

BIZ

Newsletter Issue 21

Acting Dean's Message

*The 13th Junzi Corporation
Award Presentation Ceremony*

School Ceremony for AY 2022/23

*Symposium on HKEx's Rules on
No-Single-Gender Boards*

*Business Executive Club (BEC) First
Business Roundtable*

*PARKnSHOP X HSUHK MKT Idea
Co-creation Programme*



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

TABLE OF CONTENTS

SCHOOL OF BUSINESS

ACTING DEAN'S MESSAGE	01
THE 13 th JUNZI CORPORATION AWARD PRESENTATION CEREMONY	02
SCHOOL CEREMONY FOR 2022/23	04
BUSINESS SCHOOL ORGANISES SYMPOSIUM ON HKEX'S RULES ON NO-SINGLEGENDER BOARDS	05
BUSINESS EXECUTIVE CLUB (BEC) FIRST BUSINESS ROUNDTABLE	06
THE RIB SEMINARS	07
CELEBRATING INTERNATIONAL DIVERSITY	08
PERSONAL FINANCE LITERACY EVENT FOR SECONDARY SCHOOLS 2024 CUM AWARD PRESENTATION	09



STUDENT ACHIEVEMENTS	18
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DEPARTMENTS

ACCOUNTANCY	10
ECONOMICS AND FINANCE	12
MARKETING	14
MANAGEMENT	16



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Acting Dean's Message

"No Promises, But Actions"

Dear friends and colleagues,

As we approach the upcoming Academic Year of 2024/2025, I would like to extend my heartfelt wishes for a smooth, happy, and prosperous year to each and every one of you. My time as the Acting Dean of the School of Business has been truly fulfilling, and I am grateful for the hard work and dedication of our faculty and colleagues in achieving remarkable results.

I want to express my deep appreciation for the unity and commitment shown by all of you in the past, present, and future. Your contributions have been invaluable, and it is because of each and every one of you that our institution thrives. I am committed to supporting your development at HSUHK, and the School Executive Committee has carefully reviewed the recommendations and requests put forth during the School Retreat on 3 June 2024.

To address the need for staff development, we are excited to announce our commitment to staff development by offering full sponsorship for associated course fees and airfares for overseas trips for staff members dedicated to creating new modules. This initiative is aimed at supporting the professional growth of our academic and administrative staff. In addition, the Personal Development Account (PDA) cap will remain at HK\$10,000 for the upcoming year, providing further opportunities for personal and professional development. We encourage all staff members to take advantage of the support available through the PDA and to explore the eligibility criteria and scope of available resources. By investing in our staff's development, we aim to enhance the quality of our educational programmes and services, ultimately benefiting our students and the broader community.

In response to the School and Departments' workload, we have decided to allocate 5 additional EOs to provide crucial support for programme administration and learning activities. Additionally, we are pleased to announce that there will be increased financial support for Departments in Academic Year 2024/25. Furthermore, the School has budgeted a favourable amount for new initiatives including website revamp, student learning activities, field trips and sponsored internships.

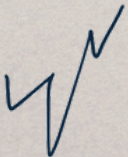
As part of our ongoing commitment to enhancing skills and competencies, we are exploring the possibility of providing various training workshops such as Project Management Professional and Adobe Suite. This initiative is designed to offer valuable support to our staff in their daily responsibilities and contribute to their career development. We are dedicated to ensuring that our staff have the necessary tools and knowledge to excel in their roles and continue to drive success within the School and Departments.

We are also deeply committed to nurturing a culture of research excellence within our institution. In order to promote the advancement of research and projects, we will be providing financial support to the RIB and SBUS research and learning centres. Additionally, we are dedicated to acknowledging teaching excellence among our staff through grants for University Teaching Excellence Awards and QESS Awards. Furthermore, we will be offering a staff development grant specifically aimed at the creation of new modules, including the development of MOOCs for core modules. As part of our continuous efforts to enhance our programmes, student learning, and research, we are actively exploring collaborations with other universities.

In anticipation of future developments, we are committed to adapting to emerging trends and strengthening our range of programmes. We are pleased to announce the forthcoming introduction of a Chinese MBA in 2027, complementing our existing specialised MBM and MSc-EM offerings. Additionally, we will enhance our programme curriculums by incorporating elements of New Technology, GBA, and ESG. Our primary focus remains on delivering an outstanding educational experience for all HSUHK students, with an emphasis on practical learning opportunities such as field trips, company visits, summer schools, and exchange programmes.

The saying "取之有道，用之有道" from 商道 truly resonates with our vision at HSUHK. We believe in the responsible and thoughtful acquisition and utilisation of resources. In line with this philosophy, the revenue generated from programmes will be carefully reinvested to enhance the quality of our work and to create a happier and more fulfilling workplace environment for our colleagues, ultimately contributing to the success and growth of HSUHK. With a shared commitment to excellence and integrity, we can build a brighter future for all who are part of the HSUHK community.

Everything is well set. Are you ready to soar to new heights?



Professor YV HUI

The 13th Junzi Corporation Award Presentation Ceremony 2024

The School of Business (SBUS) hosted the 13th Junzi Corporation Award Presentation Ceremony on 21 June 2024 to recognise outstanding companies that had demonstrated exceptional high standards in conducting their business in accordance with the five Junzi Virtues: “Ren (Benevolence)”, “Yi (Righteousness)”, “Li (Propriety)”, “Zhi (Wisdom)”, and “Xin (Trustworthiness)”. The “HSUHK Business Ethics Index” was announced, and a dialogue with business leaders took place on the same occasion.



The Ceremony was kicked off with a grand March-in session, as the President, Vice Presidents, Associate Vice-Presidents, the Junzi Judging Panel, and Awardees made their way into the venue. This year, 16 companies received the Junzi Corporation Awards in three categories.

Junzi Corporation Award
The Kowloon Motor Bus Co.(1933) Ltd.
Tam Jai International Co. Limited
Superland Group Holdings Limited
Swire Coca-Cola HK
Sa Sa International Holdings Limited
Tao Heung Holdings Limited
Macao Water Supply Company Limited
North Asia Strategic Holdings Limited
The Hong Kong and China Gas Company
Airstar Bank Limited
Junzi Corporation Award (SME)
Allied Sustainability and Environmental Consultants Group Limited
LOST
Symbol of Alliance Limited
Delicious Express Limited
Galaxy Engineering Holding Company Limited
Don Nelson Recruitment Limited
Junzi Corporation Award for Exemplary Business Practices with WISDOM
The Kowloon Motor Bus Co.(1933) Ltd.
Junzi Corporation Award for Exemplary Business Practices with BENEVOLENCE
Tam Jai International Co. Limited



Professor Simon HO, President of HSUHK, delivers a welcoming speech to the audience.



Dr Thomas MAN, Chariman of Junzi Project, announces the report result.



Group photo of HSUHK Senior Management, Honourable Guests and sixteen Awardees at the Ceremony.

Following the welcoming speech, Dr Belinda YAU, Committee of the Junzi Project, provided insights into the methodology of the Junzi Survey. She reported that the data collection took place over February and March of this year, with 20 surveyors from HSUHK conducting the surveys in 18 districts. The efforts resulted in over 1,500 valid responses being recorded.

Dr Thomas MAN, Associate Dean for Enterprise and Business Engagement, reported the 2024 HSUHK Business Ethics Index, which stood at 60.3 out of 100. This marked a 3.36% decrease from the 2023 figure of 62.4. The results indicated a concerning trend, suggesting that Hong Kong citizens perceived a decline in the "Junzi" business behaviour compared to the previous year. This decrease in the index reflected a potential shift in public perceptions regarding ethical business practices in Hong Kong.



Dr Belinda YAU, Committee of the Junzi Project, presents the methodology of Junzi Survey.



Professor Jeanne FU, Vice President of HSUHK, presents the trophy to Mr CHUNG Wei Ping, BBS, MH, JP, Executive Director of Tao Heung Holding Limited.



(From left) Dr Winnie CHAN, Mr Calvin CHENG and Mr Leslie CHOY share their insights during the panel discussion.

During the panel discussion on “New Directions in New Circumstances,” business leaders Mr Calvin CHENG, Chairman of the Hong Kong Small and Medium Enterprises Association, and Mr Leslie CHOY, Founder and Chairman of Ausupreme International Holdings Limited, shared valuable insights into navigating the evolving business landscape. Both Mr CHENG and Mr CHOY offered practical strategies for businesses to thrive amidst uncertainties, drawing from their extensive experience and expertise.

School of Business

School Ceremony for AY 2022/23



The School of Business proudly hosts a School Ceremony every year to honour the recipients of the Research Achievement and Teaching Excellence Awards for faculty members, as well as the Dean's List and Best Progress Award for our students.

The School Ceremony 2022/23 was held on 5 March 2024 (Tuesday), from 5:00 to 7:30 p.m., in the Auditorium, Lee Quo Wei Academic Building, Yuen Campus. Over 200 faculty members, students and guests joined the Ceremony to share the joy.

Professor Bradley R. BARNES, Dean of the School, started the Ceremony with warm welcoming remarks. He proudly presented some of the School's achievements over the year.

For staff achievements, the Research Achievement Award recipients were nominated by the Heads of Department to felicitate their outstanding achievements in research. The Teaching Excellence Award honours faculty members who receive a score of 5 on a scale of 6 in the Students

Evaluation for Teaching Effectiveness.

For student achievements, students who, *inter alia*, attained a Year GPA of 3.50 or above having passed all core modules in an academic year received the Dean's List; while students who attained a Year GPA of at least 2.00 for the previous year of study and a Year GPA of at least 2.70 for the current year of study, and attained an increase of 0.50 grade point in the Year GPA for the last two consecutive academic years were awarded the Best Progress Award. Over 350 students received the accolades for 2022/23.

The School was sad that Professor Barnes had left the University at the end of March 2024. He had served the University for nearly 7 years. Under his leadership, the School had accomplished numerous significant achievements which included gaining the AACSB accreditation in March 2023. The School extended their sincere thanks to the Dean's contributions and wished him all the best in his future endeavours.



Symposium on HKEx's Rules on No-Single-Gender Boards



Ms Pauline CHEUNG, SBUS WiSA Committee Member, Senior Lecturer, Department of Accountancy (ACY) (1st from left, front); Ms Antonia YEUNG, Associate Vice-President (Development and Campus Services) (3rd from right, front); Mr Ricky LAM, Chairman of Business Executive Club of SBUS, Senior Lecturer, ACY (2nd from left, back); Dr Pauline WONG, SBUS WiSA Chairperson, Assistant Professor, ACY (right, back) and industry representatives at the symposium.



President Simon HO (front centre) with attendees.

The Women in Society Association (WiSA) of the School of Business (SBUS) organised a symposium on “Assessing Progress: HKEx’s Rules on No-Single-Gender Boards” on 29 April 2024. The symposium brought esteemed industry leaders and professionals together to delve into the progress made and challenges faced in achieving gender diversity and inclusion within corporate boards.

Distinguished speakers and panelists attended the WiSA Symposium to share their expertise, experience, and perspectives on the subject matter. Engaging panel discussions and thought-provoking speeches helped foster dialogue and knowledge exchange among all attendees.

Business Executive Club (BEC) First Business Roundtable



The Business Executive Club (BEC) held its first business roundtable event on the afternoon of 24 May 2024 (4:00 - 5:30pm). The main theme of the event was “Opportunities and Challenges in Talent Retention”. The event was held in a boardroom of Spaces 8 Queen’s Road East in Admiralty.

The purpose of roundtable events was to provide a platform for professionals in the field to exchange ideas and insights on specific business challenges and strategic initiatives. In this event, BEC invited a group of senior HR leaders and management consultants from different industries who actively shared their views and experience in how to retain employees and establish a happier work environment. A quantitative report on employee experience and best practices of enhancing employee engagement were also shared and discussed amongst the group.

Feedback from the participants was very positive. They would like to be engaged further in BEC and HSUHK events in the future. The second roundtable is scheduled for late 2024.

Participants of this event:

Mr Sam LAU, Founder and CEO of Total Loyalty Company
Ms Herina LAI, COO of SmartME
Ms Vivian SUN, Head of Human Resources of the Hong Kong Institute of CPAs
Ms Mary WONG, Head of Human Resources and Administration, Shinewing Hong Kong
Mr Vincent LO, Principal Consultant, Flex Consultancy Limited
Ms Joey LIN, Head of Human Resources Operations, Hop Lun

Dr Thomas MAN, Associate Dean (Enterprise and Business Engagement), School of Business
Mr Ricky LAM, Chairperson, Business Executive Club, School of Business
Mr Ernest YEUNG, Vice-chairperson, Business Executive Club, School of Business
Ms Evelyn LAU, BBA-HRM (Year 4) Student

The Research Institute for Business (RIB) Seminars

RIB was glad to conduct a series of theme-based seminars during the past year. It aims to provide research support to HSUHK colleagues to generate relevant research in their own area under the boundary of the research themes. Moreover, it serves as a bridge between external researchers as well as industry professionals and the School for information dissemination including knowledge transfer.



RIB Research Theme-based Seminar

Strategies for Publishing in CABS 3 and 4 Journals and Current Research Trends

(25 July 2024)

Theme 5: Pedagogy, Teaching and Case Research

1. Enhancing ESG Curriculum Through Interactive and Competitive Learning Experiences

2. Students' Perceived Employability during the COVID-19 Pandemic in Hong Kong

(19 June 2024)

Theme 2: Consumer and Organizational Behaviour

Time of Day and Consumers' Relative Preferences for Algorithm-Based versus Human Recommendations

(5 June 2024)

Theme 2: Consumer and Organisational Behaviour

Organising the Introduction Section and Identifying its Position and Contributions

(17 May 2024)

Theme 4: Ethics and Sustainability

How the Global Digital Labour Platform Model Undermines Workers' Rights

(9 May 2024)

Theme 3: Cross-Cultural Management and International Markets

The Duality of Control and Autonomy and Implications for International Management

(2 May 2024)

Celebrating International Diversity: Launching the International and Global Exchange Webpage

The School of Business hosted an event “Celebrating International Diversity: Learning about the Production and Marketing of Local Craft Beer” on March 6, 2024.

Attended by our faculty and over 50 students from different corners of the world, including France, Belgium, Switzerland, India, Thailand, the Philippines, the United Kingdom, Nepal, and Mainland China as well as our local students, the event gathered attendees to learn about the brewing process from our local expert, Eshan ARIF, Head of Business Development at Hong Kong Beer Co. who kindly sponsored the event.



During his engaging session, our students had the unique opportunity to delve into the world of production, marketing, and business operations within the beer industry. Eshan’s expertise and passion for brewing provided invaluable insights, which left a lasting impact on our students’ understanding of this dynamic field.

Moreover, the workshop shed light on the complicated production process of brewing beer. Our students had the chance to explore the science behind brewing, learn about the different ingredients, fermentation techniques, and quality control measures that contribute to the perfect brew.



Eshan’s hands-on demonstrations and interactive tasting sessions made this complex process more accessible and enjoyable for everyone involved.

Furthermore, as part of the event, the School provided our guests with a chance to try international cuisine, including Indian food, such as curry, naan, samosa and also Italian pizza and pasta.



The event was concluded with a brief presentation of our newly launched website aimed at promoting the university to overseas prospective students and a demonstration of our scholarship opportunities for international candidates.



HSUHK Personal Finance Literacy Event for Secondary Schools 2024 cum Award Presentation



The School of Business and the Department of Economics and Finance co-organised a team-based competition targeted for senior secondary students from March to May this year. The theme was “Stay Alert to Money Traps - The Earlier, the Better” (「理財關注『早』WhatsApp貼圖設計比賽」), in encouraging secondary school students to create WhatsApp stickers to alert their peers on financial management and be cautious about financial scams. The competition attracted participation from 27 secondary schools, with NLSI Lui Kwok Pat Fong College winning the championship. The award presentation ceremony was held on 27 June 2024.



High school is the perfect time to learn personal finance skills because students are just about to start making their own decisions about their own money. At that age, students are transitioning from being kids to young adults. Exchanging experience and alerting each others among peers could prevent them from falling into money traps. Dr Thomas LEUNG, Associate Dean of the School, expressed his hope that through this competition, young people can spread financial education messages to their peers and provide mutual guidance.

The Judging Panel consisted of the Hon Edward Leung HEI, Legislative Council, HKSAR; Ms Dora LI, General Manager of Investor and Financial Education; Ms Elaine SHIU, Chairperson of the Youth Innovation Development Charity Association and Dr Thomas LEUNG, Associate Dean of the School of Business. They selected the top eight winning teams.

It was important to note that the Youth Innovation Development Charity Association served as the sponsoring organisation for the competition, providing support and resources to ensure its success.



Department of Accountancy

Public Lecture on National Security Law



The event commenced with a networking session, providing students with the opportunity to engage with their personal tutors and receive guidance on both academic and personal development. Subsequently, participants had the chance to showcase their creativity by crafting their own mosaic lamps under the expert supervision of instructors. The event garnered favourable feedback from attendees, who appreciated the chance to foster stronger connections with their personal tutors and peers in a non-academic setting.

ACY Guest Lecture on Forensic Investigation and Experience

The Department of Accountancy hosted a seminar featuring three distinguished specialists from the Association of Certified Fraud Examiners (ACFE) Hong Kong Chapter: Mr Ian BARLOW, Mr Kris LEE, and Mr Dudley TYEN. The focus of the seminar provided valuable insights into the field of forensic investigation. Using the British Post Office scandal as a case example, the specialists elaborated on the procedures involved in handling forensic investigation and emphasised the pivotal role of forensic experts in detecting and preventing financial fraud. The seminar provided students with a comprehensive understanding of the significance of forensic investigation in accountancy and finance.



Professional Bodies Briefing Session 2023/2024 - Series 2



The Professional Bodies Briefing Session 2023/2024 – Series 2 was successfully convened on 29 February 2024, providing students with the latest insights into professional bodies and their corresponding qualifications. Dr William CHEN, Former Chairman of the Chartered Institute of Management Accountants (CIMA), delivered a comprehensive presentation on the dynamic business environment and the essential skill sets demanded of accounting professionals in light of the rapid technological advancements.

ACY Pun Choy Gathering with Alumni



The alumni gathering was a resounding success, offering a wonderful occasion for former classmates to reconnect, forge new connections, and reminisce about their university experience. The atmosphere was filled with joy and camaraderie as alumni shared anecdotes, caught up on each other's personal and professional endeavours, and celebrated their enduring bond as graduates.

"We are thrilled to witness such a strong turnout and enthusiastic participation from our alumni community," said Professor Simon HO, President of HSUHK. "The Pun Choy gathering not only allowed alumni to enjoy a delicious meal but also provided a valuable opportunity to strengthen the relationships and nurture the connections that were formed during their time here.

CWK University Program Seminar

CWK Global launched the CWK University Program with an aim to cultivate young talents in the accounting profession. The firm's representatives visited HSUHK and provided detailed information about the scheme to our students on 7 March 2024.

Mr Ernie LEUNG, Managing Partner of CWK Global, and Mr Alfred SIU, Principal Partner of CWK Global in the Audit and Assurance Department, expressed their strong belief in the professional skills acquired



throughout the scheme would lay a solid foundation for students' future career development.

Department of Economics and Finance

HSUHK Inter-University Innovation Project Competition 2024 – Fintech x ChatGPT

The Competition aimed to foster innovation at the intersection of FinTech and GEN AI. It encouraged University students to develop cutting-edge solutions that leverage ChatGPT's advanced language model to enhance the financial industry.

This platform provided an exclusive opportunity for students from various universities to participate in the competition. After a rigorous selection process, a total of 6 teams were shortlisted to showcase their innovative ideas on the integration of FinTech and ChatGPT. The competition played a crucial role in fostering innovation and knowledge in the intersection of FinTech and GEN AI among university students and encouraged students to explore the potentials of these technologies in enhancing the financial industry.



Photo of the Judging Panel

EAF Career Talk: A Dialogue with EAF Alumni - Investment Management



The Department of Economics and Finance hosted a Career Talk titled "A Dialogue with EAF Alumni". The event was conducted in Cantonese, focused on the investment management industry, and provided students from Financial Analysis and FinTech, Financial Analysis, Finance and Banking, and Economics degree programmes with valuable insights and networking opportunities. The

keynote speaker of the event was Mr Tim CHEONG, a CFA Charterholder and Portfolio Analyst at BNP Paribas, specialising in multi-asset solutions under Discretionary Portfolio Management. Mr Tim CHEONG was a recent graduate of HSUHK. He shared his experience and practical knowledge in the field, providing valuable tips on navigating the transition from academia to the business world.

The talk was moderated by Dr Andrew WU, Associate Professor (Practice) at HSUHK, who facilitated an engaging dialogue between the speaker and the attendees. Students actively asked questions and gained a deeper understanding of the investment management industry, career path options, and the skills and knowledge required to succeed.

Company Visit and Career Talk with Infocast Ltd.



The EAF Department collaborated with Infocast Ltd. to pay a visit to their model branch in Central. Infocast Ltd. is a leading supplier of financial information technology (FinTech) products and services in Hong Kong. Department heads of Infocast Ltd. introduced the company and delivered a career talk focusing on internship and full-time job opportunities at their company. In this event, our students understood more about the latest developments and trends in the financial market, particularly the opportunities in the FinTech area. They were glad to experience cutting-edge technology and products during the demo session.

Hike n Chill

The hiking was organised with the aim of fostering communication and building stronger bonds between personal tutors and tutees in a non-classroom setting.

The group embarked on an exciting journey along the Ma Shi Chau Nature Trail, renowned for its breathtaking landscapes and picturesque beauty. Throughout 2 to 2.5 hours, the group immersed themselves in nature. Personal tutors and tutees engaged in discussions on various topics, fostering a relaxed and open atmosphere.



CFA Preparatory Course 2024



A 5-day CFA Preparatory Course was offered by the Department from 27 May to 31 May 2024 for EAF students. By mapping the knowledge and skills acquired in their respective programmes with CFA Level 1 topics, students were able to deepen their understanding and enhance their problem-solving abilities with the CFA curriculum.

The highlight of this event was the presence of successful CFA exam passers from our alumni network, who generously shared their exam tips and internship/job experience with our students.

Department of Marketing

PARKnSHOP X HSUHK MKT Idea Co-creation Programme



The Department of Marketing and PARKnSHOP co-organised an Idea Co-creation Programme which encouraged students to use their creativity and apply their knowledge learnt in the classroom to real-world scenarios. After attending a workshop to learn about the branding concept of PARKnSHOP's new mascots, students had less than two hours to come up with campaign ideas, then presented their new brand identity strategies to a judging panel consisting of representatives from HSUHK and PARKnSHOP management.

HSUHK students' performance was highly recognised and internship opportunities in PARKnSHOP's Marketing Department were offered to students who showed great potentials.

Event Management for Public Good



The Department was pleased to invite three senior police officers—Chief Superintendent Raymond LAM, Senior Inspector Jaffy CHAN, and Jessica CHAN - to serve as guest speakers for the Event Management for Public Good Seminar on 23 January 2024. Officers shared their experiences in coordinating events related to cyber security, animal welfare, and the Hong Kong Police Mentorship Programme (PMP). The event aimed to encourage students to utilise the knowledge gained in the classrooms to generate new ideas and suggestions to the police force.

MKT Alumni Mentorship Programme – Kick-off Ceremony 23/24



The Department held the Kick-off Ceremony of the Alumni Mentorship Programme 23/24 on 1 March 2024. Over 20 alumni and students participated in the event. The aim of this ceremony was to kickstart the programme and foster a mentoring relationship between alumni and students. Two esteemed graduates, Mr Kenny WAN and Ms Ellie LAU were our guest speakers and shared their valuable insights on their experiences in joining this Mentorship Programme. The ceremony created meaningful connections.

CEO Talk: Let's OpenRice! The Digital Transformation of F&B



On 21 March 2024, Mr Joe YAU, CEO and CTO of OpenRice, Hong Kong's largest restaurant guide and food review search engine, delivered a talk on OpenRice's business model and the recent digital transformation in the Food and Beverage industry with our students.

The presentation attracted over 80 attendees and guests were thrilled to have the opportunity to hear his expertise on this topic.



(Mr Joe YAU, CEO and CTO of OpenRice)

Department of Management

Mentors' Sharing: Mastering Job Hunting with Successful Practitioners



To enhance students' competitiveness in the employment market, the Department was pleased to invite successful practitioners, who are also our Executive Mentors, Dr Sunny FONG, Mr Edmund CHAN, Mr Kason FOK and Ms Christine CHOY to share insights on recent hot topics and their experiences in recruiting top talents as part of the job-hunting series in 2024.

From attire to interview techniques, mentors generously shared their valuable suggestions with students so that they could leave a better impression in the job interview. Students were also equipped with the latest knowledge such as AI and ChatGPT to fulfill job requirements in the ever-changing market. We hope that the sharing from the mentors will help our students to stand out in job hunting.



Research Seminar: Lost in the Maze: An Action Research Study on Performance Pay Complexity

To facilitate research development among faculty members, the Department organised various research seminars throughout the academic year. In April, we were honoured to have Dr Helen Zhao, Associate Professor in Management and Strategy at The University of Hong Kong to share a theoretical framework on performance pay and its complexity.



Through her action research conducted in a large manufacturing factory, Dr ZHAO's study shed light on the excessive complexity within the existing performance pay system. She also proposed a strategic intervention that effectively optimised the intended outcomes. Members were impressed by the details and practical research findings, which they could incorporate into their future research work.

Volunteer Visit – Handcraft Workshop for the Elderly



Students of the MGT Department stepped out of the classroom and transformed into a volunteer team, spending a meaningful afternoon at the Sai Cho Wan Lutheran Centre for the Elderly (Grace Sceneway). A group of energetic elderlies in the community paired up with students for funny games. The students were pleasantly surprised by the elderly's enthusiasm and quickly formed close bonds with them. The MGT Elites Team, responsible for organising the visit, also arranged a handcraft fan workshop for the seniors. Witnessing their boundless creativity, the students were amazed by the vibrant and stunning designs of the participants.

The Human Library

In April 2024, the Department continued its community involvement by partnering with Fu Hong Society to organise an event called "The Human Library." Inspired by a movement, "The Human Library", originated in Denmark in 2000, students could "borrow" our guests as books and listen to their stories of overcoming mental health. We were delighted that the give-and-take "reading" throughout the event motivated an active interaction between the students and guests. We hope this activity will cultivate respect for others, and develop a greater compassion towards people around them.



Chill Cub Meal: The Deep "Fri" Night

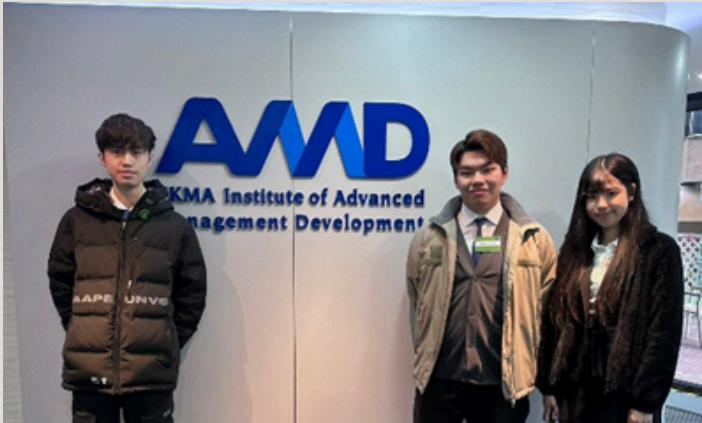


To give our students a boost before the exam period, the Department brought students and faculty together for a chillaxing Friday night at the end of the academic year. We recently held the third Chill Cub Meal, featuring loads of deep fry chicken as comfort food and Chinese herbal tea, something you don't usually match yet goes well with the chicken.

It was heartwarming to see that some students were so engaged that they stayed behind for an extra hour with our teachers. We hope that our activities will bring a sense of belonging to everyone in the Department.

Student Achievements

Excellence Award in the Future HR Talents Hackathon 2023/24



Excellence Award

LAM Pak Hin (BBA-HRM)

LIU Ka Shun (BBA-HRM)

CHEUNG Ting Hin (BBA-MGT)

In March 2024, a team of three students from BBA-HRM and BBA-MGT was awarded the Excellence Award in the Future HR Talents Hackathon 2023/24, organised by The Hong Kong Management Association (HKMA). The Hackathon provided students with HRM and business challenges that closely resembled real-life scenarios, while encouraging insights sharing, knowledge exchange, and networking among HR experts, professors, lecturers, and emerging talents.

We were delighted that the students showed their talents in tackling real-life HR business challenges and further enriched their skills as HR professionals in the challenge.

CFA Institute Research Challenge 2023-24 (Hong Kong Final)



A team of students advanced to the final round of the CFA Institute Research Challenge 2023-24. One of the team members, **Mr Matthew LAM**, was a student in the Department of Economics

and Finance (BBA-FB). The CFA Institute Research Challenge was an annual global competition that provided university students with specialised experience in financial analysis and business communication skills, as they worked to prepare a written equity research report and deliver a pitch presentation to a panel of fund managers.

Out of the 23 participating teams from universities in Hong Kong and Macau, the Top 5 Finalist Teams attended the Local Final Presentation on February 17, 2024. Although the HSUHK team narrowly missed out on the top three awards this year, their achievement in reaching the final round was still a remarkable accomplishment!

HSBC / HKU Hong Kong Business Case Competition 2024



The HSBC/HKU Hong Kong Business Case Competition 2024 was a significant event co-organised by The Asia Case Research Centre, HKU Business School, The University of Hong Kong. **Mr Michal Lukasz CHMIELINSKI**, Lecturer of the Marketing Department, demonstrated exceptional leadership by guiding a team of four BBA-MKT students, namely **Andrew CHAN**, **Annie CHEUNG**, **Lucy WONG**, and **Rachel WONG**, to achieve the remarkable feat of securing the second runners-up position in the competition. The event, which took place on 23 March, provided a platform for students to showcase their strategic thinking and problem-solving skills in a real-world business scenario. The team's success was a testament to their dedication, hard work, and ability to apply academic knowledge to practical business challenges.

Cyberport University Partnership Programme (CUPP)



Dr Fanny CHAN, Head and Associate Professor, Department of Marketing, recently co-led a team in an impressive achievement. The team, which included **Mr Jeffrey WONG**, a talented Year 4 BBA-MKT student from HSUHK, and a master's degree student from CUHK, was chosen to participate in the Cyberport University Partnership Programme (CUPP) Web3 2024. This esteemed opportunity would see the

team attending a rigorous entrepreneurship boot camp at Draper University in Silicon Valley this summer. Following this, they would vie for a substantial HKD100,000 grant to support their innovative Web3 business project. This accomplishment reflected the dedication and expertise of Dr CHAN and her team, and underscored their potential to make significant contributions in the field of marketing and entrepreneurship. Their participation in this programme was a testament to their commitment to excellence and innovation, and we eagerly anticipated the promising developments that would result from their involvement in this esteemed initiative!



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