For more details, please visit <https://junzi.hsmc.edu.hk/>.



## Publications of Research Institute for Business



### 真·君子商贏之道

Published in March 2018

The book was co-published by the Research Institute for Business and Ming Pao Publishing Limited. It is a combined contribution by more than 40 academics and students from the five Schools of HSMC, as well as experts who have conducted research in Confucian business ethics.

The book contains theories of Confucian business and Junzi's five virtues, real stories of 12 awarded Junzi corporations, a review of Junzi Corporation Survey which began in 2011 and sharing from secondary school students about business ethics.

For subscription, please contact the Communications and Public Affairs Office of our College at [cpao@hsmc.edu.hk](mailto:cpao@hsmc.edu.hk) or visit Joint Publishing HK, Popular Bookstore HK and other major bookstores in Hong Kong.



### Hang Seng Management College Business Review

Published in April 2018

The Research Institute for Business, in association with the Academy of International Business, Southeast Asia Chapter and Hong Kong Institute of Business Studies, Lingnan University, published the very first business journal – Hang Seng Management College Business Review.

The journal aims at circulating business-related research findings and innovative ideas, especially on interdisciplinary subjects. Readers can draw advantages on the challenges generated by changes in economic environment. The inaugural issue contains six interesting articles.

Please click <https://rib.hsmc.edu.hk/en/research/#hsmc-business-review> to view the 1<sup>st</sup> Volume. Enjoy reading!

# Student Achievements

Our students have participated in various competitions with flying colours! Students achievements from October 2017 to May 2018 are listed below:

## October 2017

HKICS Corporate Governance Paper Writing & Presentation Competition 2017

First Runner-up in Paper Writing Competition	Yau Tsz Kwan	BBA-CG Year 4
Second Runner-up in Paper Presentation Competition	Cheung Tsz Ying	BBA-ACC Year 4
	Kan Kwan Yi	BBA-ACC Year 4

## November 2017

CPA Australia Distinction Award 2017

CPA Australia Distinction Award	Cheung Chun Yan	BBA-ACC 2017 Graduate
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HKICPA QP Case Analysis Competition 2017

Merit Prize & Best Written Report	Chau Ka Wai	BBA-ACC Year 3
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## February 2018

ACCA Hong Kong Business Competition 2017

Research Excellence Award & Merit Award	Cheung Tsz Ying	BBA-ACC Year 4
	Kan Kwan Yi	BBA-ACC Year 4
	Lam Sze Ying	BBA-ACC Year 4

## March 2018

Joint University Outstanding Marketing Award 2017-18

Gold Award & Best Advertising Video Award	Chan Ho Yi	BBA-MGT Year 4
	Chan Pak Hang	BBA-MKT Year 4
	Cheung Ching Hei	BBA-CG Year 4
	Tsang Pui Man	BBA-MGT Year 4





April 2018

HSMC Entrepreneurship Challenge 2018

Champion	Kuan Ching Sum	BBA-MKT Year 4
	Tang Hiu Tung	BBA-MKT Year 4
	Yeung Kwan Ling	BBA-MKT Year 4
First Runner-up	Tsang Wun Yan	BBA-MKT Year 3
	Wong Tze Yan	BBA-MKT Year 3



Joint University Forex Investment Simulation Contest 2018

First Runner-up	Chan Chin Hong	BBA-BAF Year 3
	Ho Lap Yeung	BBA Year 2
	Luk Quentin	BBA Year 2
	Ng Shang Him	BBA-ACC Year 4



Shadow a CEO Programme

Winner	Wong Lok Sze	BBA-CG Year 4
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May 2018

TIHK Tax Debate Competition 2018

First Runner-up & Best Team Spirit Award	Ho Keung Chun	BBA-ACC Year 3
	Poon Yuk Sheung	BBA-ACC Year 4
	So Wing Yan	BBA-ACC Year 4
	Tam Ka Chun	BBA-ACC Year 4



Congratulations to all the awardees and wish them all the best in their future endeavours!



# Staff Updates

## PhD Honorary

Dr Alex Lau, Senior Lecturer of the Department of Marketing, received his doctoral degree in April 2018. Congratulations to Dr Lau!

## Staff Achievement

Dr Brian Tung, Senior Lecturer of the Department of Economics and Finance, won one of the three Best Paper Awards in the 27<sup>th</sup> World Business Congress (WBC) co-organised by the International Management Development Association (IMDA) and Hang Seng Management College on 11 - 13 June 2018.

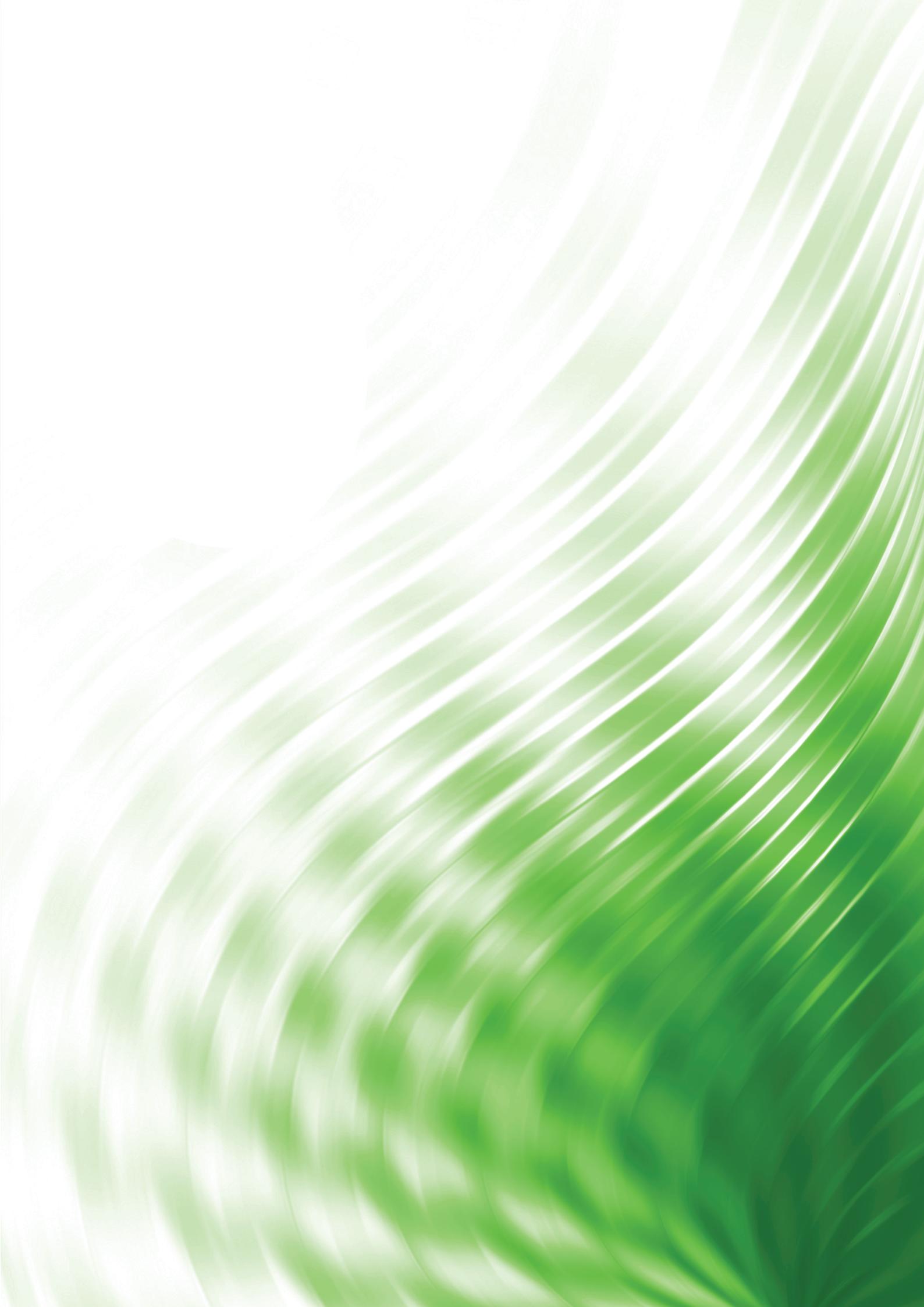


*Dr Erdener Kaynak (right) presented the award to Dr Brian Tung*

Well fitted into the theme of the 27<sup>th</sup> WDC, the award-winning paper titled “The Importance of Reward and Recognition System in the Leadership of Virtual Project Teams: A Qualitative Research for the Financial Services Sector” was a co-authored empirical research examining the relationship between reward and recognition systems and virtual project team effectiveness, in the context of financial services sector. The research team conducted semi-structured interviews with experienced leaders in the financial services sector to investigate the practitioners’ perspectives regarding the types of reward preferred and how those reward systems affect virtual project team effectiveness.

The findings shed light on how to design and implement reward and recognition system to cope with the “new normal” of setting up virtual project team in the sector to enhance the team effectiveness.





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