

# BIZ

Newsletter Issue 16  
October 2021

*WISA*

*A Student's  
Sharing*

*A New Chapter  
of the Research  
Institute for  
Business*

*SSRC*



香港恒生大學  
THE HANG SENG UNIVERSITY  
OF HONG KONG



School of Business

The Hang Seng University of Hong Kong  
*A Dynamic School that CARES*

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A Student's Sharing

# Dean's Message

*Professor Bradley R. BARNES, Dean of School of Business*

Dear Friends,

Welcome to BIZ Issue 16, the official newsletter of the School of Business at the Hang Seng University of Hong Kong. Firstly, I wish to warmly welcome all students back to campus. These last few years have been unprecedented, what with the demonstrations and Covid-19, we have experienced pretty dismal times. However, onwards and upwards, as the new normal kicks in, we can still be proud of our Hong Kong, as perhaps being the world's safest city to reside in at the moment.

At the University, we will attempt to revert back to face-to-face teaching again, for the first time in semester 1 for a couple of years and we sincerely hope this will prove to be a better experience for everyone. In fact, our faculty members are all so pleased to see our happy students, bringing vibrance and life back to our campus again. Whilst we unfortunately need to wear our masks, my heartfelt gratitude and sympathy to you all, as I realise it's so tough wearing masks in class. I am especially grateful to our teaching staff, as they grapple through three hours of lectures to deliver for the School. I know it's a really difficult job, as I experienced such huge discomfort whilst teaching for three hours wearing the mask last summer. I pay tribute to our staff and wish to thank them kindly!!!



I would like to welcome our new post-graduate students. We now have over 100 master's degree students, which is a record high thanks to the great work of the MSc Entrepreneurial Management team and the effective launch of



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our new Master of Business Management. A special thank you to the project teams!!!

Finally, I wish everyone the best of luck, happiness and moreover, good health for this academic year and in the future. Be resilient in your studies and work hard. Be good and be patient. I believe good things will come to those that try their best in their studies and life!!!

Warm wishes,  
Dean of the School of Business

# A New Chapter of the Research Institute for Business - an interview with Professor Louis Cheng

*Dr. S H Ho Professor of Banking and Finance  
Director of the Research Institute for Business (RIB)*



## **What strengths do you think the University and the School have?**

During my 32 years of academic career, I have served in different higher education institutions and public institutions before joining the Hang Seng University of Hong Kong (HSUHK) as Dr. S H Ho Professor of Banking and Finance. Therefore, I am able to compare the niche of HSUHK relative to other universities in Hong Kong and

overseas. In my view, the key to sustainable development of HSUHK lies in stable sources of good students, providing strong career prospects for graduates, and receiving donations to support the infrastructure development. Being a non-profit private liberal-arts-oriented university with an award-winning green campus, HSUHK is able to offer state-of-the-art learning, teaching, research and residential facilities to meet the demands of quality tertiary

education in the 21st century.

As the School of Business (SBUS) is the largest one among the five Schools (Business, Communication, Decision Sciences, Humanities and Social Science, and Translation and Foreign Languages) with a dedicated group of academic staff, I strongly believe that SBUS is well-positioned to provide quality education in both undergraduate and postgraduate levels.

## **What is the Research Institute for Business's (RIB) plan in the future? Can you give a few words to encourage and enlighten our faculty regarding research?**

The School of Business supports research as a critical component to achieve the university mission as a leading private liberal-arts-oriented university in the region

which recognises excellence in teaching, learning and research. In recent years, through the RIB, SBUS has developed five research themes covering all areas in business to facilitate academic staff in engaging their research activities. RIB holds research seminars, workshops and conferences regularly to provide a platform for intellectual exchanges among local and overseas scholars.

I have the honour to serve as the Director of Research Institute for Business. SBUS colleagues have published in well-known academic journals. These top journals include *Strategic Management Journal*, *Academy of Management Review*, *Journal of Management Studies*, *Management Science*, *Journal of Consumer Research*, *Journal of Finance*, *Journal of Financial*



*Economics, Journal of Financial and Quantitative Analysis, Journal of Corporate Finance, Journal of International Business Studies, Accounting Review.*

My objectives for RIB are two-fold. First, we aim to provide research support to HSU colleagues to generate relevant research in their own area under the boundary of the research themes. Second, we want to serve as a bridge between external

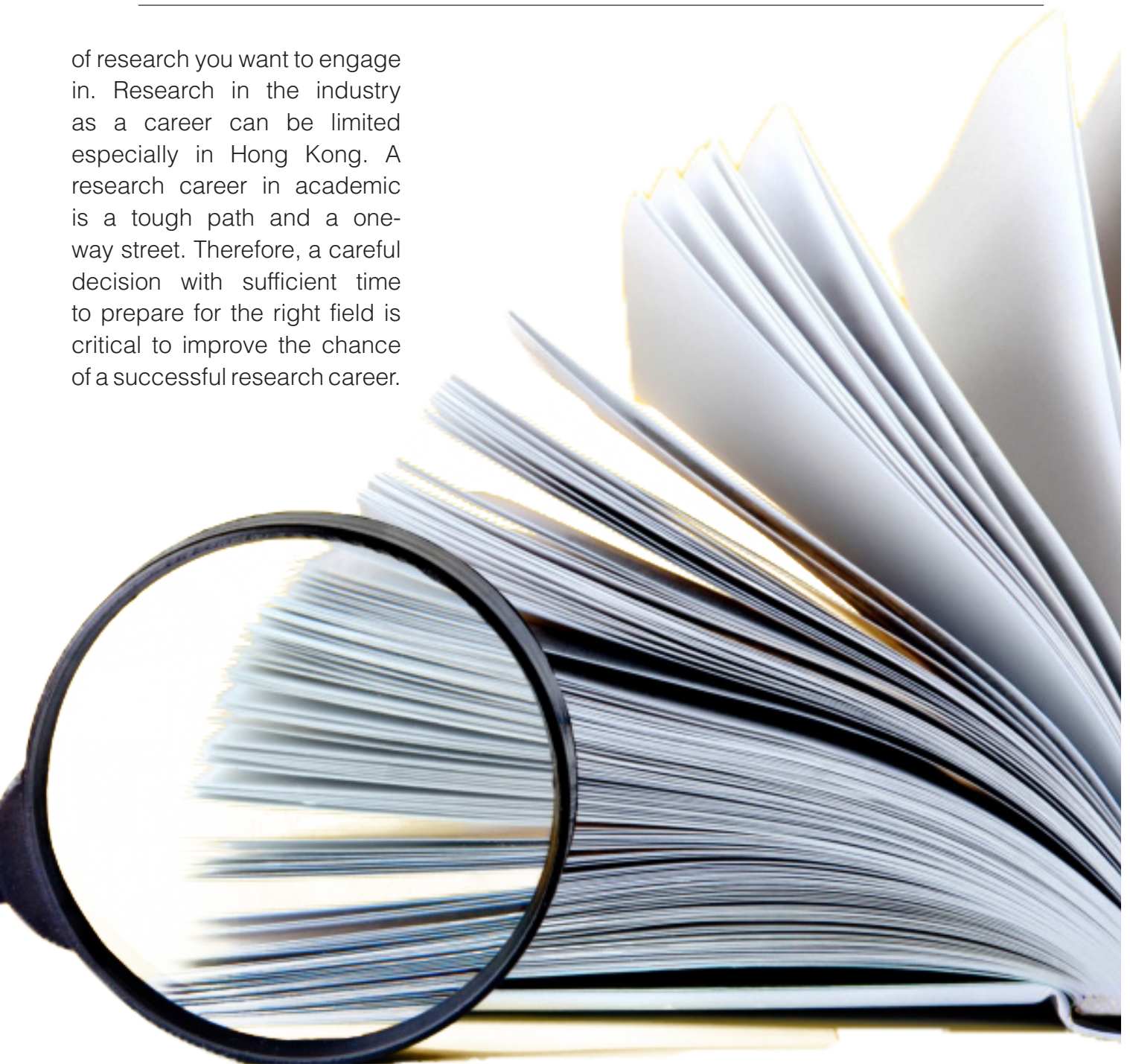
researchers as well as industry professionals and SBUS for information dissemination including knowledge transfer.

**Do you have any advice to our students and graduates if they want to find a way in the research field of business?**

Personally, I think that HSUHK students have great potential

and they will have achievements as long as they are hardworking, passionate and are not afraid of comparing with others. In terms of developing a research career in business, getting into a PhD programme in a well-known university is an obvious path. However, working in the business sector for a few years first to understand the industry practice and to develop more mature work ethics and personality are also important to decide which field

of research you want to engage in. Research in the industry as a career can be limited especially in Hong Kong. A research career in academic is a tough path and a one-way street. Therefore, a careful decision with sufficient time to prepare for the right field is critical to improve the chance of a successful research career.



# School of Business

## 2020 Academy of International Business Southeast Asia Regional (AIBSEAR) Conference

It is the first year for the Research Institute for Business (RIB), School of Business to host the Academy of International Business Southeast Asia Regional (AIBSEAR) Conference since taking over the role of the Conference Secretariat. The 2020 AIBSEAR Conference, with the theme of “The Future of IB in Turbulent Times”, was held on December 3-5, 2020 both online via Zoom meetings and on HSUHK campus with social distancing.

Prof. Bradley R. Barnes, the AIBSEAR Chapter Vice Chair and Dean of the School of Business, HSUHK, officiated the Opening Ceremony on



3 December 2020. Prof. Yingyot Chiaravutthi, AIBSEAR Chapter Chair, and Prof. Simon Ho, President of HSUHK, gave welcoming remarks. Prof. Jeremy Clegg, the AIB President, also delivered speeches at the Conference.



This year, we are also delighted to welcome a notable number of leading scholars from the AIB community to give keynote speeches. A total of 114 papers were presented in 28 concurrent sessions. The conference assembled over 130 participants and guests from 15 countries/cities including Australia, Chile, Mainland China, France, Hong Kong, Israel, Japan, Macau, Malaysia, the Philippines, Taiwan, Thailand, UAU, UK and USA.



# School of Business Graduation Ceremonies (2019 and 2020 Classes)



Congratulations! The School of Business Graduation Ceremonies for the 2019 and 2020 Classes were held on 1 April 2021 (Thursday). Over 300 graduates participated in the ceremonies on campus and the ceremonies were also live-streamed via HSUHK Youtube Channel to share the joy with all their family and friends who could not attend.

The Department of Accountancy also set up a photo booth for both BBA (with Accounting Concentration) (BBA-ACC) and BBA in Corporate Governance (BBA-CG) graduates to celebrate at this remarkable moment.

The School of Business congratulates all graduates on their achievements! We wish a fruitful and rewarding future for each and every graduate.



# The Chief Happiness Officer Appreciation Award Presentation Ceremony 2021



The School of Business proudly hosted the CHO Appreciation Award Presentation Ceremony 2021 with the CHO Academy on 30 June 2021. Prof. Bradley R. Barnes, Dean of the School of Business, Dr. Bernard Chan Pak-li, Under-Secretary for Commerce and Economic Development, HKSAR Government and Mr. Eddie Ng Hak-kim, GBS, JP, former Secretary for Education were invited to give speeches. It was a huge success where 10 award-winning companies came to share their joy with over 100 guests, including:

## 10 Award-winning Companies

Bowtie Life Insurance Company Limited
Deloitte
Dialogue In the Dark (HK) Foundation Limited
HKBN Group
i Dance Enterprise Limited
Infinitus Plaza Hong Kong
LAWSGROUP
LBS Corporation Limited
McDonald's Hong Kong
Pfizer Corporation Hong Kong Ltd



Following the opening speeches, Dr. Amen Lee, the CHO Founder, gave a sharing about happiness and introduced what the Chief Happiness Officer in a company is. He and Ms. Mary Suen, Founder of CHO also officiated the Awardees Sharing Sessions with award-winning companies' representatives. The representatives took the opportunity to celebrate the ways to recognise and reward their colleagues and provide quality working environments to continue the spirit.

The Chief Happiness Officer is a cheer-leader in an organisation responsible for creating a happiness-based work culture for employees to embrace everyone's efforts and boost their sense of belonging.

# The Women in Society Association (WISA) and WISA Seminars

WISA is a new platform established in February 2021 under the School of Business to promote the role of women in business, enterprise and society at large. Since its launch, three seminars have already been hosted:



## WISA Seminars

### Women in Professions Seminar

**“How Technology Empowers My Organisation and Accounting Career?” (17 June 2021)**

Speaker: Ms. Honnus Cheung

Co-founder and Chief Strategy Officer, Mojodomo Group & Founder of Twenty20 Limited

### UNSDG- Future Wellness Business with Transformations via SDG 3, 4, 8, 9, 19 under COVID-19 (27 February 2021)

Speakers: Dr. Shirley Yeung

Chair of Women in NGOs & Wellbeing, WISA and Associate Vice President of UNESCO Hong Kong Association

Mr. One Yeung

Founder of One Stretching Sports

Mr. Alan Yeung

Senior Consultant, R&D Tax Rosebery, New South Wales, Australia

### Is COVID-19 Creating a Crisis or Opportunity for Entrepreneurship?” and “Riding with Uncertainties to Create Opportunities” (25 February 2021)

Speakers: Ms. Elaine Shiu

Chair of Women in Entrepreneurship

Ms. Amy Ip

Co-founder of CaaS



WISA's missions are to bring together interested and like-minded individuals to help nurture women talent. It also serves as a sounding board for providing mentoring guidance so that women can develop their careers. The Association is a catalyst for individuals to network with one another and promote themselves to the wider community.

# The Start-up and SME Resource Centre (SSRC) Final Presentation Ceremony

More than 20 students were selected to be student consultants of the first cohort who were then assigned into 6 teams. All teams completed and presented their consultancy projects in the Final Presentation Ceremony on 25 June 2021.

The Final Presentation Ceremony was attended by members of the SSRC, student consultants in the company of their faculty advisors, judges and client representatives. Students and faculty advisors from different disciplines form teams to work closely with different clients for 8 to 9 weeks in the capacity of consultants. Each team will then be required to submit a consultancy report and conduct a presentation at the end of the consultancy period. Following the presentations, judges were pleased to give them advice on their practicability and effectiveness of their proposals. They gave positive and encouraging comments on the presentations of the various teams.



Student consultants found the project an inspiring and rewarding experience. They thought the project widened their horizons and enabled them to apply their skills and knowledge they had acquired in real life contexts. All the client representatives have shown their appreciation for the work done by the student consultants.

The SSRC project is designed to help businesses in various industries, especially those that are most seriously affected by COVID-19, in the form of a consulting service for identifying a creative solution to the problems or issues that businesses are facing through a design thinking approach. Preferred client companies are start-ups and SMEs from any business sector in Hong Kong.



## ACY Webinar on Fintech and the Role of the Accountant

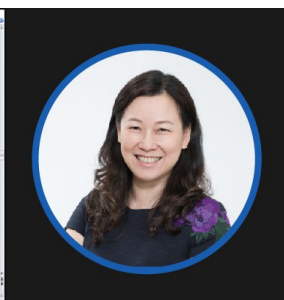
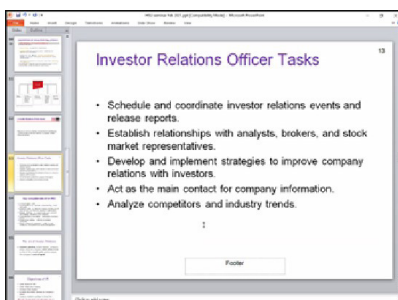
The Department of Accountancy organised a webinar entitled “Fintech and the Role of the Accountant” on 19 Nov 2020. Representatives of the Chartered Institute of Management Accountants (CIMA) were invited to introduce the students virtually with the latest applications on Fintech in contemporary business and the changing role of professional accountants.

During the webinar, Mr. Guru Balasubramaniam, Finance Director of Rentokil Initial HK Limited, shared his experience of adapting to the tremendous changes brought by the disruptive technologies with the use of change management.



## ACY Online Seminar on Good Investor Relations of Listed Companies Contribute to Good Corporate Governance

Dr. Eva Chan, Chairman of Hong Kong Investor Relations Association (HKIRA), shared her views on 25 February 2021 on the uptrend importance of investor relations in business nowadays. Closely interlinked with each other, both investor relations and corporate governance promote growth and maintain high standard of management and morality of a company through effective communication between company and investors. Dr. Eva Chan also provided useful advice to students who would like to pursue their career in the Investor Relations field.



After the presentation by Dr. Eva Chan, Ms. Louisa Lau, Registrar of the Hong Kong Institute of Chartered Secretaries (HKICS), introduced the duties and career path of a company secretary and the professional qualification of HKICS to students.

# Department of Economics and Finance

## EAF Career Series - HSUHK x CFA Society Hong Kong x CFA Institute Talk: Achieve Professional Excellence in the Finance Services Industry in the Changing Hong Kong Economy

The EAF Career Talk was organised by the Department of Economics and Finance on 16 March 2021, which was also supported by the CFA Institute and CFA Society Hong Kong.



The guest speakers were Mr. William Leung (Director of CFA Society Hong Kong), Mr. Alvin Ho (Vice President and Society Secretary of CFA Society Hong Kong), and Ms. Florence Wong (Director of University Relations for Asia Pacific in CFA Institute).

### The topics covered are as follows:

- The current financial industry in HK
- Introduction of the CFA qualification
- Benefits of holding the CFA charter in the finance industry
- Introduction of CFAHK
- Introduction of the CFA exam
- Candidate services of CFAHK e.g. CFA Program information session, study groups, career centre, exam tips
- Sharing of work experience and career development in the financial industry

# Discussion Forum for the Personal Finance Planning Competition 2021 “Financial traps encountered by Adolescents - Tricks and Tips”

The competition was co-organised by the Department of Economics and Finance, School of Business and Pearson Education Asia Ltd. on 18 March 2021. It aimed to encourage high school students to cultivate their ability to properly handle personal finance and to establish correct financial management concepts and attitudes.

Over 200 offline and online participants, including teachers and students from secondary schools, were enlightened by the inspiring sharing of the five invited speakers:



- Prof. Louis T.W. Cheng, Dr. S H Ho Professor of Banking and Finance, HSUHK
- Mr. Peter Yau, Manager, Investor and Financial Education Council (IFEC)
- Mr. Henry Chan, Centre Supervisor, TWGHs Healthy Budgeting Family Debt Counselling Centre
- Ms. Karena Lam, DJ and Financial Key Opinions Leader
- Ms. Cherry Hui, Student Representative of HUSHK Personal Finance Ambassador



Speakers shared the common factors leading to financial difficulties and the lessons learned from the cases seeking professional counselling.

From the sharing and discussion, all participants took away useful tips and kits for formulating smart personal finance strategies and action plans.

The forum was a kick-off event of a team-based competition for senior secondary school students. For more details, please refer to the website:  
<https://sbus.hsu.edu.hk/en/pfc2021/>.



The School of Business and the Department of Economics and Finance are glad to give special thanks to the following sponsors and supporters:

- Pearson Education Asia Limited
- JumpStart Publishers
- Money Month Hong Kong 2021
- Proactive Think Tank Limited
- HKNetEA
- 粵港澳大灣區創業慈善協會
- YIDC

# EAF Career Series Workshop 2 – Entrepreneurship and Leadership Skills in Career Development: A Dialogue with Senior Business Executives

The workshop was organised on 15 April 2021 and supported by the Excellent Global Business Center. The organiser was pleased that Dr. Szeto Wing-fu Ricky (General Manager and Executive Director of Hung Fook Tong Group Holdings Limited) and Mr. Sam Tsui (Head of Market Development, Asia Pacific at S&P Dow Jones Indices) were the guest speakers in the workshop.



**During the talk, each guest speaker was asked about and gave a sharing on:**

How do you wind up in this current position? Is this your goal to be in this industry or it is fate that brought you here?

What are the two or three major successful ingredients to reach where you are today?

What do you look for in young job candidates that you may hire?

Any concluding remark to encourage HSUHK students graduating this year?

## Mathematics for Finance Workshop 2021

Mathematics for Finance Workshop was offered by the Department of Economics and Finance via Microsoft Teams from 18 September to 19 November 2020 in Semester 1.

This workshop is designed to be a progressive course to enhance BBA-FA students' concepts of Statistics, Mathematics, Time Value of Money and Financial Statement.

## EAF Career Series Workshop

The Department of Economics and Finance was collaborating with SAO (Career Planning & Development) to conduct a workshop on 21 January 2021 for students who were looking for suitable employment in the field of banking and finance or related industries. The objective was to help students acquire the essential skills necessary for job hunting. The topics covered are as follows:

Job Market Information and Searching Skills

Resume and Covering Letter Writing Skills

Interview Skills

Aptitude Test

## English for Finance Workshop 2021

English for Finance Workshop was offered by the Department of Economics and Finance via Microsoft Teams from 24 September to 6 November 2020 in Semester 1.

This workshop was conducted by Dr. Rebecca Ong and Dr. Sue Yip from the Department of English. It is designed to be a progressive course to enhance BBA-FA students' four skills of English, i.e., Reading, Speaking, Writing and Listening.

## EAF Investment Competition 2021 Kickoff Event

To commemorate the event "EAF Investment Competition 2021", an opening kickoff event was organised via Zoom on 25 March 2021.

Prof. Louis Cheng was invited to deliver a talk in which he shared his investment experience and offered insights about trading in the stock market.

## EAF Investment Competition 2021

Six teams formed by HSUHK students with the highest rate of return were shortlisted for the finalist round and they were invited to present and explain their investment and trading strategies on 2 July 2021.

Award	Team	Prize
Champion	TTW	HK\$3,000 cash coupon
1st Runner-up	Sharesquad	HK\$2,000 cash coupon
2nd Runner-up	6ixty6	HK\$1,000 cash coupon
Consolation prize (3 teams)	Believe GaKInvest Infinity	HK\$100 cash coupon (each team member)

## Banking and Finance Seminar Series 2021

Banking and Finance Seminar Series 2021 was co-organised by the Department of Economics and Finance and Student Affair Office via Zoom on 26 March 2021.

The topic for this Seminar is "Life in Fintech – Virtual Banking". Mr. Ken Lo, the Chief Strategy Officer and Co-founder of Hong Kong-based Digital Asset Exchange ("HKbitEX"), was invited to share with the students his career story, recruitment trend, latest developments and opportunities.

## CFA Preparatory Course 2021

A 5-day CFA Preparatory Course was offered by the Department of Economics and Finance via Microsoft Teams from 31 May to 4 June 2021.

This Course is designed to be a progressive course, mapping what students have learned/will learn in the BBA-FA/BBA-FB/BBA-BAF/BBA-ECON programmes with CFA Level 1 topics.

Overall the teams' work is very impressive. Amid the keen competition, the Department is delighted to announce the winners of the EAF Investment Competition 2021 to be:

# Department of Management

## Contest for Bonding MGTers

The Department of Management had arranged a special event from late June to mid-July 2020 – “Contest of Bonding MGTers”. In this Contest, students were invited to form teams and share their creative ideas by proposing various group activities for more efficient teamwork and better team experiences that can be adopted in future MGT activities.

Each team submitted a proposal with detailed event planning, content and execution information. Based on the creativity, feasibility and several other criteria, five teams were selected by the judging panel in the first round.

In the final round on 30 July, the five teams prepared remarkable slides and presented



their creative and inspiring ideas to the panel members. Everyone enjoyed the event which brought them together despite the challenges and difficulties during the pandemic.

## Business Experience Sharing Seminar Series XV - Prepare Yourself to be a T&D Professional during and after the Pandemic



Business Experience Sharing Seminar Series XV was held on 22 Oct 2020 amid COVID-19, with the fact that work-from-home arrangements were prevailing in many companies, remote teams may become a new normal and will be a part of the future working mode. Mr. Victor Ching, Performance Consultant of Milestone Talent Development Centre, shared with the students on how to prepare themselves to be a T&D professional during the outbreak of pandemic and various future trends in human resource practices.

# Chinese Business Etiquette Series

To promote Chinese business etiquettes among our fellow students and staff, the Department of Management invited Ms. Patrizia Yeung, the Founder and Chief Consultant of YiLi International Etiquette to be our speaker of the “Chinese Business Etiquette Series” seminars. Thanks to the sponsorship from the Sin Wai Kin Chinese Culture Promotion Scheme, two seminars were held on 8 April and 13 April.



We were grateful to have Ms. Yeung for providing us a fruitful seminar series with the dos and don'ts in Chinese business etiquette. She inspired the participants to take etiquette seriously by considering it a “tangible culture”. Besides, she shared the main idea

that etiquette is being considerate to others and respecting others as well as yourselves. It also helps one to be a better self by acting appropriately with confidence when facing different people and under various situations.

# Management League

To strengthen the bonding experiences among our Management students, the Department has organised a series of “Management League 2021” activities during the summer holiday. It includes a series of events such as photo competitions, music competitions, hand-craft workshops for charity. Students are encouraged to contribute to their own programme (i.e., BBA-MGT, BBA-HRM and BBA-GBM) through earning League Points. By participating in these different on-campus activities, they could get involved in fund-raising for charitable purposes, show their skills and talents and cultivate friendships with new and old friends.



Students actively joined the three hand-craft workshops - Western calligraphy, leather card holder making and candle making. With great learning spirits, students were able to follow the instructors and create unique works of their own. All participants had enjoyed the workshops and most importantly, take part in community service and shared joys with each other.

# Department of Marketing

## MKT Scholars Won Best Paper Award in the 27th Asia Pacific Tourism Association (APTA) Annual Conference



*Dr. Kevin Zeng and Dr. Morgan Yang, along with Chunqun Liu (Morgan's RA) and Irina Yu (CUHK) won the Best Conference Paper in the 27th Asia Pacific Tourism Association (APTA) annual conference. The conference committee received around 150 full paper submissions and gave best paper awards to the two best papers.*

*Title of the Award-Winning Paper: Framing Progress as the Completed or the Remaining: Feedback Strategies for Maintaining Tier Status in Hierarchical Loyalty Programs*

The annual APTA conference is a prestigious conference in tourism and services marketing. It has been one of the most important tourism/hospitality conferences in the region for over two decades.

## Student Achievements

### SPSS Talent Development Scholarship

This Scholarship is set up by the HKSAR Government, the Self-financing Post-secondary Scholarship Scheme (SPSS) to offer scholarships and awards to students pursuing full-time self-financing degrees who have demonstrated remarkable achievements in several areas such as academic, art and sports. This year, **Ms. HUI Kwai Wa, Monique** (Year 4, BBA with Accounting Concentration) was awarded the Talent Development Scholarship.



Below is the sharing from Monique on learning and developing her talent in HSUHK: *"I am thankful for being awarded the Talent Development Scholarship this year. Being a member of the sports team makes my U-life even more unforgettable."*

# HKICPA QP Scholarships 2020 and HKICPAs Scholarships 2019-20

## QP Top Student Award and Scholarship December 2019 Session



Congratulations! Three students from the BBA (with Accounting Concentration) were awarded scholarships by the Hong Kong Institute of Certified Public Accountants (HKICPA) on 19 Sept 2020 and **Ms. SO Ka Wing, Janet** was invited as the representative to receive the scholarships. The awardees and corresponding scholarships received are as follows:

### QP Scholarships 2020:

SO Ka Wing, Janet  
(Graduate 2020)

### Hong Kong Institute of CPAs Scholarships 2019-20:

CHAN Cheuk Hei, Justin  
TAM Chun Hang, Jason

## Cyberport and AWS Educate Cloud Career Pathways Competition 2020



This competition was co-organised by Cyberport and AWS Educate aiming at nurturing future talents in cloud technology for Hong Kong. **Ms. Sammi LO**, a student of BBA-ACC was listed as one of the top 10 students in this competition. The commercial sector, as believed by Sammi,

is closely connected with information technology. This competition hence enabled her to master the latest technology, which better equipped her for future development.

With complimentary online training courses of different topics and at different levels,

it helps students grasp the essential knowledge of cloud computing.

# MonsoonSIM Enterprise Resource Management (Business Simulation Game) Competition 2020

Four representative teams of HSUHK participated in the captioned event and they competed with another 26 teams from other universities in Hong Kong. After the first round of competition, Team MedicPro and Team LivLig were shortlisted as two of the top 10 teams and they entered the Grand Final competition. Moreover, Team Honest Pharmacy entered the Adventure Group competition and competed for the positions from 11 to 20.

Finally, Team LivLig won the 2nd Runner-up in the grand final competition while Team Honest Pharmacy won the 2nd Runner-up in the Adventure Group competition. Team LivLig has been nominated as one of the five representative teams of Hong Kong for the MonsoonSIM International Grand Final (Online) Competition.

## Team LivLig (The 2nd Runner-up in the Grand Final competition)

MAN Yee Sum  
(BBA-MKT)  
HO Chui Shan  
(BBA-BAF)  
HONG Tsz Yan  
(BBA-MKT)  
LAU Chun Wai  
(BBA-ACC)  
MOK Kwan Yee  
(BBA-ACC)

## Team MedicPro (One of the top 10 teams)

CHAN Sze Wing  
(BBA-ACC)  
CHENG Sze Yan  
(BBA-MKT)  
CHEUNG Hiu Ying  
(BBA-ACC)  
LEUNG Tsz Hong  
(BBA-ACC)  
TSOI Kai Leung  
(BBA-ACC)



## Team Honest Pharmacy (The 2nd Runner-up in the Adventure Group competition)

CHOW Man Yan  
(BBA-SCM)  
CHUN Wing Yi  
(BBA-SCM)  
SIN King Long  
(BBA-SCM)  
WOO Man Chin  
(BBA-SCM)  
WONG Kin Fai  
(BMSIM)

## Team HealthDirect

CHAN Yiu Fung  
(BBA-ACC)  
CHENG Sing Yeung  
(BBA-CGC)  
PANG Ho Kin  
(BBA-CG)  
TSANG Yat To  
(BBA-MGT)  
YAU Ming Chun  
(BBA-ACC)

# The Personal Finance Ambassador Programme 2020/21

The HSUHK team 'Pursuing Gold' stood out from many other tertiary teams and was shortlisted as one of the best final 6 teams to present at the online Ambassador Award Ceremony in the morning of 16 Jan 2021. The team was one of the teams winning the Bronze Awards.

After receiving training to be qualified as 'Personal Finance Ambassadors 2020/21', based on the theme of 'Keep

Financially Fit', the team developed a series of online and offline activities known as 'A Journey with the HSUHK' to educate other HSUHK students about key concepts in financial management. Their creativity and adaptability were recognised by the organisers.



## Awardees:

HUI Yuen Ting  
(BBA-ACC)  
NG Ka Lok  
(BBA-BAF)  
CHAN Cheung Kit  
(BBA-BAF)  
CHONG Wing Shan  
(BBA-FA)  
YEUNG Hoi Yan Mavis  
(BBA-FA)  
YAU Yu Ming  
(BBA-MKT)

# ACCA Hong Kong Business Competition 2020-21

The ACCA Hong Kong Business Competition 2020-21 was held on 23 January 2021. Congratulations to our HSUHK team for being shortlisted as one of the Top 20 Teams.

The theme of the competition this year is "Rewiring our future: leading digital innovation and sustainable success". It is

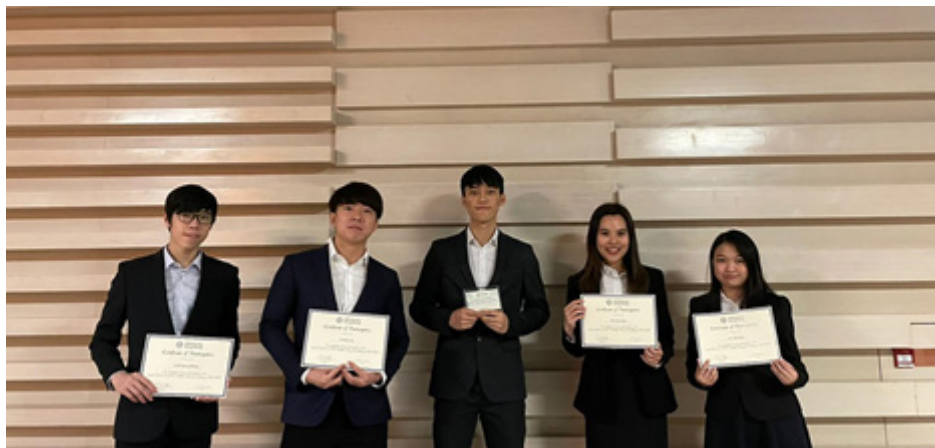


pleasing to see our students, with the coaching support from the ACCA-qualified professionals, could bring new and innovative ideas to the industry and be visionary in the emerging brand-new business normal.

## Awardees:

LO Wing Sum  
(BBA-ACC)  
KONG Sum Yuet  
(BBA-MGT)  
YANG Wan Xia  
(BBA-BAF)

# CFA Institute Research Challenge 2020-21



## Awardees:

HO Chui Shan  
(BBA-BAF)  
LAM Sheung Kwan  
(BBA-BAF)  
NG Kam Tat  
(BBA-FA)  
TONG Yee Lam  
(BBA-BAF)  
YAU Man Hau  
(BBA-BAF)

The HSUHK team was shortlisted a Top 5 Finalist Team in the challenge on 20 February 2021. Despite the excellent performance, the HSUHK team narrowly missed out on the top three awards this year.

This is an annual global competition providing university students with specialised experience in financial

analysis and business skills in communicating their analysis as professional investment analysts through a written equity research report as well as its subsequent pitch to a panel of fund managers. There were eleven tertiary institutions in the Hong Kong level event this year.

HSUHK team entered the final

round together with four other finalist teams from the Chinese University of Hong Kong, the Hong Kong Polytechnic University, the Hong Kong University of Science and Technology and the Open University of Hong Kong.

## HSUHK x SCMP Entrepreneurship Challenge 2021

A BBA-MKT student, *Mr. WONG Chun Hin* and a BBA-FB student, *Ms. NG Sze Wing*, along with two other HSU students and a CUHK student, won the HSUHK x SCMP Entrepreneurship Challenge 2021. The team also received the Technological Innovation Award!



## Awardees:

WONG Chun Hin  
(BBA-MKT)  
NG Sze Wing  
(BBA-FB)  
Two BA-AHCC students and a student from CUHK

# K.N. Godfrey Yeh Education Fund for Joint Student Projects 2020/21



Our BBA-GBM Yr 2 student, *Mr. Enoch Yau Tsun Hey*, teaming up with students from HKUST and CUHK, was awarded HKD30,000 subsidy for their All-in-One Online Learning Platform (OOLP) in February 2021.

The competitive funding exercise awards subsidies for joint student projects to be undertaken by ten local tertiary institutions, enhancing mutual understanding and cooperation among students from different institutions and encouraging creative and constructive ideas which are conducive to students' overall development.

## Our Future Scholarship 2021

Being one of the 15 awardees among over 300 applicants, *Ms. CHEUNG Chruk Nam, Vanessa* (BBA-CG) impressed the selection panel with her outstanding performance at the final interview and her extensive community services experience. Vanessa has planned to establish the social enterprise "City's Treasure" since 2016 after getting inspiration from the social visit on the small stores in Tai Po and the North District.



Vanessa and her team have established an online platform which provides information about the small stores in the community and organised guided tours to share the stories and history of these stores. A mobile app is also planned to be launched to further promote these stores to the public in response to the COVID-19 pandemic.

## TIHK-GBA Online Tax Competition 2021

The TIHK-GBA Online Tax Competition 2021 was held on 12 June 2021. The HSUHK team achieved 5th place in the Preliminary Round Contest. Members of the team are:



### Awardees:

LEUNG Kin Hei (BBA-ACC)  
TAM Yuen Ying (BBA-ACC)  
AU Wan Ying (BBA-ACC)  
SZE Fung Ying (BBA-CGC)

# MonsoonSIM Enterprise Resource Management (Online Business Simulation Game) Hong Kong Competition 2021

The MonsoonSIM Enterprise Resource Management (Online Business Simulation Game) Hong Kong Competition came to a great success on 12 June 2021. This year, 11 teams of HSUHK students participated in the captioned event and about 40 students were from the School of Business.

After the first round of the competition, Team Ambition, Team Brilliantstan and Team Geni+us were shortlisted as three of the top nine teams. They entered the Grand Final Round of competition. Finally, Team Geni+us won the Champion and Team Ambition was the 4th runner-up in this competition.



A prize and certification presentation ceremony were held internally on 3 July 2021. Mr. Eric Poon (Director of Corporate Training and Talent Development, Creative Talent Asia Ltd.) presented trophies, medals and certificates to the winning teams and the participating teams of HSUHK respectively.

## Team Geni+us (The Champion in the Grand Final)

CHAU Hiu Yee  
(BBA-SCM)  
MO Choi Shan Nadine Ann  
(BBA-ACC)  
LAI Kai Yee  
(BBA-ACC)  
LAM Wanwen  
(BBA-BAF)  
NGAN Kwan Yui  
(BBA-SCM)

## Team Ambition (The 4th runner-up)

MAN Yuen Ying  
(BBA-ACC)  
CHEN Tzu Hua Clara (BBA-MKT)  
LAU King Hin  
(BBA-ACC)  
WONG Nok Hang Gabriel  
(BBA-ACC)  
Yiu Ka Wing  
(BBA-SCM)

## Team Brilliantstan (A finalist team)

WONG Lok Yiu  
(BBA-ACC)  
FAN Chun Ming  
(BBA-ACC)  
LAM Sheung Kwan  
(BBA-BAF)  
WONG Kei Ting  
(BBA-ACC)  
WONG Sze Wa Connie  
(BBA-ACC)

# World Asian Case Competition



Under the supervision of Dr. Kevin Zeng, a team of four SBUS students from BBA-MKT and BBA-FB won the Top-10 prize! Under the supervision of Dr. Kenneth Kwong, a group of SBUS from MKT, GBM, and MSc-EM received the Honorary Mention Award in the World Asian Business Case Competition (WACC), too!

This is the second year in which a marketing professor has led a student team to win this honour in WACC! This year, about 400 teams from around the world competed in WACC, and other top-10 teams have come from The Chinese University of Hong Kong, The University of Hong Kong, National University of Singapore and University of Toronto.



## Top-10 prize:

HU Qinyuan  
(BBA-MKT)  
LIN Jingyin  
(BBA-FB)  
PENG Ruikang  
(BBA-FB)  
QIU Jingzhe  
(BBA-FB)

Advisor: Dr. Kevin ZENG

## Honorary Mention Award:

CHEUNG Yuen Shan  
(BBA MKT Concentration)  
NG Vicky Valerie  
(BBA-GBM)  
HO Nok Yi  
(BBA-GBM)  
LI Jiamei  
(MSc-EM)

Advisor: Dr. Kenneth KWONG

## The Outstanding Tertiary Students Selection 2021

A Year 3 BBA-MKT student, *Mr. Wu Chin Hong, Dash*, was selected as a top-10 tertiary student in the Outstanding Tertiary Students Selection 2021 organised by Junior Chamber International City Hong Kong (城市青年商會). This Selection provides opportunities for tertiary students to be future leaders by contributing to society and developing leadership skills.



WU Chin Hong (6th left) and other Top-10 awardees at the award ceremony

# Student's Sharing



Greetings! My name is Wayne Yeung. I am a 2021 graduate student from the Master of Science in Entrepreneurial Management (MSc-EM) programme. It is my privilege to share some of my thoughts and personal experience with you as a student here at HSU.

Two years ago, one of my friends asked me: “Wayne, didn’t you graduate from a Social Science degree in your undergrad? Why did you choose to study business as your master’s degree?” Just like many of you, starting a business and becoming your own boss is also in my to-do-list. Throughout the years at work, I have acknowledged that almost every industry is attached to business. This made me realise it is a must

for me to learn more about this field. Here, I would like to share with you how I took the opportunities provided by HSU to push and transform myself in these two years.

Before I begin my story, I would like to give you a little bit of my background. The very first job I had was a Marketing & Public Relations Executive at a college located in Clear Water Bay. Before I applied for this job, I had always wanted to work in the educational field; the reason is that I understand that education really changes a person’s mindset and his future. When I was a kid, I was never an A student, in fact, I was one of those who had a “bloody” report card with red failing marks were everywhere. During my primary school and

first two years of secondary school in Hong Kong, I remember the teachers were strict and uninteresting. For a kid who was hyperactive, it was hard for me to focus and follow the rules. Hence, I have acknowledged that the traditional way of teaching in Hong Kong does not work well for a huge portion of the students.

In 2019, before COVID-19 began, Professor Thomas Man introduced a guest speaker, Mr. Alan Ng to one of our classes. Alan came in and talked about Finland, one of the most open-minded and happiest countries in the world. He shared with us about Finland’s culture, entrepreneurship culture, and his company’s background. At the end of his lecture, he invited

us to join his tour to Finland to attend one of Finland's annual iconic events, "SLUSH", where many creative and inspirational start-ups attended. I was fascinated by the presentation and told Alan that I would join the trip. After a nine-day trip, I met and connected with many entrepreneurs in Finland and most importantly, I was able to visit a school in Finland and talked to their teachers and observed their study environment. This inspired me to take the initiative to begin my thoughts on starting a Finland

pedagogy playgroup. After that trip, I approached Alan to discuss with him and we have started to collaborate this project under his company InNordics.

Opportunities are in everywhere: always look out for the small details around you and do not hesitate too much to try something new. You can always be the same, but it is always just the same. If you want changes, stand up and go make changes for yourself. For the past two years, HSU has

given me many connections. Not only did I start a business partnership with Alan, but I have built a strong relationship with the professors and classmates. They have given me important resources to my career. Go ahead and put yourself out there, build yourself a strong network, because one day your connections will become a great asset to you!



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The Hang Seng University of Hong Kong  
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