

BIZ

Newsletter Issue 20

*Motivating the Star Employees:
Unraveling the Management
Paradox for Leaders*
Dr. Eko LIAO

*Professor Bradley R. BARNES listed
among World's Top 2% Scientists*

2023 AIB Asia Pacific Regional Conference



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

Goodbye, farewell and thank you!

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

Dear Friends and Colleagues,

It is with some sadness that this will be my last BIZ as I gave President Ho my resignation letter on 1 January 2024, following the flag-raising service. I have completed almost seven years as Dean of the School of Business and I have thoroughly enjoyed my time here. The main reason I enjoyed working here was thanks to all the faculty and support staff in the School. We stand united and everyone has worked tremendously hard as a team to achieve some amazing and surprising results. Who would ever have thought that within a few years we could be the Business School with the most full-time undergraduate students for the programmes we offer. Who ever dreamed of us obtaining the AACSB accreditation, so quickly, compared with our competitors in HK. I wish to thank all my staff. I am so proud to work with them all and I will miss them dearly. I want them to know that everyone has contributed to the transition of the School. You only have to take a look around the 7th floor and compare it with the other levels of the building to see the amazing look and the professionalism we have instilled. It's also encouraging to see other Schools following suit too.

I am moving to pastures new and will be joining Lingnan University in a senior role, working mainly at the university level, albeit affiliated with the Department of Marketing & International Business, within the School of Business. I was not looking for a job, but I was approached a long time ago, as they wanted to appoint more international faculty. So having considered my future, I thought it made good sense. I will be working on the university's internationalisation agenda, which is a role I feel I am most suited for. Prior to joining academia, I was fortunate enough to work for the Chamber of Commerce in my own city of Sheffield, where I held responsibility for leading business delegations around the world. I later took up a similar role for a medical trade association whilst researching at Leeds University for my PhD. In these roles, I worked extensively in Europe, the Middle East and Far East promoting business. The experience helped me to prepare for life as an academic and that was one of the reasons why I went on to publish in all the leading international business and marketing journals. I am delighted that Lingnan University wish to engage me in a similar role. I also enjoyed leading in this area at HSU, working with my lovely colleagues Mary and Mavis (SAO) for five years and contributing to tremendous growth in a) the number of exchange partners, b) the number of regions served and c) the number of inbound and outbound exchange students.

In the seven years here, I was lucky enough to publish well-over 20 peer reviewed journals. The majority appearing in journals that are considered internationally excellent (CABS, 2023). I thank my colleagues here and other good friends for all their support in working with me. The research has also helped the university to appear in the top 20 in China for business & management (Research.com). My earlier work also helped me appear on Stanford's list of the top 2% of World Scientists, which is something miraculous, from a boy who was only working as a part-time labourer on a building site in 1990. Credit to my father and late mother for always having confidence and believing in me.

Thank you so much everyone and you will always be welcome to join me at my new home when I go to live in the Gold Coast this summer.

Goodbye, everyone, I love you all and wish you the very best of health and happiness!



Bradley



Motivating the Star Employees: Unraveling the Management Paradox for Leaders

Dr. Eko LIAO
Associate Head, Department of Management

“Control leads to compliance; autonomy leads to engagement.”



Daniel H. PINK,
Author of seven New York
Times bestsellers

In the dynamic realm of organisational leadership, striking the delicate equilibrium between control and autonomy remains a persistent challenge for managers seeking to optimise employee performance and foster a culture of proactive engagement. On the one hand, there are role requirements that need to be enforced to maintain standards. On the other hand, granting employee autonomy is crucial for facilitating exploration of problem solution and nurturing their innate creativity. Striking this balance

becomes even more challenging when it comes to managing star employees.

Recent news from the live stream e-commerce industry highlights this dilemma. Companies are grappling with how to treat their star live streamers, who not only bring impressive popularity to themselves but also enhance the company's products and image. As the audience of these star streamers continues to grow, it becomes increasingly difficult to decide how to recognise,

reward, motivate, and retain them. Research indicates that organisations often negotiate special employment terms with star employees, such as task allocation, flexible work hours and locations, and career development opportunities.

For example, top football players are often paid significantly more than their teammates and enjoy additional benefits. However, there are two potential issues with these arrangements.

Firstly, it remains unclear whether these special arrangements will have a lasting positive effect. Organisations typically offer these terms during the recruitment process to attract talented employees, recognising their exceptional skills and experience in the industry. Consequently, the expectations for their performance are higher than those for other employees. However, there is a time limit to this mechanism. Once these talents become accustomed to these special arrangements or take them for granted, their motivation to maintain their contribution may diminish.

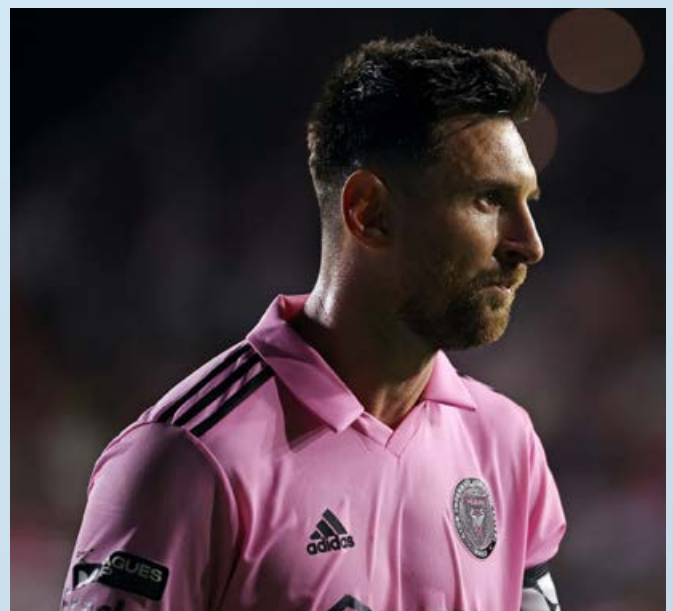
Secondly, the perception and reaction of coworkers to the special treatment of star employees is understudied but potentially more important, especially in team contexts. Using football as an example, there are instances where a club spends a significant amount of money recruiting a star player, only to encounter various barriers in teamwork with other team members. If team members perceive a lack of fairness, they are less likely to invest wholeheartedly in the game. Additionally, if the star employee threatens the job security or positions of existing members, team spirit and coordination suffer.

Leaders face a paradoxical situation with these management issues. Some level of control is necessary to ensure that star employees perform in the right

direction. If the incentives provided through special arrangements become less appealing, leaders will need to intervene and explore alternative ways to motivate star employees. To exercise control, leaders can adopt a more developmental approach. Instead of imposing organisational policies and regulations, leaders can engage in personal interactions with employees to understand their career needs and align them with the organisation's goals and purposes. Moreover, providing a certain level of autonomy can be an effective mechanism for motivating star employees. Research indicates that when employees are given autonomy to prioritise tasks, decide how to complete their work, and even determine the sequence of multiple tasks, they are more likely to be creative in their performance.



Mbappé's salary of \$76.63 million is higher than any other player on his team, Paris Saint-Germain. He earns significantly more than his teammates, with the next highest salary being \$21.26 million for Ousmane Dembélé.



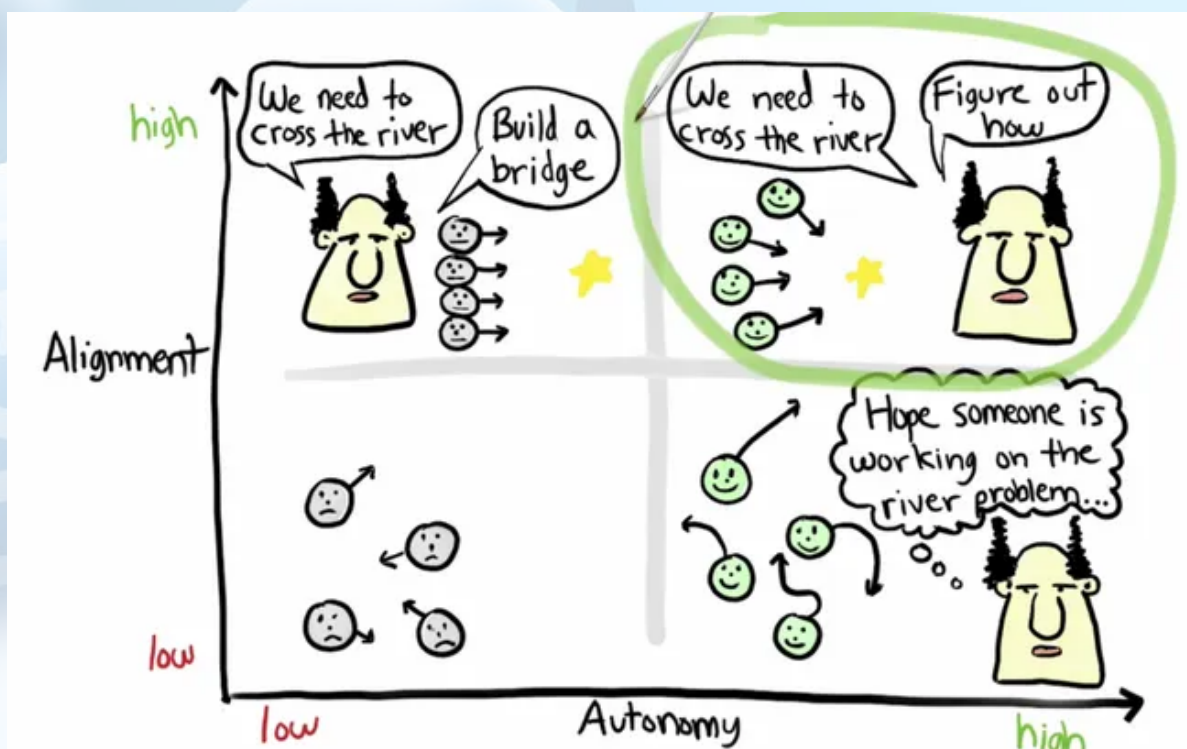
Lionel Messi's salary of \$20.45 million is indeed higher than his teammates of Inter Miami CF. More than that, his individual salary is higher than the combined total of his teammates' salaries.

While maintaining a balance between control and autonomy is crucial for modern-day organisations, leaders need to explore effective ways to manage this paradox. It is important to focus not only on the conflicting aspects of control and autonomy but also on how they can complement each other in certain situations. Gaining a deeper understanding of these problems and proposing effective mechanisms for managing this paradox will enhance workplace functionality. Specifically, excessive control can undermine star employees' motivation and initiative, while excessive autonomy can be perceived as leaders being irresponsible and can harm performance outcomes. To better align control and autonomy, leaders are recommended to take ownership of employees' work outcomes,

showing support and willingness to take responsibility. By assuming ownership, leaders demonstrate accountability for workplace outcomes, further engaging employees and reducing tension at work. Additionally, leaders should exercise behavioural dis-ownership, refraining from excessive interference in employees' task operations. Empowering employees with decision-making authority serves as a strong motivator and leads to positive work outcomes. Consequently, employees' task performance and proactive behaviours are enhanced.

In addition to the control-autonomy dynamics, there are several other paradoxes that leaders need to leverage, such as maintaining distance versus closeness and self-centeredness

versus other-centeredness. Leaders should strive to find effective and systematic ways of managing these paradoxes to maximise synergy and improve workplace functionality. For example, the concept of high-low identity behaviours proposed in this study can be considered as a starting point for leaders to maintain balance. Organisations should also develop relevant training programmes for leaders to share experience and learn from star employees, inspiring innovative solutions. By effectively managing the challenges associated with star employees, leaders can create a harmonious work environment that fosters both control and autonomy, leading to enhanced performance and productivity.



Henrik Kniberg's comic suggests any imbalance across the two dimensions ultimately produces some degree of failure at scale

We can draw valuable lessons from a profound quote that encapsulates servant leadership:



“The best leaders are clear. They continually light the way; and in the process, let each person know that what they do makes a difference. The best test as a leader is: Do those served grow as persons; do they become healthier, wiser, freer, more autonomous, more likely themselves to become leaders?”

Robert K. Greenleaf

A founder of the modern servant leadership movement

As an old Chinese saying goes, ‘The extreme begets its opposite’ 「物極必反」, it is a challenging task for leaders to maintain the delicate balance of control and autonomy when it comes to managing star employees. This paradoxical management approach aims to keep star employees motivated while ensuring they stay on the right track. While there are various real-life examples for us to learn from, there is also a need for further research explorations on this topic.



School of Business

The Master of Science in Entrepreneurial Management (MSc-EM) Orientation 2023



The MSc-EM Programme held an orientation session on 28 August 2023, for the new cohort of students in the new academic year. Dr. Thomas MAN, Associate Dean (Enterprise and Business Engagement) of the School of Business, extended a warm welcome to the newcomers.

Dr. Kenneth KWONG and Dr. Kelvin HO, Programme Director and Associate Programme Director, went on to provide a thorough introduction to the Programme's study plan and supportive learning activities and resources available for the students.

The Programme also invited Dr. William POON, the Founder of Innomind Commercial Limited,

to share his entrepreneurial journey and insights during the Orientation. We appreciated that Dr. POON's rich experience inspires and encourages them to pursue their entrepreneurial aspirations.

In addition, some alumni and international students were happy to share practical study tips and insights from their experience at the University, providing valuable advice to the new students. The orientation concluded with an interactive Q&A session, where students, faculty and Dr. POON had the opportunity to raise and address their questions and concerns.



The Master of Business Management (MBM) Orientation 2023



The MBM Orientation 2023 was a highly anticipated event that brought together a diverse group of students, faculty, and staff at the University. Held on 6 October 2024 in Courtyard by Marriott Hong Kong, Sha Tin, the event provided incoming students with a comprehensive overview of the master's programme they were about to embark upon, while also enhancing the communication among the new cohort.

The orientation kicked off with a warm welcome from the Programme Directors, who emphasised the School's commitment to academic excellence and its dedication to nurturing the students' intellectual growth. This was followed by each pathway leads, who shared and offered valuable insights into the benefits and challenges of pursuing each pathway.

One of the standout moments of the event was the networking session, which served as a platform for students to interact with their classmates and faculty. This invaluable opportunity allowed them to forge new connections, exchange ideas, and establish a robust support system within the programme.

By the end of the event, the students left with a clearer understanding of their academic journey ahead and a strong support network to rely on.

Hope we will meet again soon!



The 2023 Academy of International Business (AIB) Asia Pacific Regional Conference

The 2023 AIB Asia Pacific Regional Conference concluded on 8 December, marking three days of fruitful discussions and knowledge sharing among international scholars and professionals. The conference, held from 6 – 8 December 2023 in Bangkok, saw the active participation of delegates from around the world. The event was a resounding success, thanks to the contributions of all the delegates.

More than 100 research papers were submitted for the conference, representing the work of scholars from 26 countries, including Australia, Bangladesh, Canada, China, France, Germany, India, Japan, and the United States. The diverse range of topics and perspectives contributed to a rich and comprehensive programme. The conference received an overwhelming response, attracting over 120 delegates who engaged in insightful discussions and networking opportunities.



On the first day, the conference commenced with keynote speeches by esteemed speakers. Dr. Pisit PUAPAN, Executive Director of Macroeconomic Policy Division at the Fiscal Policy Office, Ministry of Finance, Thailand, shared valuable insights on the recovery of Thailand's economy. Dr. Tientip SUBHANIJ, Chief of Investment and Enterprise Development at UNESCAP (United Nations Economic and Social Commission for Asia), highlighted the Asia-Pacific Green Deal for Business and the Role of the Private Sector in Supporting ESG/SDG. Professor Dr. Roman MEINHOLD, Lead Sustainability Governance at Mahidol University International College, Thailand,

offered his perspectives on radical environmentalism and challenges to business.

In honour of the late Dr. Esther Ling-Yee LI, the conference introduced the Dr. Esther Ling-Yee LI Best Paper Award. Fourteen research papers were considered for the award, and after careful evaluation by Professor T.S. CHAN, Past Chair of the AIB Asia Pacific Chapter, the paper titled "A Two-pronged Approach Can Backfire: Stakeholder Responses to Employee Layoffs and Philanthropy in Declining Firms" by Shili Chen (Xi'an Jiaotong-Liverpool University, China), Tao Bai (The University of Queensland, Australia), Jane Lu (City University of Hong Kong, Hong Kong, SAR-PRC), and Jingyi Wang (Xi'an Jiaotong-Liverpool University, China) emerged as the deserving recipient.

Additionally, two Outstanding Paper Awards were presented. Yi-An Chen and Kuo-Feng Huang from National Chengchi University, Taiwan, were recognised for their paper titled "Exploring the Complementarity of Organisational Capabilities on Internationalisation: Artificial Intelligence and Dynamic Managerial Capabilities." Vivian Zhang from The Hang Seng University of HK, Hong Kong, SAR-PRC, received an award for her paper titled "Does Sharing the Same Auditor with Listed Affiliated Firms Affect IPO Audit Quality?"

As the event concluded, the AIB community eagerly looked forward to future conferences and continued engagement in the field of international business.



Tao Bai, representative of awardees of the Dr. Esther Ling-Yee Li Best Paper Award



Bradley R. BARNES received the Outstanding Paper Award on behalf of his colleague, Vivian ZHANG.



Professor Bradley R. BARNES listed among the World's Top 2% Scientists

Professor Bradley R. BARNES, Dean of the School, is listed in the latest World's Top 2% Scientists, released by Stanford University. He is recognised for the significant impact of his research output in the field of Marketing.

Compiled by a research team at Stanford University, the list adopts a composite indicator based on standardised citation metrics, which include the number of citations, the h-index (measuring scientific research output) and co-authorship, to rank top scientists from a wide range of fields.

A leading scholar in international marketing and business, Professor Barnes is also listed 51st in the Best Business and Management Scientists in China

2023 ranking, conducted by international academic research portal, Research.com.

A big congratulation to Dean BARNES!



Department of Accountancy

Professional Bodies Briefing Session Series 2023

The Professional Bodies Briefing Session 2023 was kicked off on 28 September 2023, with the goal of equipping students with the latest information about professional bodies and their qualifications.

During this series, two professional bodies, Association of Chartered Certified Accountants (ACCA) and CPA Australia, were invited to introduce their institutes and provide insights into their professional qualification requirements.

Building on the success of the initial briefing session, the Department organised the second session on 5 October 2023, to introduce students to two more prominent

professional organisations, the Hong Kong Institute of Certified Public Accountants (HKICPA) and the Taxation Institute of Hong Kong (TIHK).

Representatives shed light on the distinctive features of their respective professional qualifications and examination structures. Moreover, they identified specific skills and traits that they value in aspiring candidates. Additionally, they outlined a range of upcoming professional activities and competitions, highlighting the potential for students to enhance their profiles through participation.



ACY Start of Semester Personal Tutor-tutee Networking



To address the growing number of non-local freshmen this year, the Department organised a special event on 14 September 2023. Teachers and senior students came together to share valuable living tips in Hong Kong, including transportation, cultural insights and recreational activities. The aim was to help those non-local students feel comfortable and

settle smoothly into their new lives and studies in Hong Kong.

Following this, three student representatives shared their personal experiences in applying for scholarships and encouraged fellow students to actively participate in professional competitions.

Personal Tutor-tutee Networking cum IT Seminar of ABSS(MYOB) Accounting Software

On 23 November 2023, the event commenced with a networking session designed to foster connections between students and their personal tutors. It provided an ideal platform for students to engage in discussions with their tutors, seeking guidance not only on academic matters but also personal development and career planning.

Immediately following the networking session, an informative IT seminar was conducted by Mr. Eric TAI, Chief Consultant of M-Consulting Group Limited. Mr. TAI shared his expert insights on the multi-currency function of the ABSS(MYOB) Accounting Software. This seminar also provided students with a valuable



opportunity to gain hands-on experience with the software, further enhancing their practical skills and knowledge in the field.

Department of Economics and Finance

HSUHK Personal Finance Planning Competition 2023 Award Presentation Ceremony

The Ceremony took place on 6 July 2023 for awardees of the HSUHK Personal Finance Planning Competition 2023. Winning teams were announced and awarded the following prizes:

Awards	Awardees
Champion	Po Leung Kuk Centenary Li Shiu Chung Memorial College
First Runner-up	True Light Girls' College
Second Runner-up	Heung To Middle School (TSW)
Third Runners-up	SKH Tang Shiu Kin Secondary School Kowloon Tong School (Secondary Section) GCCITKD Lau Pak Lok Secondary School
Merit Prizes	CCC Hoh Fuk Tong College YLPMSAA Tang Siu Tong Secondary School



This year, the competition focused on the theme of "Giving Advice to Seniors about Financial Scams and Money Matters." Participating teams from secondary schools were tasked with creating a series of "Boomer Graphics" to be shared among the elderly via smartphones or social media. The aim was to provide useful tips

on financial matters and scams avoidance, enlightening the younger generation about their role in promoting financial literacy across different age groups.

This competition series aimed to raise awareness among young people about the financial challenges that seniors may face

and encouraged their involvement in promoting financial literacy and scams avoidance across generations.

Mathematics for Finance Workshop 2023/24

From 29 to 31 August 2023, a Mathematics for Finance Workshop was conducted, to provide BBA-FAFT and BBA-FA new students with a comprehensive understanding of Statistics, Mathematics, Time Value of Money, and Financial Statements. The course was designed to be progressive, enabling students to enhance their knowledge and skills in these areas.

EAF New Student Gala 2023



The Department organised a student orientation on 31 August 2023 for BBA-FA, BBA-FAFT, BBA-FB, and BBA-ECON students. A range of activities was introduced during the orientation, such as training programmes, competitions and

career counseling opportunities available for students during their university journey. The objective was to assist students in equipping themselves, enriching their experiences, and enjoying their university life to the fullest.

EAF x SAO Career Preparation Workshop with ChatGPT



EAF X SAO Career Preparation Workshop with ChatGPT

Speaker: Ms Winnie Chan, Senior Career Officer, SAO
Moderator: Dr Andrew Wu, Associate Professor (Practice), EAF
Date: 5 October 2023 (Thursday)
Time: 14:00-15:30
Channel: MS Teams
Language: Cantonese

Building Your Future: ChatGPT Career Preparation Series:

- Tips to Ask ChatGPT to Generate a Comprehensive CV
- Traits to Ace the Individual Job Interview with ChatGPT

Becoming a Professional Aptitude Tester

On 5 October 2023, an EAF x SAO Career Preparation Workshop with ChatGPT was organised to provide students with practical guidance and valuable insights on career preparation using ChatGPT. The workshop aimed to equip students with the necessary skills and knowledge to successfully navigate the competitive job market.

EAF Career Talk: A Dialogue with Alumni + Internship Opportunities for EAF Students



A career talk was hosted on 23 November 2023, which focused on the corporate finance, business valuation, and M&A sector. Esteemed alumni representing these fields shared their expertise. Attendees had the privilege of learning from firsthand experiences, equipping them with useful tips and strategies for success. Additionally, internship opportunities were presented at the conclusion of the event, offering EAF students a chance to further enhance their practical experience within the industry.

Web 3.0 – Transitioning from FinTech to TechFin



WEB3 TECHNOLOGY IS RESHAPING THE BANKING INDUSTRY FROM FIN-TECH INTO TECH-FIN.

Join us for an engaging webinar featuring Albert Yip, Chairman of Syndicate Capital Group and renowned guest lecturer. Discover how Web3 technology is disrupting the banking industry, transforming it from Fin-tech to Tech-fin. Don't miss this opportunity to explore decentralized finance, blockchain solutions, and more. Reserve your spot now!

REGISTRATION

Registration Deadline
1 November 2023

Registration Link
<https://forms.office.com/r/m34TgOZkXXM>

WEBINAR DATE
2PM-3PM
2 NOV 2023 (THURSDAY)

FORMAT
ZOOM

Guest Speaker
Albert Yip
Chairman of Syndicate Capital Group

As a satellite event of the Hong Kong FinTech Week 2023, a workshop took place on 2 November 2023. Mr. Albert YIP, Chairman of Syndicate Capital Group and a renowned guest lecturer, discussed the transformative impact of Web 3.0 technology on the banking industry, specifically the shift from FinTech to TechFin. Participants had the opportunity to explore various topics such as decentralised finance and blockchain solutions, gaining insights into this evolving field.

Tea Reception with EAF Mainland students

Students were invited to Tea Receptions on 7 and 30 November 2023, where they had the opportunity to connect with their Mainland Chinese peers, as well as engage with their Programme Directors and teachers. These casual gatherings provided a platform for students to foster relationships, exchange experiences, and gain valuable insights from both their peers and tutors while enjoying a delightful assortment of cakes and beverages.

Department of Management

Management League 2023



During the summer of 2023, the Department organised the third Management League, which included a Business Etiquette Workshop for Wine Tasting and a sports event called “極限突破 – 管理魂激發” (Breakthrough Limits - Ignite the Soul of Management).

In the Wine Tasting Workshop, Ms. Cynthia LEUNG, a Certified Wine Educator, provided students and teachers with a comprehensive understanding of business etiquette in wine tasting. The workshop covered various types of wine and main grape varieties, teaching participants how to appreciate wine based on factors like color, sweetness, acidity, tannin and body. The goal was to enhance their confidence in business dining situations.

As part of the Management League, an exciting sports event titled “極限突破 – 管理魂激發” took place on 9 September 2023. The event began with an ice-breaking session, bringing together 40 students from BBA-MGT, BBA-HRM, and BBA-GBM programmes, along with teachers. Participants formed teams of 5 to 6 members to join thrilling activities inspired by a popular Korean TV show “Running Man,” including Balloon Stomps, Cup Stacking, and Fitness Challenge.

With enthusiasm and teamwork, participants showcased their skills in each activity, creating unforgettable moments. The GBM team emerged as champions, securing their third consecutive league title in the annual Management League event.



Ms Cynthia LEUNG, a Certified Wine Educator, shared professional wine knowledge with participants during the workshop.

Chill Club Reunion Meal for Mid-Autumn Festival



The Department organised a delightful Chill Club Meal on 22 September 2023 to celebrate the Mid-Autumn Festival. It warmly blessed the start of the new semester with off-campus roasted pork, Mooncakes and pomelos. Around 40 students and teachers gathered to savour the meal and cherished the opportunity to interact with one another.

a lantern riddles game and a lucky draw, adding an element of excitement to the event. Students provided overwhelmingly positive feedback, and their energy has motivated the department to organise more similar activities in the future.

Alongside the delicious meal, the department also organised

Kick-off Gathering of Executive Mentorship Programme 2023-24

An annual Executive Mentorship Programme of the Department commenced on 11 November 2023. We were pleased to receive the support of 5 accomplished practitioners who served as mentors, generously sharing their professional insights with our students. Our mentors brought a wealth of expertise from diverse industries, including HR, IT, finance, and entrepreneurship.

During a Lego building activity, the mentors and their mentees thoroughly enjoyed creating Lego sculptures that represented the spirit of their groups. This ice-breaking session facilitated quick connections and allowed them to get to know each other. In the subsequent chatting session, the students displayed their passion for learning about the latest trends in the ever-evolving business world.



Department of Marketing

Diversity, Equity & Inclusion in Practice Seminar

With the collaboration of the Department and the Centre for Teaching and Learning (CTL), a seminar was brought to approximately 100 students and staff members on 4 October 2023. It focused on the topic of Diversity, Equity, and Inclusion, providing attendees with real-life examples and practical applications from L'Oreal Group and Jardine Aviation Services Group. Besides, they also extended internship opportunities to students, encouraging them to consider these valuable experiences.



CEO Talk - A behind-the-scenes look into the advertising industry



On 5 October 2023, the Department had the pleasure of hosting Ms. Florence KONG, the founder and Managing Director of We Glow Agency, for an engaging presentation on the intricacies of advertising production. During the talk, Ms. KONG showcased and analysed several exceptional projects, providing attendees with invaluable insights into the advertising industry.

MKT Personal Tutor-tutee Meeting

About 50 students participated in the Personal Tutor-tutee Meeting on 5 October 2023. Alongside enjoying delicious food and engaging with their personal tutors, students seized the opportunity to seek advice on career planning, academic study, and entrepreneurship from their teachers. The meeting served as a valuable platform for guidance and support.



Marketing Yourself — Colour Analysis and Image Building

A talk on colour analysis and image building was held on 2 November 2023. During the event, students participated in a personal palette selection activity and engaged in lively interactions with their peers. Ms. Antonia YEUNG, Associate Vice-President (Development and Campus Services) of HSUHK, guided different groups and provided styling and accessorising tips.



Alumni Mentorship Programme Closing Ceremony with Celebration Dinner 22-23

An Alumni Mentorship Programme for the year 22/23 reached its conclusion with a closing ceremony held on 10 November 2023. The event featured insightful presentations from esteemed alumni, Mr. Jimmy MAN, Marketing Manager of Tencent, and Mr. Jay LAM, Director of Neuron Sport, who provided valuable insights about the marketing industry to our students.

Following the inspiring sharing session, a delightful celebration dinner was organised, creating an atmosphere where mentors and mentees could connect and enjoy each other's company. It was a wonderful opportunity for networking and building lasting relationships.



Student Achievements

The 4th Youth Elite Aspiration Programme



We congratulate **CHAN Sing Ip (BBA-MKT)** and **CHOI Lok Lee Lori (BBA-MKT)** on their remarkable achievements in the 4th Youth Elite Aspiration Programme organized by the Hong Kong Professionals and Senior Executives Association (HKPASEA) on July 29, 2023. Sing Ip emerged as the Champion, earning the prestigious Championship and Personal Outstanding Performance Award, while Lori secured the first runner-up position.

HKICPA QP Scholarships 2023 and HKICPA Scholarships 2022-23



The HKICPA QP Top Student Award and Scholarship Presentation Ceremony 2023 took place on 23 September 2023, which was a momentous occasion where seven of our students were honoured by the institute for their exceptional academic achievements.

We were proud to share that HSUHK hit a remarkable record this year. Among all the universities, we stood alone with four QP Scholarship awardees. This outstanding accomplishment highlighted the dedication, hard work, and exceptional abilities of our students.

HKICPA QP Scholarships

CHEUNG Sum Fung (BBA-PA)

LAU Hoi Yiu (BBA-PA)

SIU King Yeung (BBA-PA)

YU Liuting (BBA-PA)

HKICPA Scholarship

SIU Pui Man (BBA-PA)

TSANG Lok Yiu (BBA-PA)

Citi-HKCSS Community Intern Program (CIP) 2023

NG Tsoi Yi (BBA-MKT) was honored with the Grand Awards for Excellence in the Citi-HKCSS Community Intern Program (CIP) 2023 on 24 October 2023. This prestigious recognition highlights Tsoi Yi's remarkable dedication and significant contributions to Make-A-Wish Hong Kong, her placement organisation. Her exceptional performance deserves another round of applause!



CPA Australia Distinction Award 2022/23

Once again, congratulations to two of our ACY graduates, **CHAN Tsz Laam (BBA-CGC)** and **LAI Ho Yi (BBA-PA)** for being awarded the 2022/2023 CPA Australia Distinction Award on 25 October 2023.



ACCA Hong Kong Business Competition 2023



We are delighted with the successful conclusion of the ACCA Hong Kong Business Competition 2023 on 2 December 2023. We extend our warmest congratulations to our team on their outstanding achievements. They have been awarded the prestigious Best Proposal Award and Merit Award for their exceptional work on the start-up Filix Medtech.

This year's competition, themed as 'Be You. Be part of Future Unicorn.', challenged participants to develop strategic plans and recommendations for one of the three real-life start-ups provided.

Awardees

SHEN Yuk Dong (BBA-PA)
WONG Chun Kit Jacky (BBA-PA)
TSANG Kai Hong (BBA-GBM)
CHAN Lok Iu Anthea (BBA-SCM)



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School of Business

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