

BIZ

Newsletter Issue 13
June 2019

**Dr Felix Tang shares his
teaching philosophy**

**Retired Sports Elites Choosing
MSC-EM for Future Development**



商學院
SCHOOL OF BUSINESS
香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG

利國偉教學大樓 LEE QUO WEI

CONTENT

02 - 03

Dean's Corner

04 - 08

Featuring

Dr Felix TANG's Interview

Retired Sports Elites Choosing
MSC-EM for Future Development

09 - 13

SBUS news

Student Orientation 2018/19

Academic Retreat 2017/18

AACSB Asia Pacific Annual Conference

Campus Visit by National Changhua
University of Education

HSUHK Information Day

The 7th World Business Ethics Forum

14 - 23

**Department's
News**

Department of Accountancy

Department of Economics and Finance

Department of Management

Department of Marketing

24 - 25

**Students'
Achievements**

28

Students' Corner

DEAN'S CORNER

Firstly, I would like to wish everyone a very happy new year for 2019. I hope this year will bring to you and your families good health, happiness and prosperity. 2018 seemed to pass very quickly, I think it was probably the fastest year in my life, which is a little scary, particularly as we all become older. I also believe that this is a tribute to all staff at the School and I wish to personally thank you all again for your hard work and endurance, making me feel most welcome here, so that I enjoy the life changing transition from European, or UK life.

I am very happy with the School's performance over the last year and we have performed admirably. Collectively, we have a significant greater number of staff this year that will receive a Business School teaching excellence award. Around two thirds of our staff will therefore be awarded with a certificate at the presentation ceremony in January, 2019. I really doubt if any other School in Hong Kong could compare with us and I am really proud of everyone's commitment to support students and do a truly excellent job in terms of looking after our students. I know the students appreciate your work too and this extends to everyone's success in competitions. Everyone's time and patience with students is a tribute to the School and I personally wish to thank everyone for helping us create this enviable reputation in the sector.

However, we are not just a one trick pony, and it is equally pleasing to see our number of publication acceptances rise significantly this year. Whilst this is an area, we probably can't win the UGC institutions at, we have performed admirably over 2017/18 and we have had acceptances in a number of leading journals. The nature of our private university status and how we are funded implies we are not likely to be

closely positioned alongside the research endeavours of our neighbouring institutions. Having said that, we have aspiration to develop research further and continue to grow. I strongly don't wish staff to have the pressure or feel obliged to publish in the elite journals, albeit acceptances in such journals will always be welcomed. Once again, congratulations to all staff on receiving a research achievement award. Staff numbers have increased from the previous year and we have a good balance between members with accepted publications and grant capture.

Going forward, I intend to steer the School in the direction suggested by our staff members at the 2017 and 2018 staff retreats. I recall in 2017 asking staff where we would like to see the School in five years' time. At that time, academics wished to work beyond undergraduate teaching. There was a clear aspiration to raise the profile by having Masters' and Research degrees. At the 2018 retreat, we were able to follow-up on the PG provision and create an outline plan for me to work on going forward. I have also established links with Curtin in Australia and Nottingham in the UK, for us to potentially consider and offer joint PhD supervision with their faculty members. This year, I aim to develop these initiatives further, so that by 2020, we can be considered a fully comprehensive Business School that offers a significant number of UG programmes, a suite of MSc programmes and a jointly delivered PhD programme. I will also continue to engage with the AACSB accreditation process, particularly Assurance of Learning and compile our Self Evaluation Report.

I would also like to share with you below, details relating to the recent trip that I made to the UK as Global Exchange Committee Co-Chair, where I visited two universities.

Leeds Beckett University

With a 190-year history of education, Leeds Beckett University is a public university in Leeds of West Yorkshire, which is one of the UK's larger financial centres. Its Deputy Vice Chancellor (Academic) last visited HSUHK in April 2018 as a panel member of the Institutional Review for the Private University Title and was very impressed with our governance and development.



I subsequently approached Leeds Beckett who had an interest in discussions with HSUHK to establish a partnership. In response to an invitation by Leeds Beckett, I visited the University on 19 December 2018 and met with Professor Jeanne KEAY (Pro-Vice Chancellor, Global Engagement) and Mr Joe ROSSITER (Associate Director - International Recruitment & Partnerships). A Memorandum of Understanding on a university level was signed during the visit.

University of Huddersfield

Located in Huddersfield of West Yorkshire in Northern England, the University is number one in England for the proportion of staff with teaching qualifications (according to statistics by The Higher Education Statistics Agency in the UK, 2018).

As a follow up to my UK trip in May 2018, I had been liaising with Huddersfield to discuss a possible partnership. On 20 December 2018, I was received by Professor Jill JOHNES, Dean of Huddersfield Business School and Professor John ANCHOR (Associate Dean International). The visit was concluded by signing a Memorandum of Understanding between our School and Huddersfield Business School. According to Professor John ANCHOR, it is expected that the collaboration could be extended to a university level.



To round up, once again, I wish to thank everyone personally for a great 2018 and I hope we can continue to grow and develop incrementally. I very much value your continued support in positioning our School in the future. I will continue to have an open-door policy and I really welcome you coming to chat with me, if you feel I can help in anyway.

Kind regards and best wishes!!

Prof Bradley R. BARNES
Dean
School of Business

FEATURING



Interview with Dr Felix TANG and his Teaching Philosophy:

*“Student-centric, life-long motivation
with a genuine heart”* (by Dr Felix TANG)

My teaching philosophy is “**student-centric, life-long motivation with a genuine heart**”. I first learnt this teaching philosophy from my parents.

My father was a secondary school teacher and my mother was a primary school teacher for over thirty years. When I was young, my parents were very hard-working and often worked till very late for their teaching preparation. Teaching is not an easy job, my mother told me that the most satisfying reward of being a teacher was to see the positive change and growth in students.

I really admire and respect my parents’ teaching profession. It also gives me a thought, as my parents taught in primary school and secondary school, if I could teach in a university, my parents would surely be proud of me.

Teaching with an *ABC* Style

Fortunately, I have met many excellent teachers in my life. They had significant impacts on developing my philosophy of good teaching and learning approach as well as shaping my style of teaching. My teaching style can be summarized as ABC:

Authoritative

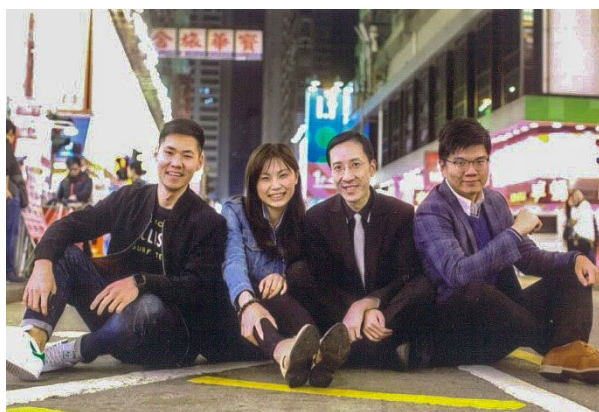
I conducted a small experiment around 2015. I positioned myself as a “killer” professor in two classes and positioned myself as a caring professor in another two classes in the first six weeks of class. I found students in the “killer” condition performed better in the mid-term exam than those in the “caring” condition; furthermore, there was less a problem



of free riders. Some students later told me that they were scared of me in the beginning, but they liked me more after they discovered that I was actually approachable when they need my help. I guess being more authoritative (at least for the first half of the semesters) worked well for me as a teaching style.

Boundaryless

That year, I learnt a lot about how knowledge can be demonstrated beyond the oral and written report. I am always aware to bring this boundaryless experience to my students at HSU, whenever possible. I encourage them to propose innovative ways to demonstrate their understanding of the teaching content. Perhaps students have no idea of the notion of “pick any topic” and “submit your work in any form” to demonstrate their understanding. However, I will provide a few basic guidelines when students have no clue of what is expected from them. Meanwhile, I motivate them to deliver the deliverables in a way that is beyond my expectation. Therefore, it is not uncommon to hear music or to see a mini-drama in the presentation during my class.



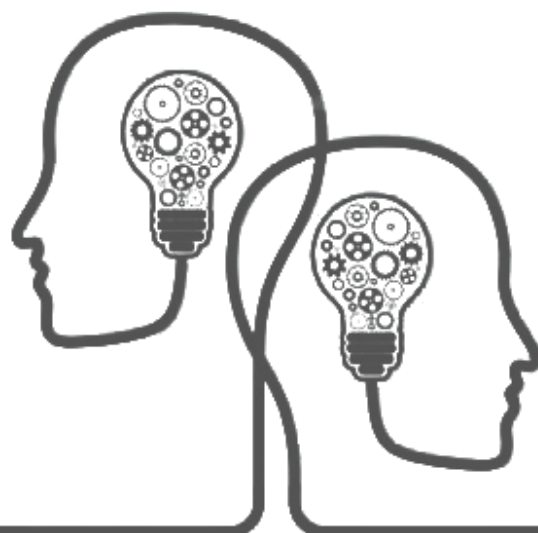
Cool

Actions speak louder than words. It is important to be cool as it keeps students interested and challenged throughout the course. To capture students' interest, I asked a helper to come into the class, slap me and walk away. As expected, students were shocked. Then, I explained to them that it was an example of flashbulb memory which an event was so shocking or surprising that creates a strong and accurate memory.

Service-Learning

I am fascinated to strive for better teaching skills throughout the years. I always try to experiment on new teaching skills with actual practices. I found that Service-Learning was a useful pedagogy to engage students in learning. A Service-Learning Section is established under the Centre for Teaching and Learning (CTL) to promote the pedagogy of service-learning at HSUHK. We planned to integrate service learning into the curriculum in AY2019/20. An option will be provided for students in specific modules to complete part of the learning and assessments through service provision. Service-learning can enrich the curriculum and teaching methods, and subsequently enhances students' understanding of the module content. A list of appropriate modules will be selected from different programmes.

Service-Learning combines academic study with meaningful community service and reflection not only can the students learn from the classrooms, but also apply classroom knowledge into meaningful service. It is mutually beneficial to both the service provider and the service recipient.



RETIRED SPORTS EL MSC-EM FOR FUTUR



Mr KWOK Ho Ting, Marco

is a retired world champion Hong Kong cyclist, he is now studying in MSC-EM to further develop on his founding technology company – GRWTH, which offers a sports platform to analyse student performance and potentials thus to provide student supports they need to succeed.

In 2011, Marco successfully peddled his way to a **Rainbow Jersey**, beating multiple veterans at the UCI Track Cycling World Championships for Men's Scratch Race at Apeldoorn, Netherlands. Through this, he became the

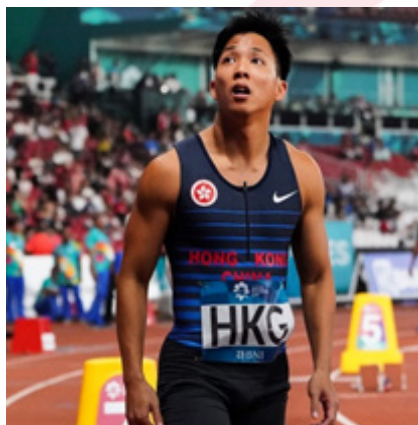
second male World Champion from Asia, after the legendary WONG Kam-Po, to wear the Rainbow Jersey.

The following year, he won the Hong Kong's Sports Stars Award's Outstanding Athlete Award, HK Sports Press Association's Hong Kong Best Male Athlete Award, and the Chief Executive's Commendation for Community Service. Unfortunately, Marco suffered from a spinal disc herniation, his legs are unable to move like before, but Marco did not give up and used his time recovering to pursue a Bachelor's degree at The Education University of Hong Kong.



In 2017, Marco has been elected as one of the awardees of the Hong Kong Ten Outstanding Young Persons in the Hong Kong Ten Outstanding Young Persons Selection 2017 organised by the Junior Chamber International Hong Kong.

ATHLETES CHOOSING CAREER DEVELOPMENT



Mr LAI Chun Ho is one of the MSC-EM students in the first cohort intake, he was a member of Hong Kong athletic team and started his athletics life at a junior age of only 15. He was very capable, specifically in the relay, by taking part in many world-class competitions and making accomplishment historically for Hong Kong, i.e. IAAF World Junior Championships, a representative in the Beijing Olympics and London Olympic Games, a medallist of Asian Indoor Track-and-Field Championships, Asian Athletics Championships and Incheon Asian Games, etc.



Mr Marco KWOK (right) and Mr LAI Chun Ho (left) at the "Stars to Shine" Mentorship Programme Kick-off Ceremony organised by Hong Kong Athletes Career & Education Programme (HKACEP)

Apart from the tremendous results on sports, LAI did great at academics as well. In 2016, he completed his Bachelor Degree at The Hong Kong Polytechnic University.



Student Orientation 2018/19

The Student Orientation of the School of Business was held on 21 August 2018 at the University Hall to welcome more than 500 freshmen to the School. Dean BARNES gave a warm welcoming speech and briefly introduced the School's structure and governance to the freshmen. All participants were encouraged to embrace every challenge in their four years of study, particularly the overwhelming opportunities for overseas exchange and internship.

The School of Business wishes all freshmen a brilliant and fruitful study life ahead.





Academic Retreat 2017/18

The School of Business held the Academic Retreat 2017/18 at Courtyard by Marriott Hong Kong Sha Tin. The Retreat was held on 31 August 2018, with the participation of over 70 academic and administrative staff members.

The Retreat generated a great deal of discussion and covered a wide range of topics. The academic and administrative staff members presented ways to increase student enrollment, proposed creative titles for four distinctive pathways and highlighted the curricula for the proposed Global Master's Degree Programme. At the end of the Retreat, Dean BARNES appreciated efforts and contributions of the participants. All inputs would serve as valuable and useful references when the School formulates its educational directions and the related initiatives for moving towards the next level of academic excellence.



AACSB Asia Pacific Annual Conference

Dean BARNES attended the AACSB Asia Pacific Annual Conference at Nagoya, Japan from 29-31 October 2018. The Conference provided a platform to network with other Deans, Associate Deans and key administrators from AACSB members in the Asia Pacific region.

On reflection of the event, Dean BARNES said, "Attending the conference was useful for raising profile. Obtaining full university status during the event proved beneficial for enhancing our credibility with key personnel both with AACSB itself and accredited business schools in attendance."

The School of Business has successfully applied for AACSB Accreditation and Prof Michael LEE, Vice President of International Affairs, Fu Jen Catholic University, has been appointed as our mentor of the accreditation process.



Campus Visit by National Changhua University of Education



On 21 December 2018, 8 delegates from National Changhua University of Education visited The Hang Seng University of Hong Kong to explore future collaboration between the two universities. Led by Professor Kaili YIEH, Dean of the College of Management, the visitors were introduced to the University and the School of Business by President Simon HO, and Dr Thomas LEUNG, Associate Dean of SBUS respectively. They also visited the Wu Jieh Yee Centre for Innovation and Entrepreneurship before joining the lunch hosted by the President. The visit concluded with a tour to the Lee Kum Kee (Int'l) Trading Ltd. at Tai Po.

HSUHK Information Day

On 17 November 2018, more than 1,000 prospective students and their parents visited the University for the HSUHK Information Day 2018. Visitors were warmly welcomed by staff members and were toured around the campus for enhancing their understandings of the University environment.

The School of Business and its Departments set up information booths at the Auditorium and organised a series of workshops and seminars to provide visitors with the most up-to-date information about the offering undergraduate and taught postgraduate programmes. The series of workshops and seminars were well received and most of the venues were crammed with visitors who wished to explore more of the School's programmes.



Dean BARNES visited the School and the Departments' booths to show his support. He was also very kind to give an opening remark in the 2 seminars of the Bachelor of Business Administration (Honours) Programme to welcome parents and students to the newest private University in Hong Kong and discuss the future developments of the School.

The Information Day was the first public event since university retitling of the Hang Seng University of Hong Kong (HSUHK). The Information Day was successfully held and a record-breaking high number of admission applications were received on the day. Let's give a big round of applause to all participating staff members and students.



The 7th World Business Ethics Forum

Jointly organised by the University of Macau (UM), Hong Kong Baptist University (HKBU) and The Hang Seng University of Hong Kong (HSUHK), the 7th World Business Ethics Forum (WBEF) was held in Macau (2 and 3 Dec 2018) and Hong Kong (4 Dec 2018). “Business Ethics, Leadership and the New Economy” was the theme of the forum this year.

On the 4th of December, over 50 academics and industry practitioners joined the last day of the forum at the HSUHK campus. The forum was officially kicked off by President Simon HO and Dean BARNES. Speaking at the opening ceremony, Dean BARNES remarked that Business Ethics is one of the major values advocated at HSUHK. The Forum introduced the concept of the “Junzi Corporation” to signify a business corporation which is run in accordance with the Confucianist code of ethics. The Research Institute for Business has been conducting the “Junzi Corporation Survey” since 2011.

The Forum was honoured to have two prominent experts, Dr Jonathan CHOI Koon-shum, GBS, BBS, JP, Chairman of Sunwah Group, and Professor Robin Stanley SNELL, Professor of Management, Lingnan University, to give keynote speeches, making the highlights of the Forum.



Corporate Affairs System (CAS) Training Workshop



The Department of Accountancy, in association with BGL Corporate Solutions Pty Ltd. (BGL), organised the “Corporate Affairs System (CAS) Training Workshop” on 22 June 2018.

CAS is one of the world’s leading corporate compliance softwares which provide a wide range of useful features to assist corporate secretaries and administrators to perform their compliance duties. During the workshop, participants got hands-on experience of the software application and learnt how to enhance efficiency with the help of technology.

HSMC Summer Academy 2018 – Demo Lecture on “Smart Governance: Sustainable Housing Development”

The demo lecture has been held by our BBA in Corporate Governance Programme on 5 July 2018, as a part of HSMC Summer Academy 2018. It is Introduced by Dr Linsey CHEN (Assistant Professor).

Dr CHEN introduced the fundamental concept of “Sustainable Development” and its applications in Hong Kong Housing Development to participants and also facilitated discussion on the related topics.



AC.CG Reception cum Alumni Homecoming Cocktail

AC.CG Reception cum Alumni Homecoming Cocktail was successfully held on 7 September 2018 for all students from BBA (with Accounting Concentration) and BBA in Corporate Governance. The aim of the event was to provide useful information on studies and career planning to students.

In the AC.CG Reception, students were encouraged to proactively participate in various activities and competitions organised by professional bodies, such as HKICPA Business Case Competition, ACCA Hong Kong Business Competition and HKICS Corporate Governance Paper Competition, in order to gain substantial experience and exposure. Staff from Student Affairs Office (SAO) was also invited to outline the current services and support provided by SAO to students on their career planning and development. Furthermore, alumni and senior students were invited to share their experience and provide valuable advice on study and career planning to current students.

Alumni Homecoming Cocktail was held right after AC.CG Reception to provide a platform for networking among students, teachers and alumni.



Professional Bodies Briefing Session

A Professional Bodies Briefing Session was successfully held on 4 October 2018. The activity aimed at providing students with up-to-date information on the professional bodies and respective professional qualifications for their future career development in accounting and corporate governance fields.

Five professional bodies were invited to introduce their institutions and professional qualification requirements. They are: (in alphabetical order)

- The Association of Chartered Certified Accountants (ACCA)
- CPA Australia
- The Hong Kong Institute of Certified Public Accountants (HKICPA)
- The Hong Kong Institute of Chartered Secretaries (HKICS)
- The Taxation Institute of Hong Kong (TIHK)

Followed by an In-house Sharing Session, where our academic staff provided students with practical advice on career and professional development. Students found the two sessions informative and helpful.



Guest Lecture on “Listing Requirements of HKIPO and Roles and Responsibilities of Accountants” cum Personal Tutor-tutee Networking #1



A Guest Lecture on “Listing Requirements of HKIPO and Roles and Responsibilities of Accountants” cum Personal Tutor-tutee Networking #1 was successfully held on 15 November 2018.

Two honourable guest speakers, namely Mr Derek LI, Managing Director of APEC Group, and Mr Danny HEUNG, Partner of D & Partners CPA Limited, were invited to deliver the Guest Lecture entitled “Listing Requirements of HKIPO and Roles and Responsibilities of Accountants”. They introduced the eligibility and requirements of IPO application, different parties involved in IPO, as well as the roles played by reporting accountants and IPO consultants throughout the IPO process.

AC.CG Graduation Celebration and Photo Booth

The HSUHK Graduation Ceremony was successfully held on 5 December 2018. Following the ceremony, the Department of Accountancy hosted a graduation celebration for our BBA (with Accounting Concentration) (BBA-ACC) and BBA in Corporate Governance (BBA-CG) graduates, their parents and guests.



The Department also arranged a photo counter with specially designed backdrops and props for graduates to capture memorable moments with their families, friends and teachers.

EAF Public Research Seminars

A series of Public Research Seminars had been delivered by the University's academic staff as well as distinguished external guests between September and December 2018.

Speakers	Topics
Prof Tony FANG, Memorial University of Newfoundland	The Impact of Minimum Wages on Wages, Wage Spillovers and Employment in China: Evidence from Longitudinal Individual-Level Data
Prof LAU Chi Keung, Huddersfield Business School	Dynamic Connectedness and Integration in Cryptocurrency Markets
Prof Alan WONG, Asia University	Why are Warrant Markets Sustained in Taiwan but not in China?
Prof Yanrui WU, UWA Business School	Political Connections and Firm Pollution Behaviour
Dr Alvin ANG, The Hang Seng University of Hong Kong	Non-Electoral Political Uncertainty and Cash Management Policy: Evidence from East Asia
Dr Andy CHENG, The Hang Seng University of Hong Kong	Crypto-currency: Implication for Regulatory Governance
Dr Ben CHENG, The Hang Seng University of Hong Kong	Are There any Gender or Racial Differences in the U.S. Hysteresis Unemployment
Dr James CHEONG, The Hang Seng University of Hong Kong	Convergence and Income Inequality amongst Asian Countries: A Combined Approach Using Decomposition Techniques and Transitional Dynamics Analysis
	Revisiting Income Inequality in Rural China: A Decomposition by Regression Approach
	The Impacts of Financial Development, Urbanization, and Globalization on Income Inequality: A Regression-based Decomposition Approach
Dr David CHUI, The Hang Seng University of Hong Kong	A Study in Hong Kong Stock Market Sentiment
Dr Leah LI, The Hang Seng University of Hong Kong	Two Birds, One Stone: Joint Timing of Returns and Capital Gains Taxes
Dr Joe MAN, The Hang Seng University of Hong Kong	The Effect of Asymmetric Information and Uncertainty in Capital Market
Dr Brian TUNG, The Hang Seng University of Hong Kong	Financial Literacy and Fintech Adoption of the China's Young Generation in the Xi Jinping's New Era
	The Importance of Reward and Recognition System in the Leadership of Virtual Project Teams: A Qualitative Research for the Financial Services Sector
Dr SIU Yam Wing, The Hang Seng University of Hong Kong	Value at Risk and Expected Shortfall Estimation for Asia-Pacific Markets

Student and Alumni Gathering



Over 70 alumni, students and staff were linked up at Lee Shau Kee Complex on 11 October 2018 to share their work and learning experience in workplaces and in HSUHK.

In order to further strengthen the linkage between alumni and students, the Department had invited several alumni working in the securities industry to share their experience to Year 3 and 4 students who plan to pursue a career in the industry.

FIN3001 Guest Talk - General Insurance Industry

On 12 Nov 2018, over 100 BBA with Banking and Finance Concentration and BBA in Financial Analysis students attended the Guest Talk of FIN3001, in which Ms Erica LUI was guest speaker. With more than 10 years' working experience in the general insurance industry, she is currently a Vice President of a foreign insurer. After taking up varieties of marketing roles in telecommunications, she excels her career in the financial sector.



The first “Chit-Chat with Alumni” series for 2018/19- Getting to know the Securities Industry



It was inaugurally held on 22 November 2018. The theme was “Getting to know the Securities Industry”. Three devoted and dedicated alumni from BBA with Banking and Finance Concentration, Mr Matthew CHAU (UBS), Mr Anthony PANG (Barclays) and Mr Felix YEUNG (China Galaxy), were invited to share their insights and practitioners' perspectives on the career prospects and the successful factors.

Business Case Writing Workshop

A series of seminars and workshops were co-organised by the Department of Management and the Research Institute for Business at the end of 2018. On 21 November 2018, we invited Prof Asbjorn OSLAND, Professor of School of Global Innovation & Leadership College of Business from San Jose State University, hosting the Business Case Writing Workshop for all HSUHK teachers.



Prof OSLAND is an experienced case writer. During the workshop, he demonstrated how to develop cases by applying a standard problem-solving model based on the INCAE model. From investigating and writing skills to problem-solving approach for case write-up, He shared many useful points with our academic staff.

Defining, Assessing and Developing Global Leadership Competencies



The Department and the Research Institute for Business held a research seminar on 22 November 2018. We were glad to have Prof Joyce OSLAND from San Jose State University to deliver a research seminar on global leadership.

Prof OSLAND shared what researchers knew and had yet to learn about the relatively young field of global leadership. The seminar

addressed a lot of issues including methods of assessing and developing global competencies, practical applications for global businesses and non-profits, and the results of a benchmarking study on global leadership programmes in university settings.

What Makes Presentations Effective? A Review of Literature and Evidence-based Recommendations

The last seminar co-organised by the Department and the Research Institute for Business was successfully held on 4 December 2018. Prof Markus GROTH from the School of Management at the UNSW Business School, Sydney gave a valuable talk to HSUHK members.



The seminar began with many interesting and inspiring insights, showing participants how to capture audiences' attention and make an effective presentation. Using an evidence-based approach, Prof GROTH presented the results of a comprehensive review of literature on presentation effectiveness, in both academic and non-academic settings. In order to identify the best-practice recommendations in regard to presentation design, he shared a presentation resource list with all.

The Establishment of The Hang Seng University Management Alumni Association (HSUMAA)

The BBA-MGT Programme has had its first batch of graduated students since 5 December 2018, the date of the first graduation ceremony after the university retitling of the Hang Seng University of Hong Kong. The Hang Seng University Management Alumni Association (HSUMAA) has also been established and had its inaugural gathering on 15 December 2018.

The primary objective of establishing the Association is to build an everlasting tie and foster a strong network amongst all alumni with a spirit of friendship and engagement.



Research Seminar – “We” Have A Memory Cloud: How Social Sharing Affects Consumer Memories

Dr Li HUANG, Visiting Professor of the Department of Marketing, gave a public seminar on “We” Have A Memory Cloud: How Social Sharing Affects Consumer Memories” on 2 August 2018. Dr HUANG discussed her recent research on how sharing consumption experience with others enhances or decreases one's memory for that experience. Her research reveals a number of factors that affect the relationship between social sharing and consumer memory.



The 1st Marketing Alumni Homecoming Party cum Inauguration of The Marketing Alumni Community



The 1st Marketing Alumni Homecoming Party cum Inauguration of the Marketing Alumni Community of the Department of Marketing was held on 30 November 2018.

The gala dinner at the Cheer's Inn on campus attracted 140 alumni graduated during 2012-2018. Dean BARNES greeted the alumni and shared the SBUS's vision. Dr Angus HO (Assistant General Manager - Head of R&D New World Development Company Ltd.) was invited to give a career talk on Big Data. Dr Haksin CHAN (Department Head) also updated the alumni on the developments and future plans of the Department. The party culminated in the inauguration of The Marketing Alumni Community and the appointment of Alumni Ambassador in each of the seven alumni cohorts.



Marketing Research Seminar - Signaling Trust vs. Perceived Risk: An Empirical Test of Consumer Evaluations of Corporate Heritage Brand Extension

Prof Lianxi ZHOU, Professor of Marketing and International Business at Brock University of Canada, shared his research on consumer evaluations of corporate heritage brand extensions on 14 December 2018.



Prof ZHOU's findings suggested that signaling trust is a major factor of the success of corporate heritage brand extensions, particularly for culturally congruent brand extensions and highly innovative individuals.

Knowledge Dissemination at International Conferences



Mr Sunny CHAN (top left), Dr Fanny CHAN and Mr Eric CHEE (top right), Dr Felix TANG (middle left), Dr Kelvin HO (middle right), Dr Tingting XIE (lower left), Dr Kenneth KWONG (lower right), gave presentations at the 27th World Business Congress (Hong Kong) on 10 - 14 June 2019.



Dr Fanny CHAN and Dr Kenneth KWONG attended the Mystique of Luxury Brand Conference 2018 (Singapore)



Dr Felix TANG, Dr Lawrence LO and Dr Haksin CHAN gave a presentation at the Global Marketing Conference (Japan)



Dr Fanny CHAN attended at Western Economic Association International 93rd Annual Conference (Canada)



Dr Kenneth KWONG presented at MLA Workshop "Practicing MLA in Pursuit of A Functioning Society" (Hong Kong)

Students' Achievements

TIHK Tax Debate Competition 2018

The team of BBA (with Accounting Concentration) students won the 1st runner-up and Best Team Spirit Award in Tax Debate Competition 2018 organised by The Taxation Institute of Hong Kong on 26 and 27 May 2018.

Awardee's name

HO Keung Chun, Kenny
POON Yuk Sheung, Ada
SO Wing Yan, Alison
TAM Ka Chun, Chris



CPA Australia Outstanding Student of the Year 2017 Award

LAW Cheuk Kit, Andrew, BBA in Corporate Governance Year 4 student was awarded **the 2017 Outstanding Student of the Year** at CPA Australia's Certificate Presentation Ceremony on 1 June 2018.



HSBC Hong Kong Scholarship 2017/18

TAM Pui Kei, Alice, BBA in Corporate Governance Year 4 student, has been awarded the HSBC Hong Kong Scholarship 2017/18 on 15 June 2018.



22nd China University Badminton Championships

YIP Hoi Lam and LAM Chu Hin Jonathan, BBA in Corporate Governance Year 4 students, entered the top 16 and were awarded the Outstanding Athletics in the 22nd China University Badminton Championships held in Wuhan, China on 20 July 2018.



HKICS Corporate Governance Paper Competition 2018

Two of SBUS teams have made excellent performances at a Corporate Governance Paper Competition held by Hong Kong Institute of Chartered Secretaries (HKICS) on 8 September 2018.

Championship in Paper Competition and 1st Runner-up in Paper Presentation

SO Bo Ki
WONG Mei Ming
MA Pui Yee

Championship in Paper Presentation and 2nd Runner-up in Paper Competition

KAO Ho Kwan, Ben
LAU Tsz Fung, Michael
NG Kwan Tung, Quentin



HKICPA QP Scholarship and Hong Kong Institute of CPAs Scholarships 2018

Three students from BBA (with Accounting Concentration) received their scholarships from the Hong Kong Institute of Certified Public Accountants (HKICPA) on 22 September 2018.



QP Scholarship 2018

WANG Zijie, Twinkle

Hong Kong Institute of CPAs Scholarship 2017-2018

CHAN Kit Wai
WONG Hiu To

CPA Australia Distinction Award 2018



Two 2018 graduates from BBA (Accounting Concentration), **LAU Yuet** and **LING Xue Wen** were awarded **the CPA Australia Distinction Award** at the Certificate Presentation Ceremony on 2 November 2018.

Hong Kong Undergraduate Financial Planners of the Year Award 2018

Eight SBUS students achieved good results in Hong Kong Undergraduate Financial Planners of the Year Award 2018. They were awarded on 17 November 2018

Awards	Awardee's name
Champion and Best Presenter	CHAN Chin Hong, Brooklyn
Champion	TSE Kwan Tsz, Jane
Champion	NG Shun On
Champion	HO Kai Kong
Certificate of Merits	LAW Chi Hin
Certificate of Merits	YAU Chun Yin
Certificate of Merits	YU Kwok Ho
Certificate of Merits	CHEUNG Chung Hang



HKICPA Business Case Competition 2018



HSUHK team was shortlisted as one of the top 30 teams at the HKICPA Business Case Competition 2018. This competition attracted more than 600 teams from across Greater China region to participate. The award presentation ceremony was held on 25 November 2018.

Awardee's name	
CHEUNG Siu Hei	NG Shun On
KWAN Hiu Lam	WONG Jasen

Tithe Ethical Consumption Movement (TECM) Youth Promotional Campaign Competition



A Team of students from BBA in Marketing won the Tithe Ethical Consumption Movement (TECM) Youth Promotional Campaign Competition. They were awarded on 1 December 2018.

Winners
DAO Cho Yan
LAI Chi Han
LIONG Tsz Wai
TO Wing Yiu
TSE Kwan Tsz

Students



SO KaLee, Year-4 student of BBA (Marketing Concentration)

Working in Hong Kong Burger Joys Limited gave me precious and unforgettable working experience. As a Marketing Assistant, I know I would have to undertake daily administrative tasks, such as data input and statistical analysis, but, I was also assigned to assist in organizing an event, namely, the eating contest. Each contestant was required to eat an eight-patty, 1,800-calorie burger, complete with oozing cheese and all the trimmings. Though it was not easy to run the event successfully as planned, I equipped several important skills in event management during the process.

During my internship, I met colleagues from different walks of life and they all treated me so well. We have established good relationships and I would be glad if I can have a chance to work with them again after my graduation.

My advice for internship:

1. Always take initiatives in everything that you do.
2. Look for a job so that allow you to learn as well as to contribute.
3. Stay humble with a positive attitude.

s' Corner



LAU Kai Lam, Year-3 student of BBA in Corporate Governance

I gained invaluable insight into the inner workings of a professional firm and my internship gave me a taste of what I want to do in my future career. I worked in the company secretary department of TMF Group during the internship. At first, I was responsible for printing, mailing and answering enquires. After a month, my supervisor asked me to prepare authorization letters for companies. It was quite challenging because the contents of letters were different and I had to make sure that the information contented were correct and in time with the rules.

TMF Group provided a great platform for me to gain deeper insights into the company secretary industry. My experience in TMF Group was fulfilling and rewarding. I will highly recommend fellow students to join this internship programme.

My advice for internship:

1. Internships are important as they enable you to take a test drive for your career plan.
2. Attend information day and programmes to obtain updated internship information.
3. Study the background of the company before the job interview.

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