

BIZ

Newsletter Issue 19

*How Should Fintech be
Taught in Business Schools*
Dr. David CHUI

*School of Business is awarded the
AACSB International accreditation*

School Gala month



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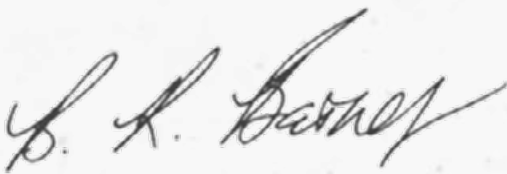
Professor Bradley R. BARNES, Dean of the School of Business

Dear Friends,

The School of Business (SBUS) is delighted to share with you the wonderful news that we have recently been awarded with full accreditation from the Association to Advance Collegiate Schools of Business (AACSB). This places us among approximately 6% of business schools globally that have successfully achieved this accolade. It is quite a remarkable achievement and we are one of only a few private university business schools within the region to acquire the status. The accreditation represents a 5+ year journey and the achievement of no fewer than 15 rigorous standards relating to just about every aspect of our operations. They include assessment of our mission and strategic development, intellectual contributions, financial strategies, student admissions, faculty management & qualifications, curricula & teaching development, assurance of learning and professional engagement etc. As Dean of School, I wish to thank all staff for their continued commitment, and relentless efforts and engagement during this process. Faculty members are to be commended on this achievement as over 95% of our team had not previously participated in AACSB accreditation. Full credit is given to them for their agility and willingness to embrace many tasks on the way.

Going forward, we are now on the accreditation tread mill and we will be reassessed in five years. The Peer Review Team conducting the next exercise will be looking for continuous improvement in the following areas: a) Significantly greater internationalisation, i.e., for no fewer than 10% of our faculty members and students being non-Chinese; b) improved research output, specifically with a greater tendency for our scholarly academics to publish in internationally recognised journals; and c) for the School to carve out a 'niche' for ourselves in competing with other local and regional universities. We aim to achieve this through looking to engage more with industry and appealing to the needs of employers, through generating greater student internships, undertaking more service-learning initiatives, company-based consulting projects and community initiatives etc.

We aim to forge greater links with industry in order to foster better stakeholder relations between employers, our staff and students, and create more opportunities for collaboration for many years to come.



Yours truly,
Bradley

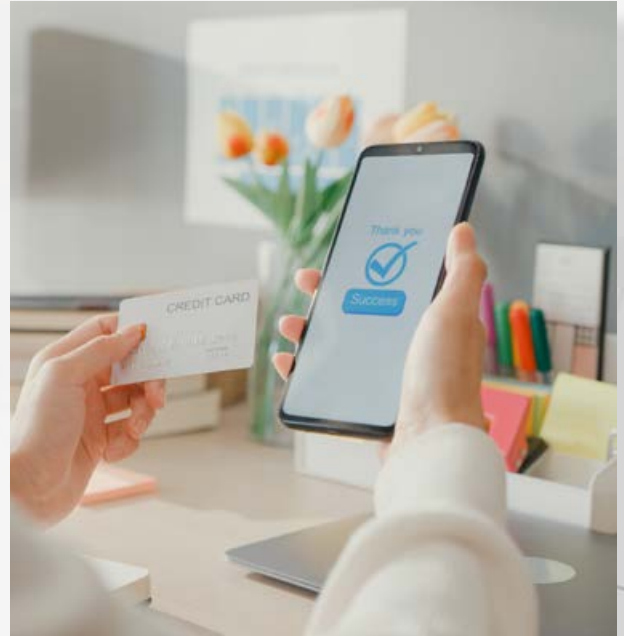


How Should Fintech be Taught in Business Schools

Dr. David CHUI

Head of the Department of Economics and Finance

During the past decade, the term FinTech has become commonly used. It is simply a combination of finance infused with technology application and this has created a new game plan in the financial world with a deep impact to our lifestyle. With the ever-advancing technology development, the new marketplace has completely redefined the entire financial ecosystem, user experiences and the global governance/order of the industry. Payment sector, for example, has been the most disrupted sectors and this was made possible by the growth of Smartphones to expedite the many facets of mobile payment. With the new order of financial ecosystem, we look into how university business schools can equip students to join this race.



FinTech Era

Is FinTech just a label or really a mark of a new era? If it is not, did it happen accidentally? We start by reviewing the history of technology application into the money world and identify the difference between the past and present period. A paper by Arneris, Barberis & Buckley provided some insights into this and Arneris et al. defined the history of FinTech in three different eras. Each era was highlighted by the major breakthrough that led to changes in the way users (or consumers) interacted with their money. "Fintech 1.0" was referred to the pre 1960s period which was defined by technologies such as telegraph and Morse code to revolutionise electronic transfer of fund so long distance financial transactions can be possible.

The post 1960s to early 2000, was termed as Fintech 2.0 that

was generally characterised by the digitalisation of finances. The 1980s saw the first movement towards digital banking with customers starting to manage their money in different ways such as ATM (automatic teller machines), SWIFT (Society For Worldwide Interbank Financial Telecommunications) for large volume of cross-border payments and PayPal as a new payment media for online transactions. Digitalisation also spilled over to other areas such as digitalised electronic trading (NASDAQ - the world's first digital stock exchange), etc.

Up to this point, the dynamics of these eras came from breakthroughs in communication technology and coincidentally find application into the financial services domain. In early 2000, the growth of smartphones has no doubt accelerated the primary position of users accessing the financial services. In conjunction with this growth, the industry started to recognise that the increased data volume holds the key to visualising the broader business picture, which can be tremendously helpful to form leading edge business strategy. The fashionable term "big data"



has such implicit meanings and it encompasses both qualitative as well as quantitative data. By doing this, financial institutions can intentionally target individuals with bespoke product offers and service support that match their banking behaviour and will create a more relevant experience for them.

At the same time, there is a resurgence of 70s intelligent learning and pattern recognition algorithm emerged as data analytics tools. With the advancement in high performance machinery and cloud computing, this has given these inductive algorithms a new lease of life to give efficient predictions when it was not practical to have a feasible prediction in the 70-90s period. Intelligent Machine Learning is set to evolve to strengthen customer interaction with financial institutions. Not surprisingly, this was in rife at a

time where global financial crisis in 2008 has driven the market to look for new efficient business approaches. Consequently, this has prompted many innovations. Undoubtedly, the combination of intelligence element, cloud computing, Blockchain and communication technology has driven the past decade's development to create new market providers. For example, Bitcoin was born in 2009 followed by other cryptocurrencies using the same Blockchain technology. FinTech trend has brought us to a season of creativity and innovation opportunities and has become the era of the start-up too amongst investors and consumers driving a wave of new products and services.

The FinTech story of technology and finance integration seems like a marriage made in heaven. It is not wrong to say that FinTech would not have taken off the

same way without the impact of technology. However, without the demand drive of the application domain in Finance, FinTech would not have existed at all. Therefore, the understanding of technology is very important to supply the leading-edge idea but equally it is just as important to have savvy insight of finance domain to know where technology can create the change.

Where do we go from here? Clearly, the underlying technology will continue to dominate the ongoing innovation in financial service domain. Talents will need to fill the: (a) technology side whether it is engineer or software developer background with leading edge skills, (b) finance/business domain side with strong entrepreneurial acumen to see where the value technology can add business efficiency and opportunity.



Implications to Talent Development

In 2017, the HSUHK held a FinTech symposium, which was supported by the Research Grants Council (RGC Grant No. UGC/IIDS14/B02/17) to convene a discussion to develop Hong Kong as the major Fintech hub. The symposium was well attended by over 300 attendees and some of the discussions revolving around how universities can foster:

- curriculum for developing home grown talent
 - technical competency (acquiring skills in open source programming, machine learning application, cloud computing, Blockchain application, Big Data/Data analytics, Smart contract, Distributed Ledger Technology, Open Banking and Application Programming Interface (API), Regtech, and Cybersecurity Awareness)
 - further research activities and collaboration between the academia and the industry
- There were many good takeaways from the symposium among various international and local institutions but in as far as talent development is concerned, it was agreed unanimously that universities have a great role to play and the education provision discussed roughly takes two pathways:

1. Degree and certificate programmes offered by Science and Engineering faculties: FinTech education will encompass a curriculum with high technical root knowledge on tools, platforms and environment both hardware and software aspects. This is hard technical skill education and development.



2. Degree programmes offered by Business Schools on FinTech: They usually blend finance/business domain and technology know-how domain into the curriculum design. In general, FinTech curriculum should possess high financial service domain knowledge and should then add in the necessary technical knowledge to complement the finance skills. The discussion also referred to the challenge

on combining the two areas to yield the desired learning outcomes. The symposium opined that the key to success is to have finance and technology elements probably infused across all the modules for students to experiment and visualise the combined dynamics.

In Dec 2021, Hong Kong Monetary Authority (HKMA) established the FinTech Competency framework

relating to Talent development, which can serve as curriculum design input. They are identified as:

- Entrepreneurial Spirit
- Learning Agility
- Navigating Ambiguity
- Innovation Orientation
- Cultivate a Unified Culture

The poster is for a 'FINTECH OPEN DAY' event. At the top left is the logo of The Hong Kong University of Science and Technology (HKUST). Below it, the text reads '經濟及金融學系 DEPARTMENT OF ECONOMICS AND FINANCE' and '香港恒生大學 THE HANG SENG UNIVERSITY OF HONG KONG'. The main title 'FINTECH OPEN DAY' is in large, bold, white and yellow letters. Below the title, a list of activities is shown: 'FINTECH CAREER TALK', 'FINTECH MINOR STUDY', 'SIMNECTZ SOI+ FINTECH PLATFORM', 'FINANCIAL TRADING LABORATORY TOUR', and 'AWS CLOUD TRAINING PROGRAM'. At the bottom left, the event is scheduled for '2 - 4 PM 22 Sept 2022 (Thursday)'. At the bottom right, the location is 'A405 Financial Trading Laboratory'. The background of the poster is dark with a glowing circuit board pattern.

Business School Viewpoint

Is there a “one size fits all” benchmark curriculum to base the design on? The short answer is probably “not” but likely subject to the emphasis of the designed programme. Each institute has slightly different positioning in offering FinTech education. In the Hang Seng University Business School, the newly offered “Financial Analysis and FinTech (FAFT)” BBA degree programme by the Department of Economics & Finance took the symposium discussion on board and put the emphasis on the macro finance skill element supplemented with technology knowledge to foster innovation. The FAFT programme sits on a BBA structure and the advantage of this comes with the prescribed Common Core and Business Core education. The specialisation part of the curriculum positions to have the balance of not overly technical but a higher level of knowledge to

manage and apply technology to the financial industry.

The major core of FAFT covers a general spectrum of popular concept/technology and its specific application to financial industry and business.

- **FinTech Management**
101 covers the foundation aspect of this ever-evolving technological driven environment.
- **FinTech Regulation and Ethics** covers the need of regulation and the different regimes currently experiencing.
- **Blockchain in Financial Services** focuses on the key technology in Fintech application.
- **Open Source Computer Programming** covers the quintessential programming knowledge to develop Fintech applications. The open source programming language Python (or equivalent) will be focused which is used in the industry.

Students can select a variety of electives to focus on the specific specialisations such as Financial Technology for capital market trading, Artificial Intelligence in broader context, Machine Learning in Economics & Finance application, Data Analytics and Business Intelligence.

To enhance the integration of finance and FinTech, the programme will be wrapped around with FinTech activities such as bespoke internships, GBA visits and boot camps, open

competition, and the opportunity to be mentored by industry practitioner. On top of this, the programme builds a supporting ecosystem of FinTech platforms and related software/application programme interface/toolboxes for dedicated learning experience. Classroom teaching will be integrated into the appropriate tools to visualise the real world relevancy. For example, FAFT uses a FinTech learning platform for open banking simulation when teaches FinTech Management, RegTech and part of Machine Learning.



An added advantage of the acquired FinTech learning platform is that it possesses an established data sandbox. This allows students to use or adjust the data sandbox to exercise their ideas in banking data. Students could then work with a variety of technical tools:

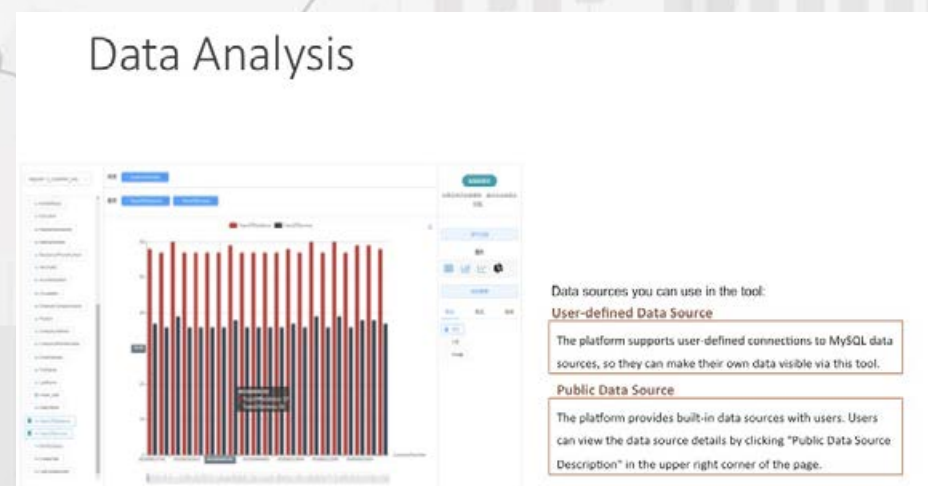
- Data Visualisation Tool
- Auto Machine Learning Tool

- API Usage
- Generate own API
- Prototype Simulator

While the platform allows students to build their own projects and code with multi-language, like Python, Java, C++, it is also flexible enough for the “not so technical” students using “Low Code Tool” to do the same scenario analysis. The low code tool allows students with low technical background to create, illustrate, build their ideas from scratch without needing to be strong in coding.

Similarly, other software and toolbox will be integrated into the teaching and learning on other modules. Although it is early days to see the learning result, it is in the right direction to cultivate more local talent to drive HK being a FinTech’s hub status.

The author is very thankful to EDB’s funding under the Enhancement and Start-up Grant Scheme (ESGS - ESGS/2021/APP-10) to support this FinTech education initiative.



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HKMA (2021) Enhanced FinTech Competency framework

School of Business

Celebrating International Diversity



The School was delighted to initiate events to celebrate international diversity this year, which brought together international and exchange students from all over the world. These events were an opportunity for students to share their cultures and traditions with each other and to broaden their cultural horizons.

The first event, Celebrating International Diversity: Festival, Food & Fun, was held on 14 February 2023. Students from Finland, France, Spain, China, and the Philippines, among other countries, came together to share their traditional cuisine and unique cultures. The School served up a tasty spread of international cuisine, including Indian curry,

naan, Italian pizza, and pasta. Students also made French toasts to give their schoolmates a taste of French culture. Dean BARNES kicked off the event by chatting with every student and sharing his own experiences living and working in both the UK and HK.

We went on to host Celebrating International Diversity: Enjoy Eid and Taste the Delights on 26 April 2023. This event marked the end of Ramadan and the coming of Eid and was held in collaboration with HSUHK E-M Power, an Ethnic Minority student society in the University. Mr Hassan AHMED, President of HSUHK E-M Power, played music games with the participants to break the ice and introduce them to talk about their

country's festivals and traditions. This allowed everyone to know each other better and to learn more about the diverse cultures.

The School of Business looked forward to hosting similar events in the future.

Signing Ceremony of the Collaboration Agreement of the Executive Certificate in Contemporary Financial Planning Programme

On 15 February 2023, the School hosted a signing ceremony for launching the Executive Certificate in Contemporary Financial Planning Programme, which is a brand-new executive training programme in collaboration with the International Association of Registered Financial Consultants (IARFC) Hong Kong/Macau Chapter for financial planning professionals.



This programme aimed at equipping members of IARFC with professional knowledge in FinTech and Trust, which were two important areas for competent and effective wealth management nowadays. It would be delivered by a joint teaching team comprising experienced

instructors who were seasoned practitioners and faculty members of SBUS. Completion of this programme would lead to a new designation “Master Registered Financial Specialist” (MRFS) of IARFC, which is also supported by the Hong Kong InsurTech Association (HKIA).



Award Presentation Ceremony for 2021-22



The School of Business was glad to present awards to both faculty members and students for their academic achievements on 16 February 2023. Over 100 faculty members and students joyfully attended the ceremony on campus.

Throughout the ceremony, we proudly awarded the Research Achievement Award to our outstanding staff members who have made remarkable contributions to their fields. We

also recognised our teaching staff with the Teaching Excellence Award. Let's give them a round of applause!

We also presented the Best Progress Award to students who have shown remarkable growth and improvement. And of course, we unveiled the Dean's List Award for those exceptional students who have consistently demonstrated academic excellence throughout their studies.



Junzi Launching Ceremony 2023 cum Business Leader Forum

The Junzi Launching Ceremony 2023 cum Business Leader Forum was held on 23 February 2023. During the Ceremony, Dr. Belinda YAU, Assistant Professor of the Department of Accountancy, presented the 2023 Junzi Corporation Survey and highlighted the resumption of the street interview, considering the recent withdrawal of several pandemic measures. Dr. YAU has also led the representatives of the student survey team to conduct a campaign rally which declared the 2023 Junzi Corporation Survey has launched. Dr. Lawrence LEI, Assistant Professor of Accountancy, moved on to introduce the details of the 12th Junzi Corporation Awards and the judging criteria to the participants (see p.15 for more details.)

After the Launching Ceremony, we continued to host the Business Leader Forum with one of the recipients of the Junzi Corporation Awards 2022 to share their Junzi practices. Mr. Eugene LIU (Managing Partner of RSM Hong Kong) and Mr. Carl YU (Partner of Audit and Assurance in RSM Hong Kong) shared their insights and real-life practices on the Junzi ethics, the ESG (Environmental, Social and Governance) concept, and how they are connected together.



AACSB Peer Review Team Visit

The School recently underwent a rigorous evaluation process by the Association to Advance Collegiate Schools of Business (AACSB). From 6 to 8 March 2023, the AACSB Peer Review Team visited the School of Business to conduct a comprehensive evaluation of its programmes, faculty, staff, students, and facilities.

We welcomed Professor Mike EWING, Professor Ding YUAN, and Professor CHEN Houn Gee, all of whom brought a wealth of experience and expertise to the evaluation process. During their visit, the team assessed the School's compliance with AACSB standards, which cover a wide range of areas, including faculty qualifications and development, curriculum content, programme delivery, and student learning outcomes.

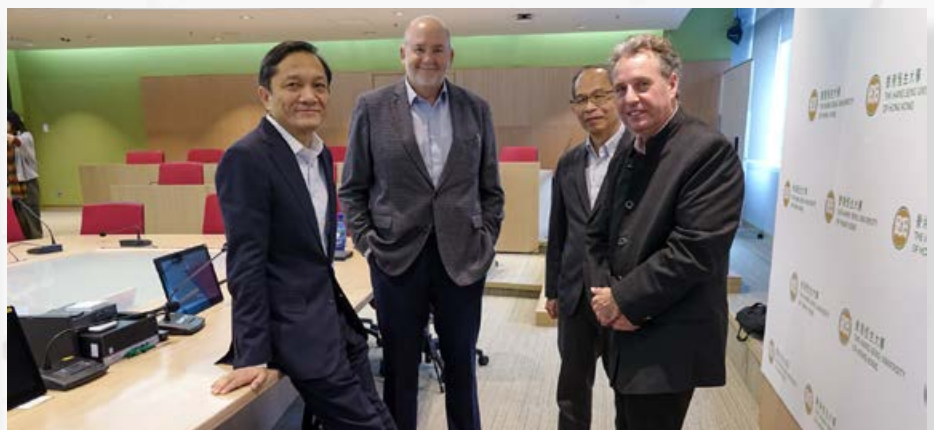
The AACSB accreditation process is highly demanding and requires extensive documentation, including reports, data, and evidence of achievements, to be provided to the review team in advance of the visit. The School was thoroughly prepared and provided the review team with all necessary documentation to evaluate its performance against the AACSB's standards and criteria. The Peer Review Team



Visit was also an opportunity for the School to showcase its strengths and achievements. During the visit, the School highlighted its unique programmes, innovative teaching methods, and research accomplishments. The review team looked for evidence of the School's impact on its students, faculty, and community, and the School had the chance to demonstrate how it is fulfilling its mission and goals.

The AACSB Peer Review Team Visit is a crucial step for any business

school seeking accreditation. It is a hallmark of quality in business education. It signals to students, employers, and the business community that our School is committed to providing high-quality education and preparing its graduates for success in the global marketplace.



AACSB Appreciation Event



On 2 June 2023, SBUS hosted a special event to celebrate the success of AACSB accreditation of the School. The event was organised in recognition of the strong support from the staff and guests, including President Simon HO and other individuals who played a critical role in achieving this remarkable accomplishment.

The AACSB accreditation process was a rigorous evaluation of a business school's quality and commitment to excellence in business education. This process took years to complete, and only a small percentage of business schools globally achieved full

accreditation status. Dean BARNES announced at the event that the School of Business was now among 6 percent of business schools that had achieved full accreditation status, thanks to the unwavering support of our staff and guests.

It was noteworthy that the School was able to achieve this remarkable accomplishment within six years. This achievement was a testament to the dedication and commitment of our staff and students, who had worked tirelessly to ensure that we met the high standards set by AACSB. The accreditation process had been

an arduous journey, but we had emerged stronger, more focused, and more committed than ever before to providing our students with the best possible education and opportunities.



Elder-Youth-Transgenerational (EYT) Financial Education Programme 2022-2023



The School introduced the EYT Programme to promote financial literacy among university students and the elderly in Hong Kong and to foster youth and elderly people engagement in the local community. Sponsored by Hang Seng Bank, the School collaborated with the Centre of Teaching and Learning to develop a series of tailored financial education and social service training courses for HSUHK students.

With the help of the ELCHK, Sheen Hok Charitable Foundation Kwan Shon Hin Yu Chui Neighbourhood Elderly Centre, interactive experiential training workshops were conducted to develop students' understanding of the aging population in Hong Kong and to enhance their transgenerational communication skills. The guest lecturers conducted by experienced Hang Seng Bank colleagues also enriched students' knowledge of the current issues and practices of financial markets and the threats of financial scams.

Seventy-nine qualified students formed groups to deliver an elderly workshop series covering



issues related to a review of personal financial management and investment, an introduction of financial products for elderly and prevention of financial scams. Throughout the academic year, 16 workshops were delivered to 204 elders who were members of elderly centres of the participating NGOs, including Tung Wah Group of Hospitals, located in different districts of Hong Kong.

Both the students and elderly participants reported that there was a net gain in knowledge and they were pleased with the programme.

School Gala Month

8th World Business Ethics Forum

The 8th World Business Ethics Forum (WBEF) was held on 14-15 June 2023 at the Hang Seng University of Hong Kong with the theme - "Emerging from Crisis through Socially Responsible and Ethical Business". It provided a platform for academics and practitioners from around the world to exchange ideas and discuss emerging issues in the field of business ethics.

The forum received an overwhelming response, with 25 research papers presented by the attendees. We expressed our gratitude to all participants for their valuable contributions and for bringing their papers to the forum.

The forum also featured a distinguished panel of guest speakers who shared their insights and experiences on various aspects of socially responsible and ethical business practices. We extended special applauses to Prof. John FRAEDRICH, Prof. Carl RHODES, Ms. Akiko TAKAHASHI, Dr. Ricky SZETO, Dr. Michael WU, Mr. Terence LAY, Mr. Simeon CHENG, Prof. Erwin HUANG, Dr. Thomas TANG, Ms. Natalie CHAN, Mr. CHUA Hoi Wai, and Ms. Virginia WILSON for their fruitful sharing.

The forum covered a wide range



of topics related to socially responsible and ethical business practices, including managing ethically under COVID-19 and other disruptive contexts, ESG, sustainability, CSV, CSR, values-based approaches to corporate management, ethical leadership, ethical reasoning, and ethical decision-making. Other topics included institutional safeguards, contemporary ethical challenges in marketing, accounting, economics, and finance, HRM, and supply chain management ethics.

One of the highlights of the forum was the announcement of the Best Paper Award, which was given to the paper titled "The Impacts of Work-From-Home Goal Alignment on Employee Well-Being and Turnover Intentions:



The Mediating Role of Work Engagement", presented by Dr. Ada WONG from the Singapore University of Social Sciences and Professor Francis CHEUNG from Lingnan University. The Award was a recognition of the authors' efforts and contributions to the field of business ethics.



12th Junzi Corporation Award Presentation Ceremony cum Announcement of The HSUHK Business Ethics Index

The School proudly hosted the 12th Junzi Corporation Award Presentation Ceremony on campus on 15 June 2023, as a highlight event of the School Gala month. President Simon HO officiated the Ceremony with a welcome speech. It was followed by the presentation of awards to prominent businesses from different industries which shared

high business ethical standards, incorporating the five Confucian virtues, namely Benevolence, Righteousness, Propriety, Wisdom and Trustworthiness. Recipients of the awards included The Hong Kong and China Gas Company Limited, Macao Water Supply Company Limited, Yoho Group Holdings Limited, China Overseas Land and Investment Limited,

North Asia Strategic Holdings Limited, i-CABLE Communications Limited, Lee Kee Group, Chow Tai Fook Jewellery Group Limited and Allied Sustainability and Environmental Consultants Group Limited, among others.

The Ceremony also announced the results of this year's Junzi Survey which showed that the



HSUHK Business Ethics Index increased to 62.4 (out of 100). It was raised by 0.8% and 4% from 61.9 in 2022 and 60.0 in 2021 respectively. It reflected that the overall level of business ethics in Hong Kong perceived by Hong Kong citizens has increased and enterprises have also improved in terms of business ethics.



In addition to the Ceremony, SBUS facilitated the Dialogue with Business Leaders on the topic - "Moving Forward from the Pandemic: Reflections and Strategies for the Future". Ms. Kathryn HO, Deputy CEO of International Housewares Retail Co. Limited, and Mr. Maurice KONG, Chairman Institute of Dining Professionals shared the important elements of a quality business leader including being responsible, flexible and a fast leader. They emphasised that business leaders should act as a role model to colleagues and show empathy to others.



The SBUS School Gala month also showcased a diverse range of events organised by four departments.



The *Department of Management* hosted an engaging taster workshop on 24 June 2023, offering local secondary school students a hands-on experience of management concepts through interactive games. Led by Dr. Sally CHEUNG, the workshop introduced fundamental concepts while observing the participants. The well-designed games

effectively reinforced students' understanding, and many expressed that it had deepened their knowledge and sparked their interest in studying management programmes.

Under the theme "The Future of Marketing," the *Department of Marketing* conducted a seminar on 28 June 2023. Six esteemed graduates and industry leaders shared their insights with current students, focusing on topics such as the impact of Artificial Intelligence, the challenges of entrepreneurship, and the significance of building a professional network. The seminar encouraged students to actively engage in networking and event participation as part of their preparation for the dynamic workplace.



On 30 June 2023, the *Department of Economics and Finance* organised a FinTech innovation competition for senior secondary school students. The competition aimed to foster FinTech literacy among the youth and inspire them to explore the digital landscape. Six finalist teams presented their innovative ideas to a distinguished judging panel on our campus. St. Paul's Secondary School emerged as the champion, impressing

the panel with their outstanding creativity and originality.

The competition achieved its objective of promoting FinTech literacy among young participants, while the judging panel commended the various finalists for their fresh perspectives and inventive solutions.

The *Department of Accountancy* hosted a professional seminar on 21 June 2023. Ms. Willa CHAN, Founding Principal of Willa Legal, shared her expertise on the topic "Is Hong Kong a good place to set up a private fund?". She provided valuable insights into private investment funds and the relevant laws and regulations in Hong Kong. Following the seminar, a networking session brought together faculty members, current

students, and alumni, fostering connections within the AC.CG network. Participants thoroughly enjoyed this valuable opportunity to mingle and strengthen the bonds within the community.



SSRC Fifth Student Presentation and Award Presentation Ceremony



The Start-up and SME Resource Centre (SSRC) hosted its Fifth Student Presentation and Award Presentation Ceremony on 30 June 2023. Starting from academic year 2022–2023, under the support of Hang Seng Bank Limited, 6 management trainees joined the teams of HSUHK student consultants in providing complimentary consultancy services to different local start-ups and SME firms.

Dr. Thomas LEUNG, Associate Dean of the School, pointed out in his welcoming remark that as of 2023, SSRC has provided consultancy services to over 20 local businesses, supporting

firms in different sectors, such as retail, charity organisations, and e-commerce etc. With the strong support of Hang Seng Bank Limited, it provides important learning opportunities to students. He looks forward to seeing SSRC serve more business-in-need in the society.

In this cohort's Student Presentation and Award Presentation Ceremony, SSRC had the great honor to invite Ms. Stella FUNG Siu Wan, Managing Director of Beijing Tong Ren Tang Fook Ming Tong Chinese Medical Center, and the donor of "Stella Fung Siu Wan Space for All" and SSRC, as the Head of Judge,

as well as Mr. Jordan CHEUNG, Chief Marketing Officer of Hang Seng Bank Limited, and Mr. William SHUM, Founder and CEO of Memorigin Watch Company Limited as the panel of judges.

Head of Judge, Ms. FUNG remarked to fellow HSUHK student consultants that they should learn from their experience in the SSRC consultancy programme and equip themselves to prepare for future opportunities.

Department of Accountancy

ACY Personal Tutor-tutee Networking (Semester 2, 2022-23)



A Personal Tutor-Tutee Networking event was organised on 9 February 2023, with a large number of students who were eager to connect with their tutors and learn from outstanding student representatives from the BBA-CGC and BBA-PA programmes.

They shared experiences of applying for scholarships,

postgraduate programmes and graduate jobs in reputable companies. Their stories provided valuable insights and motivation for the attending students who were currently planning their academic and professional pathways.

In addition to the student sharing session, the event was an excellent opportunity for students to meet

their tutors for providing guidance and support.

Guest Lecture cum Professional Body Briefing Session

The Department conducted a Guest Lecture cum Professional Body Briefing Session on 23 February 2023, which was hosted by Mr. Philip HUNG, Director of PwC Hong Kong, and Ms. Flora CHAN, Senior Manager of PwC Hong Kong. They were pleased to deliver an informative presentation on Tax Audit in Hong Kong during the guest lecture. Their expertise and experience in the industry provided valuable insights to students.

Mr. Dicky TO from TIHK went on to share with students about TIHK and its professional qualification. This provided students with an understanding of the qualifications



and skills required to succeed in the taxation field. Students expressed their appreciation for the informative presentation and meaningful perspectives provided by the experienced speakers.

Personal Tutor-tutee Networking cum Earring D.I.Y. Workshop



The Personal Tutor-tutee Networking cum Earring DIY Workshop was held on 2 March 2023, to provide students a networking event with their personal tutors.

The event started with a networking session where students had the good opportunity to meet with their tutors and discuss their academic

and personal development. Following the networking session, our alumnus set up an Earring D.I.Y. Workshop to guide students in designing and fabricating their own earrings. The workshop was a great platform for students to connect with their tutors and classmates, seek advice and create beautiful earrings of their own.

ACY Guest Lecture on “Family Business and Family Office in Hong Kong - Investment and Governance-related Issues”

The Guest Lecture on “Family Business and Family Office in Hong Kong - Investment and Governance-related Issues” was delivered on 27 April 2023, aimed to provide students with insights into the complexities of family business and family office structures in Hong Kong.

Mr. John NG, CFO of the Lee Kum Kee Group, and Mr. Jeffrey KWAN, CIO of Lee Kum Kee Family Investment Group Limited, shared their extensive knowledge and experience on the topic. In the meantime, they discussed the unique challenges and opportunities of family businesses, including the importance of succession planning, as well as

highlighting the importance of governance in ensuring the long-term success of this business model.



Department of Economics and Finance

Company Visit and Career Talk with Infocast Ltd.

The Department was happy to co-operate with Infocast Ltd. to deliver a career talk and introduce their company through a visit to their model branch centre in Central on 23 February 2023.

About 30 students learned the latest development and trend in the financial market, particularly job opportunities in the FinTech area through this visit, who were enthusiastic about the sharing that pointed out the qualities valued by employers in the financial sector nowadays. In addition, they were able to try and experience cutting-edge technology in their branch centre. The visit offered a fruitful afternoon to the students.

Infocast Ltd. is a leading supplier of financial information technology (FinTech) products and services in Hong Kong. It provides one-stop securities trading applications, market data terminal and a newswire website.



EAF Career Talk x Investment Competition 2023 Opening Ceremony



EAF Investment Competition 2023 was kicked off on 2 March 2023, which was a three-month long competition where student teams competed in a renowned trading simulation platform using real-time data and news. Dr. David CHUI, Head of the Department, delivered his warm welcome to all

participants at the beginning. Dr. Sean CHANG, an experienced fund manager and research professional, went on to give a talk about his industry insight and explained how fund managers pick stocks.



Personal Finance Literacy Forum 2023

The Forum was hosted on 29 March 2023, as a kick-start activity of the HSUHK Personal Finance Literacy Event for Secondary Schools in 2023. The theme was “Financial Literacy across Generations-The Role of Adolescence”, which aimed to enlighten the young generation regarding their role in promoting financial literacy across generations.



Over 70 participants, including teachers and students from secondary schools were enlightened by a panel of inspiring speakers during the event. They were Hons. LEUNG Hei, Legislative Councillor, HKSAR; Mr. LEE Tan Chun, Timmy MH, Vice Chairperson of the External Affairs Committee, The Board of Management of The Chinese Permanent Cemeteries; Mr. Peter YAU, Manager, Investor and Financial Education Council

(IFEC); and Dr. TUNG Wing Chiu, Brian, Project Director of Elder-Youth-Transgenerational Financial Education Programme, School of Business, HSUHK. They discussed the recent rise of “tech-related” crimes in Hong Kong, common financial issues faced by elderly individuals, and ways in which high school students can promote financial literacy and prevent scams across generations. Participants gained valuable insights, tips, and resources for

promoting financial literacy in an increasingly technology-driven financial landscape.

Before the end of the forum, Dr. Brian TUNG was happy to announce a team-based competition for senior secondary schools’ students in July, with the theme “Giving Advices to Seniors about Financial Scams and Money Matters by “Boomer Graphics”.

Private Equity Investment and Market Opportunities



On 20 April, a career talk was delivered by Mr. Rex CHIU, Managing Director of Wealth Management & Solutions at Dragonstone Capital Management, and Mr. Lawrence LAU, Managing Director & Head of Investment and Product Solution at Wealth Management - Guotai Junan. They not only talked about their views and experience within the industry but also shared their personal thoughts on Private Equity Investment.

CFA Preparatory Course 2023



A 5-day CFA Preparatory Course was offered by the Department from 5 to 9 June 2023. This Course was 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.

Department of Management

Job Hunting Series 2023

The Department facilitated a series of job-hunting activities to provide platforms for students in standing out during the job search season. The series started with a sharing session on 4 April 2023 by Ms. Ariel SO, a BBA-MGT alumnus and an HR professional from AlphaSights. Under the moderation of our host Mr. Anthony YEUNG from BBA-MGT Year 4, our guest shared her experience as a recent graduate from Management, tips on job seeking and building a competitive LinkedIn profile. She also took the opportunity to share highlighted resources for job hunting at HSUHK.

Following the sharing, the Department also conducted one-on-one coaching for CV writing and mock interviews. Our students were able to equip themselves with better skills in preparing a winning CV and shining their way in job interviews.



Chill Club Meal



The Department hosted the Chill Club Meal on 5 May 2023, to treat MGT students with delightful Chinese stewed soup and catering as a boost and encouragement before exams. The event drew around 30 students and 10 teachers.

Apart from this, everyone had much fun in the mini games and lucky draw session as well. At

the end of the gathering, in came the highlight of the day - our first Department Time Capsule. The atmosphere was warm and enjoyable. We look forward to staying in touch with students after they graduate from HSU.

All of us had a joyful evening, what a memorable celebration marking the end of the semester!

Department of Marketing

Alumni Mentorship Programme – Kick-off Ceremony 22/23



The Department held the Kick-off Ceremony of the Alumni Mentorship Programme 22/23 on 31 March 2023. Over 20 alumni and students participated and connected through ice-breaking games in the ceremony. It aimed to launch the programme and foster a mentoring relationship between alumni and students.



CEO Talk: Social Commerce: The Next Normal?



On 12 April 2023, Mr. Ken IP, Chairman of Asia MarTech Society, shared with our students the rapid development of social commerce. He first introduced the metaverse and how seminars, concerts, conferences, etc. were organised during the pandemic. He also briefed some popular

applications in China like Xiaohongshu and TikTok with a selling button embedded in the App to increase sales. It was a valuable opportunity for attendees widen their horizon about digital growth in China.

Sharing Talk - Are You Ready for the Sliver Market?

On 23 February 2023, the Department organised a sharing talk titled "Are You Ready for the Sliver Market?", which aimed to explore the potential of the emerging market of people aged over 50. The talk featured Prof. Teresa TSIEN, an esteemed community leader and the former Professor of Practice (Gerontology) of the Department of Applied Social Sciences of The Hong Kong Polytechnic University. With her extensive experience and expertise, Prof. TSIEN provided valuable insights and practical strategies for businesses to secure opportunities in the silver market. She also provided practical advice on how to meet the needs of this growing market group.



Personal Tutor-tutee Networking cum Photoshop Workshop



The Department was pleased to present a Personal Tutor-tutee Networking cum Photoshop Workshop on 27 April 2023, with a tea gathering for peronsal tutors and students to network and connect. Following the gathering, Ms. Tiffany TAM hosted a Photoshop Workshop to teach attendees practical skills in using the Adobe Photoshop CC.

Link REIT Job-Tasting for HSUHK students



The Department and Link REIT jointly hosted a job tasting programme for 20 students. This opportunity involved a half-day training on 15 June and the opportunity to perform the duty of the Link REIT Sustainability Lab's shop manager for 1 day over the Summer.

"HSUHK was the first higher education institute we collaborated with since the opening of the

Sustainability Lab" said Link REIT's Senior Manager of Community Relations, Mr. Patrick CHAN who encouraged students to enjoy the job tasting experience, and accumulate knowledge on ESG which is becoming a priority agenda in the business community. Students were excited to join this excellent job, where their friends and families came to witness how they interacted with customers.

Student Achievements

Personal Finance Ambassador Programme 2022/23

Our student team “Digi FINoobs” stood out among many other tertiary teams and was shortlisted as one of the best final 6 teams to present at the Ambassador Award Ceremony on the morning of 3 Jun 2023. The team won the Silver Award and received a trophy and a \$10,000 cash prize. Another team “Rich. In Time” also won the Judges Accredited Award with a trophy and a \$1,000 cash prize.

After receiving training to qualify as “Personal Finance Ambassadors 2022/23”, based on the theme of “Digital Finance”, our teams 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. Great applause to the two awarded teams!



Digi FINoobs

HO Man Fei (BBA-FB)

LEE Wai Wing (BBA-MGT)

LO Yuen Yi (BBA-FB)

KAUR Manpreet (MSIM)

Rich. In Time

KAM Wing Yip (BBA-SCM)

HUNG Lok Ki (BBA-FB)

CHENG Wai Kwan (BBA-CGC)

TSANG Hei Man (BBA-MKT)

HSUHK Honours Academy Symposium 2022/23



Salute to **CHUI Hoi Man Hermione (BBA-MKT)** and **LUK Pak Yin Katy (BBA-GBM)**, who were awarded the Best Group Presenters among 10 elite students. They shared their superb perspectives on the theme - “Examining the Impact of Intimacy on Consumers’ Self-brand Connection and Purchase Intention: An Extended Source Credibility Model”, under the leadership of Dr. Winnie CHAN.

TIHK Tax Debate Competition 2023



Congratulations to our HSUHK team who won the 2nd runner-up and the best team spirit award at the TIHK Tax Debate Competition 2023, which was hosted by the Taxation Institute of Hong Kong and held on 3 and 4 June 2023. Special thanks were credited to our dedicated teachers and alumni (members of the teams from past years) for their coaching and enthusiastic support. Once again, all members' hard work is greatly appreciated and congratulations on the achievement!

Awardees

CHU Tsz Kin (BBA-PA)
CHOY Yee Ting (BBA-PA)
YUEN Wing Kiu (BBA-CGC)
KWOK Hin Yan (BBA-FB)

HSUHK Entrepreneurship Challenge 2023

The team "Wellbeing & Health in One (WHO)" won the first runner-up in the final round of the HSUHK Entrepreneurship Challenge 2023 on 20 June 2023, which was under the supervision of Dr. Kenneth KWONG. Another round of applause to the awardees!

Wellbeing & Health in One (WHO)

WEN Delong (BBA-MKT)
LIN Zihui (BBA-MKT)



HSUHK Entrepreneurship Challenge 2023



Congratulates to **CHAN Ka Ki (BBA-MKT)** and **TAM Tsz Wun (BBA-GBM)**, who won the Best Team in The Final Presentation Ceremony of Cohort 4. Under the supervision of Mr. Sunny CHAN, their outstanding and professional advice to a client company - Media-Walk Co Ltd, proved that they are worthy to be the best!



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