

BIZ

*Newsletter Issue 17
August 2022*

*Professor Bradley Barnes
is Ranked the 46th Top
Management Scientist in
China*

Business School Gala

*The 11th Junzi Corporation
Award Presentation Ceremony*

*Long Service Award
Presentation Ceremony*



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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Dean's Message

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

Dear Friends,

It is with great pleasure and a huge privilege to commence my third term as the Dean of the School of Business at HSU. Over the last five years we have seen the School which had evolved from having just a handful of programmes to now hosting ten exciting BBAs and two excellent post-graduate programmes. We have continued to work relentlessly during these very challenging times that the pandemic has caused. The declining demographics surrounding Hong Kong school leavers, coupled with the exodus of many local families have made life difficult for us. We have had to dig deeper and work harder than ever to simply stand still. However, I firmly feel that we have weathered the storm well and there is light at the end of the tunnel.

I saw the light this summer, as I went to the U.K. on conference and stayed in Yorkshire, 'God's own country'. My mother sadly passed away during the pandemic and it was the first time that I was able to see my father since, as well my two children. Having spent a few days in the U.K., I then took my son and daughter on a tour of South East Asia. We spent a few days in Singapore, before going to Johor Bahru, Malacca, Kuala Lumpur, Penang and Bangkok. Visiting all these places provided me with renewed confidence, and the light. I discovered that for all these locations, it was 'business as usual'. Mask wearing was voluntary rather than mandatory and it was great to see happy people smiling and going out. I think the pandemic hit many of the places quite badly, particularly I saw Kuala Lumpur, as I had never experienced it before, with so many closures of bars, cafes and restaurants. No longer was it so vibrant like in the past. However, travelling around gave me the confidence to realise that it's only a matter of time until Hong Kong follows in the direction of Singapore, and hopefully the Mainland will also

open up.

On return to the office, I was delighted to receive confirmation that I had been granted continuous service, to remain at HSU as a Professor. I have been quite lucky since taking post here, having some 20 publication acceptances. Much of the research work was undertaken during the weekends, as being the Dean of the School of Business is often demanding. However, I am very grateful to all my colleagues and co-authors for their patience and support during my Deanship. In addition, the research has not gone unnoticed. I am pleased to share with you that based on my publications and their citation impact, Research.com included me in the top 50 of Business & Management Scientific scholars in China. It's a nice achievement for us at HSU, as I represent our university and position us among many leading universities and elite scholars in Hong Kong and China.

Finally, I would like to take this opportunity to say special thanks to all my friends and colleagues both within the School and across the University. I have really enjoyed working with you all. I love the environment that we have created and really think we have something very special here.

Yours truly,



Professor Bradley R. BARNES
Dean
School of Business

Business School Gala 2022

The School of Business was proud to host the Business School Gala during 27–30 June 2022 (Monday to Thursday), which was an open week for the public and SBUS alumni. During the week, the School not only announced the 11th HSUHK Junzi Corporation Award and Hong Kong Business Ethics Index, but also collaborated with Departments to conduct a series of alumni events to connect our faculty members and current students with alumni.

Announcing the 11th HSUHK Junzi Corporation Award and Hong Kong Business Ethics Index

The Hang Seng University of Hong Kong (HSUHK) introduced the concept of “Junzi” character in Confucianism in 2011 whereby an annual Junzi Corporation Survey (the Survey) is conducted to measure the overall level of business ethics in Hong Kong. The Junzi Corporation Award is conferred to felicitate Junzi corporations that meet high ethical standards with the five Junzi virtues of “Ren (benevolence)”, “Yi (righteousness)”, “Li (propriety)”, “Zhi (wisdom)”, “Xin (trustworthiness)”.

This year’s Junzi Corporation Award Ceremony was hosted on 28 June 2022. Professor Simon HO, President of HSUHK, delivered a welcome speech followed by Dr. Thomas MAN, Associate Dean (Enterprise and Business Engagement) who announced the Junzi Index. Professor Robin SNELL presented a theoretical framework on the five Junzi virtues and its implementation in business contexts. After President HO and Professor YV HUI (Provost and Vice-President (Academic and Research)) respectively presented



the Junzi Corporation Exemplary Award and Corporation Award, Mr. Calvin CHAU, President of The Hong Kong General Chamber of Small and Medium Business, gave a speech and conferred the Corporation Awards (Small and Medium Enterprises) to the Awardees.

To create and promote new knowledge as its teaching goals, HSUHK is committed to cultivating global leaders with discerning thinking, innovation, humanistic care, moral values and social responsibility. At the same time, HSUHK has been upholding its spirit of actively promoting business ethics and fostering a conducive and sustainable business environment. Since 2011, faculty members and students of HSUHK have made tremendous efforts to compile the Business Ethics Index by undertaking rigorous academic research that reflects the five Junzi Virtues.

The HSUHK Business Ethics Index reflects the public’s comprehensive evaluation of the ethical level of the business community. The results of this year’s survey show that the Index recorded an increase to 63.7 (out of 100) after a sharp rebound in 2021. It reflects that the overall level of business ethics in Hong Kong perceived by Hong Kong citizens has increased during the pandemic.

President HO pointed out that “the concept of the five Junzi virtues is, in fact, more comprehensive and beyond the Western business ethics. Not only enterprises should avoid wrongdoings, they need to promote good deeds.” HSUHK hopes that the Junzi Corporation Award will encourage more enterprises to adopt a Junzi demeanour. At the same time, the survey provides a useful yardstick with great reference value for the public.



In addition to the Award Presentation, the School took this opportunity to host a Business Leaders Forum on “How Should Hong Kong Businesses Thrive amid Pandemics?” The Forum was hosted by Professor Jeanne FU, Head of the Department of Management, with the guest Mr. CHENG Chi Wai Ellis, Chief Financial Officer, Kerry Logistics Network Limited who shared with us practical examples on data security and staff welfare that reaped long term reward. He also emphasised that enterprises must continuously innovate amid and post pandemic to suit the dynamic business environment globally.



A Marketing Perspective The Department of Marketing

The Business School Gala event “A Marketing Perspective” on 27 June 2022 attracted more than 80 guests in the event, including representatives from various chambers of commerce and small and medium-sized enterprises.

Dr. Kenneth KWONG (Assistant Professor) presented the results of the survey conducted in the retail and catering industry. Dr. Winnie CHAN (Lecturer) also led a group of students who actively participated

in international competitions and served as business consultants to share their insights.

Dr. Haksin CHAN (Head of Department) believed the connection with the business sector can create learning motivation for students. He also hoped to establish a long-term cooperative relationship with the business community.

AC.CG Alumni Sharing 2022 – Career Development: Company Secretarial and Advisory Professions The Department of Accountancy

The Department of Accountancy organised the AC.CG Alumni Sharing 2022 event on 29 June 2022 during the Gala week and invited five alumni as guest speakers to share their working experiences in the business sectors. Company secretarial and advisory professions have long been two of the major career fields in which our students pursue after graduation.

advancement.

After the sharing, our guest speakers and teachers stayed behind and mingled with participants.

Sincere gratitude to every guest speaker for sparing their time for conducting the sharing session and we wish all our final-year students and alumni great success in their career development.

From the reasons for entering the fields to the professional knowledge and personal traits that employers were looking for, our guest speakers discussed different aspects of their professions covering such topics as scope of duties, interview procedures and tips, and the challenges that they encountered at work. In addition, our teacher moderators also highlighted the corresponding departmental supports available to the current students and alumni as well as the recently launched postgraduate programmes offered by the School which may favour the audience aiming for career



Alumni Sharing: From Study to Career The Department of Management

As part of the Business School Gala, two alumni speakers, graduates of HSUHK and HSSC (恒商), were invited to share their experiences with our students on 30 June 2022.

Ms. Haley TSE, Executive Resourcing Coordinator of Standard Chartered Bank, shared her overseas experiences such as participating in a study tour in Japan, working at Pacific BMW in Los Angeles as a student intern and how these experiences benefit her career advancements.

Mr. Juno LEE, Senior Unit Manager at AIA, shared ways to facilitate work skills with examples of managing, motivating subordinates and keeping the momentum of the team.

From the interaction between the alumni speakers and our host Ms. Patricia NG, Lecturer, students were tremendously inspired.



School of Business

Professor Bradley Barnes Ranked 46th Top Management Scientist in China




Congratulations to Professor Bradley R. BARNES, Dean of the School of Business, for having been ranked as the 46th top business and management scientist in China in the latest ranking released by the international academic ranking website Research.com. He is ranked 35th among business management scholars in Hong Kong.

Research.com is one of the major websites for business and management research, offering credible data on scientific contributions since 2014. The top scholars selected are ranked with reference to the H-index, a measurement of the productivity and citation impact of scholars' publications, and other bibliometric indicators.

Best Business and Management Scientists in China

The 1st edition of Research.com ranking of top Business and Management scientists is based on data collected from Microsoft Academic Graph on December 6th, 2021. Position in the ranking is based on a scientist's D-index (Discipline H-index), which only includes papers and citation values for an examined discipline.
[Show more](#)

World	National	Scholar	D-Index	Citations	Publications
1267	46	 Bradley R. Barnes Hang Seng University of Hong Kong, China	31	4,573	74

The Women in Society Association (WISA) Seminars

WISA was glad to conduct a series of seminars during the past year. The Association will bring together interested and like-minded individuals to help nurture women talent. It will also serve as a sounding board for providing mentoring guidance so that women can develop their careers. The Association is also a catalyst for individuals to network with one another and promote themselves to the wider community.

WISA Seminars

*Women in Professions Seminar:
How Technology Empowers My Organisation and Accounting Career? (17 June 2021, Thursday)*

*Women in Society Seminar:
Managing Self: Evidence from a COVID-19 Survivor (15 July 2021, Thursday)*

*Women in NGOs and Wellbeing Seminar:
1. Can Sustainable Development Goals be Applied in Transforming Business and Social Services?
2. What New Perspectives can We Develop from Sustainable Development Goals? (13 September 2021, Monday)*

*Women in Leadership Seminar:
Women in Leadership Within the World of Consumer Products Licensing (25 November 2021, Thursday)*

*Women Empowerment with Wellness and Resilience Skills Seminar:
Women Attributes and Impacts of Sustainable Development Goals (SDGs) Projects (25 November 2021, Thursday)*

Organiser: Women in Society Association

School of Business The Hong Kong University of Hong Kong

Managing Self: Evidence from a COVID-19 Survivor

Have you ever wondered what COVID-19? Where do you sit survive? How the government is What is the sequelae of the prevent yourself from catching the

If the answer is 'yes' to some and if you want to learn more yourself' if infected, please come for this next exciting WISA talk. Ms Kitty Chan will share with experience of being diagnosed with grappling with the virus last Christmas a real life survivor of what to do

Date: 15 July 2020 (Thursday)
Time: 6:45 p.m. - 7:30 p.m. (Registration starts at 6:30 p.m.)
Venue: Fung Yiu King Hall (A4) 5 H H Academic Building, The Hong Kong University of Hong Kong

Zoom Link will be provided upon registration

Supporting Organisations: CaaS, CMA, HIREAST, etc.

Organiser: Women in Society Association

School of Business The Hong Kong University of Hong Kong

Women in NGOs and Wellbeing Seminar

1. Can Sustainable Development Goals be Applied in Transforming Business and Social Services?

2. What New Perspectives can We Develop from Sustainable Development Goals?

Ms. Winnie Yeung
National President, JCI HK

Date: 13 September 2021
Time: 6:45pm - 7:30pm (Registration starts at 6:30pm)
Venue: HSUHK Greater Bay Area Innovation Hub, 15/F, Admiralty Centre Tower II, 18 Harcourt Road, Hong Kong

Supporting Organisations: CMA, HIREAST, etc.

Organiser: Women in Society Association

School of Business The Hong Kong University of Hong Kong

Women in Leadership Seminar

WOMEN IN LEADERSHIP

Within the World of Consumer Products Licensing

Ms. Dora Sum
Vice President (SDG+PR), JCI Victoria

- What is Consumer Product Licensing?
- Which Companies and Who are the Woman Leaders?
- What Licensing Program Helps Push the Girl Power?
- How Do We Get to the Management Level?

Date: 25 November 2021
Time: 6:45pm - 7:30pm (Registration starts at 6:30pm)
Venue: CMA Australia (HK) 12/F, Tai Yip Building, Wanchai, Hong Kong

Supporting Organisations: CMA, HIREAST, etc.

Organiser: Women in Society Association

School of Business The Hong Kong University of Hong Kong

WOMEN EMPOWERMENT WITH WELLNESS AND RESILIENCE SKILLS SEMINAR

Women Attributes and Impacts of Sustainable Development Goals (SDGs) Projects

Ms. Dora Sum
Vice President (SDG+PR), JCI Victoria

1. Start-up journey in the TMT (Technology, Media and Telecom) industry

2. Art Life Business

Following heart and create products/services hands to rethink the role of knowledge transfer 4.7 via 5 Gender Equity Peace /17 Partnership.

Date: 10 June 2022 (Friday)
Time: 6:45pm - 7:30pm (Registration starts at 6:30pm)
Venue: CMA Australia (HK) 12/F, Tai Yip Building, Wanchai, Hong Kong

Supporting Organisations: CMA, HIREAST, etc.

Organiser: Women in Society Association

School of Business The Hong Kong University of Hong Kong

Women in Professions Seminar

How Technology Empowers My Organisation and Accounting Career

Speaker: Ms. Honnus Cheung
Co-Founder and Chief Strategy Officer Majodomo Group & Founder of T20 Limited

Honnus is currently a mentor of Cyberport and sbc1K.

Ex-CFO, Asia and General Manager, China for Travelers and Regional Finance Director of Yahoo.

◆ Start-up journey in the TMT (Technology, Media and Telecom) industry

◆ How to apply accounting and finance skillsets to start-ups and build TMT businesses in Asia

◆ How to empower technology to your organisation and career

Date: 17 June 2021 (Thursday)
Time: 6:45pm - 7:30pm (Registration starts at 6:30pm)
Venue: HSUHK Greater Bay Area Innovation Hub, 15/F, Admiralty Centre Tower II, 18 Harcourt Road, Admiralty, Hong Kong

For registration

Supporting Organisations: CaaS, CMA, HIREAST, etc.

Department of Accountancy



ACY Alumni Sharing on Postgraduate Studies

The Department of Accountancy invited five alumni who graduated from the BBA-ACC and BBA-CG programmes to share their experiences, to respond to the concern about whether to pursue a postgraduate degree. This is often a difficult question for fresh graduates and people who are looking for career advancement or career change.

Before the sharing, Ms. Sharon TSE from the Student Affairs Office introduced the preparation timeline and available support from our University for current students to explore various postgraduate studies opportunities.

During the sharing, our alumni shared their points of view and have an in-depth discussion among speakers and the audience, on the objective of pursuing a master's degree, suitable timing for further study and key challenges on part-time study alongside work commitment.





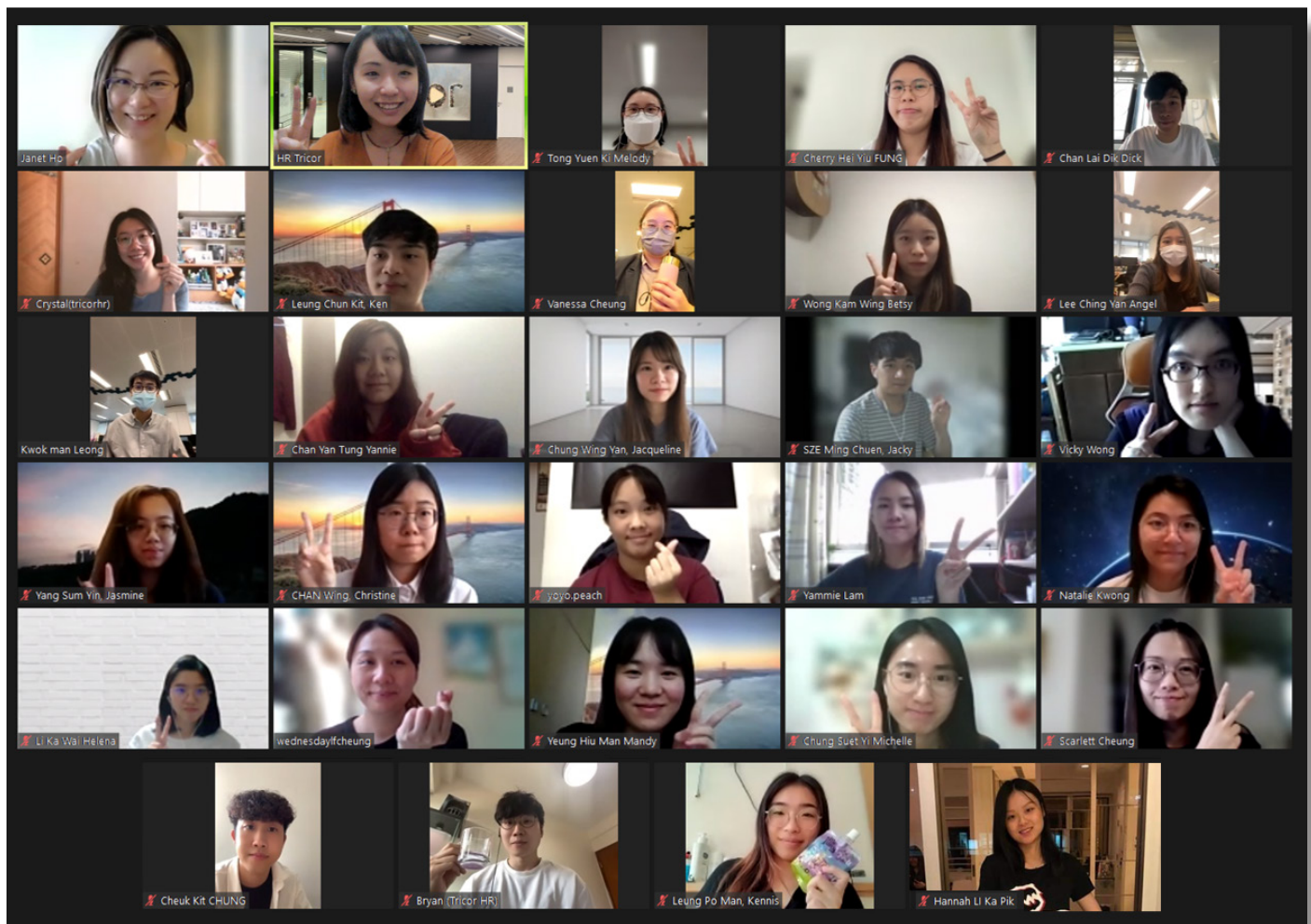
Professional Bodies Briefing Session – Series 1

The Department of Accountancy organised the first Professional Bodies Briefing Session for the Academic Year 2021/22 to provide students with the latest information on various professional bodies and their respective qualifications.

Representatives of the Association of Chartered Certified Accountants (ACCA), CPA Australia and the Hong Kong Institute of Certified Public Accountants (HKICPA) (arranged in an alphabetical order) were invited to introduce the main features of their professional qualifications and examinations.

An in-house sharing session, facilitated by our ACY teachers, was subsequently held to render advice to students on pursuing the right professional qualifications. Our ACY teachers also reminded students to keep track on their study progress to ensure they meet graduation requirements for sitting professional examinations.

Partnership with Tricor Hong Kong for an Exclusive Traineeship Programme for HSUHK students



The Department of Accountancy was glad to collaborate with Tricor Hong Kong and announced the Exclusive Traineeship Programme at an online orientation on 31 May 2022.

The Hang Seng University of Hong Kong (HSUHK), for the first time, partnered with Tricor Hong Kong to launch a traineeship programme for its students. Students at the university who are in their third- or fourth-year majoring in Accounting, Corporate Governance and Compliance, Management and Human Resources Management are welcome to apply. Under the programme, participating students enjoy a one-year (for third-year students) or 6-month traineeship (for fourth-year students). During the programme, they have an opportunity

to gain real life work experience by working as a trainee at Tricor two days a week throughout the school year and full time in the summer holiday.

Apart from the opportunity to work closely with Tricor professionals across different divisions, the programme comprises learning and exposure, networking, as well as monitoring and evaluation.

President HO is impressed with the well-designed internship programme. It not only equips students with practical work experience, but also provides training on professional industry knowledge, soft skills and business presentation, as well as precious opportunities to network with field practitioners.

Guest Lecture on Recent Financial Policy Development in Hong Kong: Environmental, Social and Governance (ESG) and Beyond cum Personal Tutor-tutee Networking #1

The first Guest Lecture cum Personal Tutor-tutee Networking for this academic year was successfully held on the theme of “Recent Financial Policy Development in Hong Kong: Environmental, Social and Governance (ESG) and Beyond”.

With the growing concerns about ESG in the business world, Dr. Rocky TUNG, Director and Head (Policy Research) at Financial Services Development Council, was invited to discuss with students how this concept surged significantly

over recent years and how Hong Kong could seize the opportunity with the use of sustainable investment strategies.

Besides, to let students familiarise themselves with other schoolmates and teachers, the Personal Tutor-tutee networking session was held before the Guest Lecture. Students reflected on their learning experience and received useful advice from personal tutors for formulating plans for academic and professional development.



ACY Online Seminar in March 2022 Corruption Prevention and Application of Financial Statements

The ACY Online Seminar in March was successfully held on 24 March 2022, dually themed in “Corruption Prevention” and “Application of Financial Statements”.

Mr. Jerome FAN, Senior Community Relations Officer of Independent Commission Against Corruption (ICAC), showcased various types of corruption violations with the demonstration of videos and case studies. Moreover, he provided useful advice for students to avoid being involved in corruption in the future.

Afterwards, Professor Hon. LAM Chi Yuen, Nelson, JP, member of the Legislative Council of HKSAR, introduced the difference in International Financial Reporting Standards (IFRS) among Mainland China, Hong Kong and Macau, as well as its impact on the financial reporting and accounting industries in international trading.



ACY Online Seminar in April 2022 – Tax Profession

The Department of Accountancy hosted the ACY Online Seminar on 28 April 2022 and invited two professionals to share the tax development in Hong Kong and the career opportunities related to this field.

Mr. Henry KWONG, Tax Partner of Cheng & Cheng Taxation Services Limited, shared his story in pursuing a career in the tax field and how students could equip themselves with the necessary skills and knowledge through internships and various professional activities.

Mr. Webster NG, President of The Taxation Institute of Hong Kong (TIHK), then provided an overview of TIHK and its professional qualification to students. Mr. Ng also reiterated the opportunities faced by tax professionals in this everchanging business world.



Department of Economics and Finance

Personal Finance Literacy Forum “Be a Smart e-Payment System User”

The Department of Economics and Finance and the School of Business were proud to organise the Personal Finance Planning Competition in 2022. To educate and introduce the competition to secondary school teachers and students, Personal Finance Literacy Forum: “Be a Smart e-Payment System User” was held on 10 March 2022. The forum was a kick-off event of a team-based competition for senior secondary schools’ students. There were around 100 online participants, who were enlightened by the inspiring sharing of the five invited speakers:

Mr. Jacky WU
(Platform Operation Manager, Alipay)
Mr. YAU Kwan Pang
(Manager, The Investor and Financial Education Council)
Professor Louis T.W. CHENG
(Dr S H Ho Professor of Banking and Finance, HSUHK)
Ms. LAM Wai Ting
(HSUHK Student Representative - Bronze award recipient of the Personal Finance Ambassador Programme 2021/22)



The poster for the Personal Finance Literacy Competition 2022, titled "Be an e-Payment System Master". It features a central image of a hand holding a smartphone. The poster is divided into several sections: Speakers, Judging Panel, Award Presentation Ceremony, and Awards and Prizes. The Speakers section lists Mr. Jacky Wu (Platform Operation Manager, Alipay), Prof. Louis T.W. Cheng (Dr S H Ho Professor of Banking and Finance), Mr. Yau Kwan Pang (Manager, The Investor and Financial Education Council), and Ms. Lam Wai Ting (Bronze award recipient of the Personal Finance Ambassador Programme 2021/22). The Judging Panel section lists Ms. Soanne Cheung (Influencer & Miss Hong Kong 2017), Mr. Philip Cheng (Executive Director Investment, BNP Paribas, CITI Capital MGMT), Mr. Yau Kwan Pang (Manager, The Investor and Financial Education Council), and Ms. Elaine Shiu (Hong Kong Outstanding Young Entrepreneur). The Award Presentation Ceremony section lists the date and time (2:30 pm - 4:30 pm, 10 March 2022 (Thu)) and the location (Auditorium, 2/F, Lee Qiu Wei Academic Building, Yuen Campus, HSUHK). The Awards and Prizes section lists the prizes: Champion (Cash Prize of HK\$6,000), 1st Runner-up (Cash Prize of HK\$4,000), 2nd Runner-up (Cash Prize of HK\$3,000), and Merit (Cash Prize of HK\$1,000 each). The poster also includes a QR code to register and a list of sponsors at the bottom.

Speakers shared the common factors leading to financial difficulties and the lessons learned from the cases seeking professional counseling. From the sharing and discussion, all of the participants took away useful tips and kits for formulating smart personal finance strategies by using electronic payment and action plans.

While electronic payment services in Hong Kong are boosted in every way, there are merits of using e-payment methods. Meanwhile, however, there are financial traps if they are not mastered well, especially for youngsters. They should know more about the pros and cons of e-payment methods before they get more freedom in using money and making spending decisions when moving to high school and tertiary institutions.



EAF Career Series Workshops

The EAF Career Series Workshops were conducted online in collaboration with SAO (Career Planning & Development) for students who were looking for employment in the field of banking and finance. The objective was to help students acquire the essential skills necessary for job hunting. It focused on HSUHK Graduate Employment Statistics, Job Market Information and Searching Skills, Resume and Covering Letter Writing Skills, Interview Skills and Demonstration of Aptitude Tests.

Afterwards, the second career series workshop was held. Dr. Charles LAM, MD Barings Private Equity Real Estate; Dr. Eva CHAN, Chairman of Hong Kong Investor Relations Association and IR Head of CC Land (Stock code: 1224) and Dr. Michael WU, Chairman of Creative Asset Management Limited and former Chief Executive Officer of China Chengtong Asset Management (Hong Kong), which is part of the China Chengtong Holdings Group Ltd,

and help to oversee the H-share of the RMB 70-billion equity of listed CSOE firms attended the workshop. They shared the reasons of integrating accounting data analysis in financial market operations being an important skillset for students' careers in accounting and finance. In addition, they also shared their insights on the following three questions:

Themes:

How to learn from mistakes in order to enhance your career success?

What roles do accounting data play in financial analysis?

Are communication and presentation skills important to a successful career in finance?

Mathematics for Finance Workshop

Mathematics for Finance Workshop was offered by the Department of Economics and Finance via Microsoft Teams.

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

EAF New Student Gala

The Department organised a student orientation for BBA-FA, BBA-FB and BBA-ECON students, where they introduced lists of activities/training programmes/competitions/career counselling that students could join during their university life. The objective was to help students equip themselves, enrich and enjoy their university life.



EAF Career Series 2021/22: Ignite your career. Are you ready to take the first step in your career in the wealth management industry?"

The Department of Economics and Finance conducted a workshop for students who were looking for suitable employment in the field of wealth management or related industries. The objective was to help students acquire the essential understanding in wealth management.

EAF Investment Competition 2022

To commemorate the event "EAF Investment Competition 2022", an opening ceremony was organised via Zoom on 25 February 2022.

Dr. David CHUI (Head of Department) was invited to deliver a warm welcome speech. It was followed by the winning teams of last year who shared their difficulties and winning tips to participants this year.

Finally, three teams 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 in the first week of July 2022.

HSUHK Economics and Finance Talk The Market Economics of China

An online talk "The Market Economics of China" was delivered by Dr. Raymond YEUNG, Chief Economist of ANZ Bank on 7 April 2022. More than 150 teachers, students, and the public attended the talk. As a seasoned economist in the banking sector, Dr. YEUNG used the Bloomberg database to illustrate the recent performance of China's economy such as the impact of RMB depreciation against the US dollar on China's economy. The audience learnt a lot of practical economic knowledge from his talk.



EAF Career Talk: Overview of Private Equity Industry for Aspiring Students

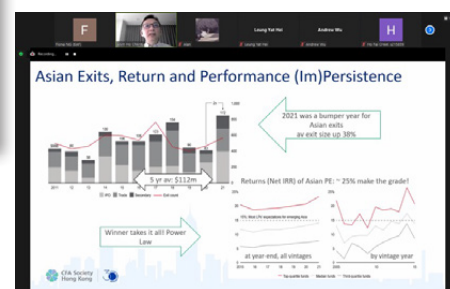
An online talk on "Overview of Private Equity Industry for Aspiring Students" was delivered by Mr. Alvin HO, Vice President and Society Secretary of CFA Society Hong Kong on 19 April 2022. More than 70 teachers, students and

the public attended the talk. As a seasoned private equity (PE) investor, Alvin introduced the PE industry and its development to the audience. Besides, he highlighted the knowledge and skill requirements for students to meet if they wished to work in the PE industry.

CFA Preparatory Course 2022

A 5-day CFA Preparatory Course was given by the Department of Economics and Finance via Microsoft Teams from 30 May to 6 June 2022.

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



Department of Management

Donation of Big Data Analytics Software from InSight4 Analytica

A generous donation of licensed accounts worth HKD 360,000 from InSight4 Analytica, an HR big data analytics platform, has been made to the Department of Management. The platform is helpful in research and learning activities. The workforce analytics software contains three modules to provide important insights to HR professionals in day-to-day personnel decisions:

Productivity Benchmarking Portal

Internal Labour Market Analysis

Staff Size and Compensation Cost Budget Simulator

A training session was delivered by the co-founder and CEO of InSight4 Analytica, Ms. Daisy XU, to introduce the use of the system and share the latest trends in human resources management practices.

Furthermore, the Department received an equivalent matched amount of funding from the Research Matching Grant Scheme (RMGS) of the University Grants Committee (UGC), through the donation from InSight4 Analytica, to support the project led by Dr. Liane LEE, the Principal Investigator.



Professor Jeanne FU, Dr. Liane LEE, Dr. Kaylee KONG, Dr. Noel WONG, and Dr. Eko LIAO (From left to right) presented the certificate of appreciation to Ms. Daisy XU.

Business Experience Sharing Seminar XVI An Outlook of HRM in a Post-pandemic World

Mr. David LI, immediate past president of HKIHRM, shared with students about this new work norm, along with other new trends in human resources. In addition, Mr. LI also shared with students the career prospects as an HR practitioner and the evolution of traditional HRM to “Strategic HRM”.

It has been over two years since the outbreak of the pandemic that HRM practices of organisations started to change on various fronts. Working from home has become a new trend and allows companies and their workforce flexibility.



Professor Jeanne FU (left) and Dr. Kaylee KONG (right) presented a souvenir to Mr. David LI (middle).

MGT Department - Back to Campus Gathering

The Department of Management organised the Back to Campus Gathering for students to interact with their teachers, friends, and

classmates during the pandemic. The gathering was designed to help them to overcome social barriers and enhance their sense of belongingness.



Group photo with students and faculty members from the Department of Management

Dressing up in their secondary school uniforms, students participated in fun games, got to know new friends from the Department and rebuilt relationships with their old friends. It was also a great chance to meet some faculty members in the Department.

Job Hunting 1.0: Master your job hunting: Stories from alumni as a job seeker and a recruiter

To increase the success rate of students' job hunting, two MGT alumni shared their job hunting stories with our participants on 14 April 2022, along with the moderation of our teacher Dr. Salina LEE. Ms. Michelle TANG, a senior associate at Pfizer, shared her insights as a recruiter on how to be an outstanding job seeker. Ms. Julie CHUNG, a graduate trainee from Shanghai Commercial Bank, also shared her experiences from a job seeker perspective about finding internships and graduate jobs. With active participation from the students, the Q&A section also enhanced idea exchange between the speakers and students.



Dr. Salina LEE (left) and Professor Jeanne FU (right) presented the souvenir to Ms. Jolie CHUNG (middle left) and Ms. Michelle TANG (middle right).

Department of Management Retreat 2021/22



The Department of Management Retreat provided a great opportunity for all faculty members to celebrate together on 17 June 2022, after this year's teaching, events, and various achievements. Apart from sharing their experiences in teaching, research, and other activities, faculty members also had discussions on important topics such as strengthening teacher-student relationships. In addition, members contributed great ideas on how to promote our caring culture and increase the cohesiveness of the Department.

Department of Marketing

Long Service Award Presentation Ceremony

Congratulations to five MKT faculty members, Mr. Eric CHEE (30 years), Dr. Alex LAU (20 years), Mr. Clive FAN, Dr. Haksin CHAN and Dr. Karen YEUNG (10 years), who received the Long Service Award on 8 June 2022. Mr. Eric CHEE also gave a speech and shared his experience as a long-tenured member of the university at the award presentation ceremony.



“HSUHK nurtures outstanding and proactive students by offering high-quality teaching and all-rounded development opportunities. I had a chance to lead a group of Year 1 students to participate in an international competition some time ago. While they had to take care of their studies, they were tireless in collecting information, writing reports, and preparing for their presentations, and they eventually achieved great results. I was very touched and gratified.”

*Mr Eric Chee
Associate Head of the Department of Marketing*

Student Achievements

TIHK-GBA Online Tax Competition 2021



The HSUHK team achieved the 5th place in the Preliminary Round Contest in the TIHK-GBA Online Tax Competition, which was organised by the Tax Institute of Hong Kong (TIHK).

Awardees

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

Hong Kong Institute of CPAs Scholarships 2020-21

Congratulations to our HSUHK students for receiving the Hong Kong Institute of CPAs Scholarships 2020-21, which was offered by The Hong Kong Institute of Certified Public Accountants (HKICPA)!



Awardees

CHEUNG Sum Fung (BBA-PA)
CHIU Wing Yan (BBA-ACC)

Hong Kong Institute of CPAs Scholarships 2020-21



Congratulations to two of our students who were awarded the HSBC Hong Kong Scholarship 2020-21. The two awardees received their certificates and prizes at the HSBC Scholars Day 2021 – Autumn Gathering.

The Scholarship was founded by the Hongkong Bank Foundation in recognition of students' outstanding academic achievements, as well as the devotion to social and community services.

Awardees

CHEUNG Sum Fung (BBA-PA)

CHUNG Cheuk Pong (BBA-ACC)

Hong Kong Undergraduate Financial Planners of the Year Award 2021

Our BBA-GBM students achieved good results in the competition of Hong Kong Undergraduate Financial Planners of the Year Award 2021. The competition aimed to raise awareness on financial planning among undergraduate students and equip them with relevant knowledge for a career in financial planning.

The competition was divided into 3 rounds: a first round of compiling a detailed financial proposal; the second round for producing a 10-minute video

oral presentation; and the final round of a face-to-face presentation in front of judges. With outstanding performance, **Simon Tsang (BBA-GBM,**

year 3) won the Certificate of Excellence, while a team with four year 1 students received the Certificate of Merit.



Certificate of Excellence

TSANG Kai Hong, Simon (BBA-GBM)

CHAN Lok Iu Anthea (BBA-SCM)

SHEN Yuk Dong (BBA-PA)

WONG Chun Kit Jacky (BBA-PA)

Certificate of Merit

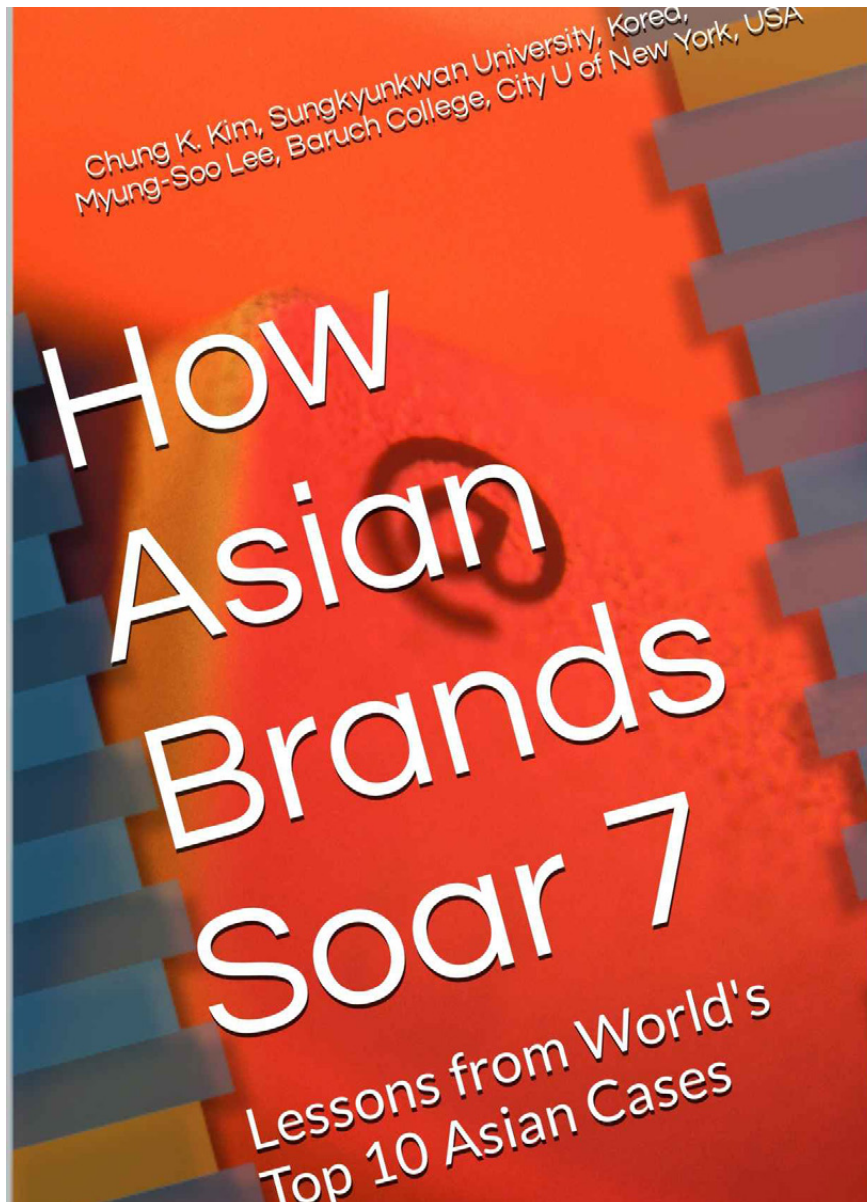
LEUNG Hoi Ching (BBA-GBM)

LIU Yeung Ki (BBA-GBM)

YIP Kin Long Tommy (BBA-GBM)

YUEN Tsz Ching (BBA-GBM)

Marketing Professor and Students Published their Winning Case in a New Book



The Case has been published both as a softcover book and a kindle eBook at Amazon.

After leading a student team to enter the Top 10 of the World Asian Business Case Competition (which featured over 400 teams from around the world), Dr. Kevin Zeng and the team recently published a case in a new book titled "How Asian Brands Soar 7: Lessons from World's Top 10 Asian Cases." The book is available as a softcover book and a Kindle eBook on Amazon. You are welcome to visit and see their book via this [link](https://www.amazon.com/Chung-K-Kim/dp/B09YR3SP2T).

Team

HU Qinyuan (BBA-MKT)

LIN Jingyin (BBA-FB)

PENG Ruikang (BBA-FB)

QIU Jingzhe (BBA-FB)

Advisor: Dr. Kevin ZENG
(Assistant Professor of the
Department of Marketing)



purchase link

<https://www.amazon.com/Chung-K-Kim/dp/B09YR3SP2T>

Excellent Financial Education Project of the Personal Finance Ambassador Programme 2021/22



The HSUHK team 'Money made money' 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 15 Jan 2022. The team was one of the teams winning the Bronze Trophy Awards and receiving a \$5,000 cash prize.

The team received "digital finance" training to qualify as "Personal Finance Ambassadors". They developed a series of online and offline activities to educate other HSU students about key concepts in financial management. Their creativity and adaptability were recognised by the organisers and won them a Bronze Trophy.

Awardees

TAN Ren; LIU Yuxiao (BBA-FB)
WANG Yuxuan (BBA-PA)
ZHANG Jia Nan (BJC-CC)
CHEN Ruohan (BSC-DSBI)
LAM Wai Ting (BSC-DSBI)

Local Final of CFA Institute Research Challenge 2021-22

Five students from the Department of Economics and Finance won the first runner-up award in the CFA Institute Research Challenge 2021-22, which took place on 19 February 2022. Teams are judged based on the quality of their equity research reports in the first round of the competition, in which the top five teams will advance to the final round to present their analysis and valuation to a panel of professional investors.

This year, the HSUHK team was shortlisted for the final round along with the Chinese University of Hong Kong, the Hong Kong Polytechnic University, the Hong Kong University of Science and Technology and the University of Hong Kong. In light of their excellent performance,

the HSUHK team won the first runner-up award, only edged out by the Hong Kong Polytechnic University team. The second runner-up award went to the Hong Kong University of Science and Technology team.

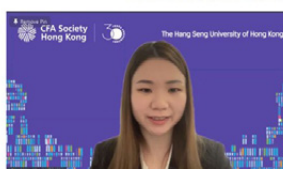
It is an annual global competition which provides university student teams with specialised experience in

equity valuation and business skills in communicating their analysis as professional analysts.



Hong Kong Local Final of CFA Institute Research Challenge 2021-22

1st Runner Up
The Hang Seng University of Hong Kong



Awardees

CHIU Chun Hei (BBA-BAF)
(Team Leader)
YEUNG Bit Ying (BBA-BAF)
YEUNG Yuk Hung (BBA-BAF)
CHAN Chun Hang (BBA-FA)
Yingtong WEI (BBA-FB)

HSUHK Innovation Project Competition 2022

The HSUHK Innovation Project Competition 2022 was successfully held online on 3 March 2022 by the Centre for Teaching and Learning (CTL). Congratulations to two students from the BBA in Corporate Governance and Compliance (BBA-CGC) for attaining remarkable performance in the competition.

LO Hok Lam, Gloria (BBA-CGC, Year 2) and her team “HOME+” won the Champion and Honourable Mentions (Relevance & Impact)! Their project focused on the ethnic minorities and social inclusion issues in Hong Kong.

YAP Shu Lin, Stella (BBA-CGC, Year 3) and her team “Eflow” suggested innovative solutions on the reuse and recycling of electronic products. The team was awarded an Honourable Mention (Presentation).

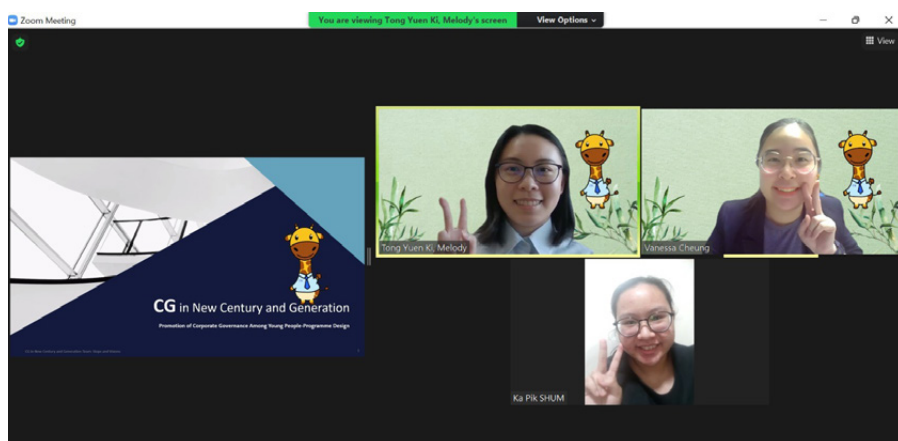
In the competition, candidates were required to team up and formulate innovative ideas based on three selected Sustainable Development Goals (i.e., Quality Education, Industry, Innovation and Infrastructure, and Reduced Inequalities).



Contest of “Promotion of Corporate Governance among Young People”

Congratulations to our HSUHK team formed by three students from BBA in Corporate Governance (BBA-CG) for winning the champion in the competition! It was co-organised and held by the Corporate Governance Development Foundation Fund Limited and the Hong Kong Institute of Directors on 3 March 2022, which aimed to support the local development and promotion of corporate governance.

Apart from the cash award, the team was given the opportunity to realise their ideas under the support and guidance from the Foundation.



Awardees

CHEUNG Cheuk Nam (BBA-CG)

TONG Yuen Ki (BBA-CG)

SHUM Ka Pik (BBA-CG)

SSRC Consultancy Project (2021-22)

A team of students from BBA-MGT and other programmes was awarded one of the best 3 teams in the SSRC Consultancy Project (2021-22). The competition provided an opportunity for students to work with entrepreneurs and business executives to deal with real-life problems.

The team chose City's Treasure, a social enterprise aiming at preserving small shops and promoting neighborhood spirit by providing local tour services to organisations as their project focus. The team provided a comprehensive development plan, including management, marketing, as well as strategic solutions to the founders of City's Treasure. The students gained first-hand experience



in dealing with managerial problems from this consultancy project, while their proposed plan also offered new insights for the company.

Awardees

CHIU Ho Ting, Zoe (BBA-MGT)

YUNG Ling Yi Brianna (BBA-MGT)

LAM Wing Tung (BBA-MKT)

LEE Chi Wai, Tracy (BBA-MKT)

HSUHK Entrepreneurship Challenge 2022

WONG Ming Hin (BBA-MKT, Year 4), along with three students from the Hong Kong Shue Yan University and VTC, won the First Prize and My Favourite Start-up Idea Award of HSUHK Entrepreneurship Challenge 2022, which was held on 27 May 2022.



TIHK Tax Debate Competition 2022



Congratulations to our HSUHK team for winning the Third Runner-up, after rounds of competitions and selection process, in the TIHK Tax Debate Competition 2022 on 5 June 2022, hosted by The Taxation Institute of Hong Kong!

Special thanks go to our teachers and the coaching team who provided enormous guidance and support to our HSUHK team. Once again, congratulations to all the members' hard work and brilliant ideas!

Awardees

CHAN Ting Fong (BBA-MKT)
CHUNG Cheuk Pong (BBA-ACC)
KWOK Man Leong (BBA-ACC)
LAM Chi Ho (BBA-MKT)



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