

# BIZ

Newsletter Issue 22

Dean's Message from  
Professor PARK Seung Ho, Sam

Feature Article  
Meeting the Growing Demand for  
Event Marketing in Hong Kong

News and Events



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



School of Business  
The Hang Seng University of Hong Kong

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# Dean's Message

It has been over two months since I joined the HSUHK School of Business, and my excitement and curiosity about this remarkable institution remain strong. During this time, I have gained valuable insights into the opportunities and challenges that lie ahead. I am inspired by the dedication and enthusiasm of my colleagues and students, all of whom share a common vision of propelling the School toward a brighter and more impactful future.

Although the School faces significant challenges as a latecomer among the region's leading business schools, my confidence in its potential for ongoing success has only strengthened. With the proper focus, determination, and teamwork, I believe the HSUHK School of Business can evolve into a highly respected institution that stands out in the region.

I want to express my heartfelt gratitude to all the staff and faculty for their warm welcome and for openly sharing their stories, ideas, and aspirations during our personal interviews. These conversations have been invaluable in helping me understand the School's progress and challenges. While many colleagues expressed optimism and hope, others voiced concerns about the School's status and the lack of a clear strategic direction. Addressing these concerns has been my priority, alongside streamlining internal processes and rebuilding a passionate, forward-looking leadership team.

Building on the 2022-25 strategic plan, we are currently working on designing a new five-year strategic framework that will guide the School's transformation into one of the region's leading business schools. My initial assessment of the School's internal and external environment has led me to identify four key success factors that will guide this new framework. First, as a self-financing and relatively young institution, we must develop and execute a differentiated competence to set us apart from our peers. Second, we must capitalize on growth opportunities in postgraduate education in mainland China, a promising avenue for development. Third, we should extend our geographical footprint into Southeast Asia, a region poised to become a major hub of global economic growth. Finally, our success will ultimately depend on our ability to execute effectively, which requires the commitment, professionalism, and competence of our staff and faculty.

Considering these factors, I have crystallized our vision for the School: to become a leading international business school in Asia with both regional impact and global visibility. In today's increasingly complex and uncertain global economy, our students' success relies on their ability to develop open mindsets and adapt to rapidly changing dynamics. The HSUHK School of Business is uniquely positioned at the crossroads of East and West, and we will leverage this advantage to prepare our students for global success. This vision will be achieved by organizing our curriculum and activities to promote global perspectives and adaptability. We will also equip our students with cutting-edge technological expertise, a deep sense of social responsibility, and an entrepreneurial spirit that empowers them to make meaningful contributions to society.

The path to realizing this vision will not be without challenges. I have observed a diversity of mindsets and attitudes toward the School's operations that we must address as a team. While some colleagues are content with the status quo, others are frustrated by the lack of direction and challenge. Similarly, while some have gone above and beyond in their contributions, others feel excluded and eager to take on a larger role in the School's progress. Many attribute the School's difficulties to resource limitations, but I believe that mindset is equally critical. We can overcome obstacles that might otherwise seem insurmountable with passion and creativity. Although we are a relatively young school, our internal systems and processes still need to adapt to the rapidly evolving environment.

I envision us coming together as a cohesive team, leaving behind old barriers and legacies to embrace the exciting opportunities ahead. I see the HSUHK School of Business as a hidden gem - a rough diamond with immense potential. Together, we have the power to transform it into a shining, precious jewel that will stand proudly among the best in the region. I am honored to be part of this journey and look forward to working closely with all of you - colleagues, students, and stakeholders alike - as we take on these challenges together. Once again, I thank everyone for your warm welcome, support, and trust. Let us move forward with confidence and determination as we build a brighter future for the School.



Professor PARK Seung Ho, Sam  
Dean & Distinguished University Professor  
January 2025

# Meeting the Growing Demand for Event Marketing in Hong Kong

**Mr Roy YING, Senior Lecturer, Department of Marketing**

**Dr Fanny CHAN, Associate Professor and Head, Department of Marketing**

As Hong Kong emerges from the shadows of the COVID-19 pandemic, the Hong Kong Special Administrative Region (HKSAR) government has actively supported the hosting of a variety of mega events, including the Hong Kong Sevens, Art Basel, and the Asian Financial Forum. This initiative positions Hong Kong as a premier events hub in Asia and is integral to the broader strategy aimed at economic revitalization.

A remarkable surge in mega events has been observed, rising from nearly none during the pandemic to over 210 in 2024. This resurgence not only benefits inbound tourism and strengthens the hospitality sector but also underscores a critical challenge: the acute shortage of skilled talent in the events and stage performance industry. While the government is focused on attracting talent from overseas and the mainland, it is equally imperative for Hong Kong to invest in the development of its local workforce. Cultivating homegrown talent will ensure sustainable growth in this dynamic sector, enabling the city to maintain its competitive edge in the global events landscape.

## *Launching Event Marketing and Management*

In response to the growing demand for skilled professionals, the Business School has launched the module “Event Marketing and Management,” hosted by the Department of Marketing. Initially, three classes were scheduled for Spring 2024, offering a total of 120 spots, which quickly filled up, resulting in a long waiting list. The module’s popularity underscores its relevance in the field. Its learning objectives are closely aligned with employer’s expectations, emphasizing essential skills such as marketing events to sponsors and participants, managing projects from inception to post-event evaluation, and cultivating the practical mindset necessary to ensure that “the show must go on.”

Seasoned practitioners in the event marketing sector have been invited to share their real-world experiences, offering valuable insights to students. For instance, Ms Angela LEE, General Manager of Baobab Tree, discussed the organization, marketing, and management of mega events such as the Hong Kong Wine & Dine Festival (HKWDF) and the Chinese New Year Parade. Another notable speaker, Ms Janice CHUNG, founder of Gridword Communication, shared her expertise in event and stage management, attracting nearly 100 students from various disciplines. Industry leaders from Informa Markets, the world’s largest exhibition organizer, and L’Voyage, a premium destination management company, have also shared with students the real-life challenges in event marketing.



*Baobab Tree Angela Lee's sharing on Mega Events*



*Gridword Janice Chung's sharing on Event and Stage Management*



## ***Providing Hands-On Opportunities in Mega Events***

Effectively training event marketing professionals requires a multifaceted approach that combines theoretical knowledge, practical experience, and ongoing skill development. Providing students with opportunities to gain hands-on experience through internships, volunteer positions, or participation in actual events is particularly important. Following the speaker's presentation, students were selected to work as patrol staff at the HKWDF 2024, where they upheld event regulations and assisted exhibitors and visitors. Some students chose to focus their assignments on this experience, with the top projects scheduled to be presented to Baobab Tree in February, potentially leading to internship opportunities.

Students also had the opportunity to assist at the Kai Tak Sports Park during the "Strive and Rise Programme," hosted by the HKSAR government, which welcomed nearly 10,000 participants. This experience was eye-opening for the students, who reported that it allowed them to manage real events with significant crowd flow. Such hands-on experiences are invaluable for understanding the complexities of event marketing and can lead to successful job placements. One BBA-MKT student secured a position as a Project Management Trainee with Milton Exhibits after attending a training session led by the company's human resources manager.



*HSUHK Student Patrollers at HKWDF*



*Students participated in the Strive and Rise Programme*

## ***Simulating Real-World Challenges in Event Management***

To equip students with the skills necessary to thrive in the competitive field of event marketing, the module assessment is designed to closely mirror the recruitment processes employed by major event organisers. This innovative approach includes a 24-hour challenge that tasks students with solving a specific problem or achieving an event objective. On the assessment day, students are required to submit a video presentation of their proposed solutions within a tight 24-hour timeframe. This format not only tests their problem-solving abilities but also aligns with contemporary HR recruitment practices, where candidates must demonstrate their creativity and critical thinking under time constraints.

Throughout this process, students are expected to integrate their theoretical knowledge with practical experiences gained from assisting in actual events. The assessment serves as a capstone experience, ensuring that students are not only familiar with industry standards but are also prepared to tackle the complexities and challenges they will encounter in their careers. By simulating real-life situations and expectations, it ensures that students are equipped to excel in the dynamic and ever-evolving landscape of event marketing.

## *Training Event Marketing Professionals*

The demand for talent in the events sector is rapidly increasing, with employers urgently seeking more trained professionals. According to the Hong Kong Tourism Board, MICE (Meetings, Incentives, Conventions, and Exhibitions) travellers are particularly valuable, as they tend to spend more than leisure travellers and often return to Hong Kong for specific events. However, there is a significant shortage of experienced event managers capable of handling these projects. In addition, it was recently revealed that event management will be one of the core job duties for HKSAR executive officers, highlighting the necessity for proper training in this area to be effective in their jobs. In response to this growing demand, the Department is planning to introduce additional modules specifically designed to meet the needs of membership-based and non-profit organisations in event management.

By leveraging industry knowledge and fostering strong business networks, the Business School is committed to enhancing Hong Kong's labour market by nurturing graduates who possess the skills and competencies that employers seek. As the city increasingly hosts a variety of mega events, we aim to develop local talent to strengthen Hong Kong's position as a leading events hub in Asia. These efforts will not only address the immediate needs of the event management sector but also contribute to the broader mega event economy of Hong Kong. We hope to empower the next generation of professionals to drive innovation and excellence in event marketing and management, thereby sustaining the dynamic economic landscape of the city.

# School of Business

## *2024 AIB Asia Pacific Regional Conference*

Organised by the Research Institute for Business at The Hang Seng University of Hong Kong, the 2024 AIB-AP Regional Conference took place from 4-6 December, 2024, in Guangzhou, China. Supported by Guangdong University of Foreign Studies and its School of Business, the conference embraced the theme **“Re-imagine International Business: Accelerate Growth through Collaboration and Digital Transformation”**.



The conference successfully gathered scholars, practitioners, and industry leaders from across the Asia-Pacific region to explore the latest trends and developments in international business. The opening session featured keynote speeches from four distinguished speakers: Professor Peter LIESCH, Professor of International Business, University of Queensland, Ms Daisy Lixia JIN, Director of Digital Marketing and International Operations, Guangzhou Automobile Corporation (GAC), Professor Jane LU, Chair Professor of Management, City University of Hong Kong, and Professor Cathy H.C. HSU, Chair Professor of Hospitality and Tourism Marketing, Hong Kong Polytechnic University. Their insightful presentations set an inspiring tone for the conference, addressing critical themes of digital transformation and collaboration within the realm of international business.

Engaging discussions were further enriched during three plenary sessions: “Meet the Editors”, “Hong Kong - Mainland Economic Integration: A Post-pandemic Update” and “Research in Emerging Markets: Insights from the AIB Emerging Markets Special Interest Group”.





# *Business Leadership Forum on Digital Transformation*



The School of Business organised an engaging Business Leadership Forum titled “Business Digital Transformation in Hong Kong – Opportunities and Challenges” on 14 November 2024. The event featured three distinguished industry experts and thought leaders, namely Mr Michael YUNG, Strategic Advisor at Google Cloud, Mr Sean LEE, Co-Founder and Chief Strategy Officer of IDA, and Mr Tommy LUI, Chief Business Officer of GPTBots.ai. These esteemed panel members shared their insights on the transformative impact of AI technology on business processes and models in Hong Kong.

During the forum, the panellists offered a comprehensive analysis of digital transformation, highlighting both the opportunities and challenges associated with implementing AI in Hong Kong. They drew a clear distinction between generative AI and traditional AI, emphasising the importance of mastering both technologies to address diverse professional needs. Furthermore, they stressed the critical role of future talent in harnessing AI technology, positioning AI as a differentiator in the business landscape rather than merely an equaliser.

The event also provided attendees with a unique opportunity to interact with the panel members, fostering a dynamic exchange of ideas and facilitating valuable connections among students, faculty, and industry leaders.





## ***Learning Beyond Classroom : Business Happy Hour Event - Breaking Your Cocoon***

The School of Business and the Business Executive Club hosted the event ” Business Happy Hour – Breaking Your Cocoon” on 28 November 2024, at the Jardine House Basehall 01 in Central.

Attended by over 40 participants, including guests, staff, and students across all years from all departments of the SBUS, the event created an evening filled with vibrant conversations, meaningful connections, and invaluable insights.

This gathering provided students with a unique opportunity to step out of their comfort zones. Our students engaged with peers and had the chance to discuss relevant topics with guests and business executives.

We invited two reputable senior leaders from the entertainment business, Ms Vicky FUNG (Co-founder of Every Life is A Song) and Mr Albert YU (CEO of Music Hotpot) as our guests of honour. They shared their life experiences and underscored the importance of remaining passionate, motivated, and proactive during one’s academic journey. Their insights on developing the right mindset and skills to succeed in the real business world resonated deeply with attendees.

The event was truly a celebration of growth, learning, and networking for our students and guests. Feedback from the attendees has been extremely positive and the SBUS looks forward to organising more business networking events for our students to connect, learn, and engage internally and externally in the future.



# *Dental Health and Dentist Tax Planning*

The Women in Society Association (WiSA) organised an insightful seminar on “Dental Health and Dentist Tax Planning” on 10 October, featuring esteemed guests Dr Flora CHAN, President of the Society of Preventive Dentistry of Hong Kong and Council Member of the Hong Kong Dental Association Ltd., and Mr Felix TSANG from the Tax and Business Advisory Services Group at PwC Hong Kong. Ms Antonia YEUNG, AVP (Development & Campus Services), served as the guest of honour.

This event provided a unique opportunity for participants to explore the nuances of dental health and tax planning tailored specifically for professionals. Dr Flora CHAN and Mr Felix TSANG delivered engaging presentations, offering practical advice and expert insights on these vital topics. The seminar facilitated meaningful discussions, networking opportunities, and a deeper understanding of the significance of these subjects in the professional landscape.

The success of the “Dental Health and Dentist Tax Planning” seminar highlights WiSA’s unwavering commitment to equipping its members with valuable resources and industry expertise, reinforcing its dedication to empowering individuals within the community.





## *HSUHK Holds Symposium on Using Generative AI in Education*

The HSUHK “Symposium on Using Generative AI (ChatGPT) to Enhance Academic Teaching”, organised by the Research Institute for Business and the Centre for Teaching and Learning (CTL), was held on 10 October 2024. The symposium explored the applications and implications of this technology in education.

At the symposium, HSUHK staff members introduced innovative ways of integrating Generative AI into education. Ms Rosalie WOO from the Department of Economics and Finance presented how AI can create interactive financial planning games for the elderly. Mr Kelvin WAN from CTL and Dr Christine CHOY from the Department of Art and Design, shared insights on using AI to preserve and manage cultural heritage, highlighting the intersection of technology and tradition in creative ways. Ms Laura CAVANNA from the Department of Art and Design provided a fascinating glimpse into the realm of architecture and design, demonstrating how AI can enhance creativity and problem-solving in the fields. Additionally, scholars from Hong Kong Baptist University and the Hong Kong Polytechnic University shared their cutting-edge research on Generative AI in education.



# Taught Postgraduate Programmes

## *Master of Business Management (MBM)*

### *Meaningful Events and Remarkable Achievements*

- Inspired by their thesis supervisor Dr Eko LIAO, four MBM graduates i.e. A.M. LESTARI, C.H.M. NG, D. YU, and Y. PU, published a book chapter together titled “**Learning Opportunities and Challenges in Virtual Team**” in **Technology-mediated Learning During the Pandemic**, edited by SINGH, J., and KUMAR, V. (Routledge, London) in December 2024.
- Mr Anthony LAU, Director of Hong Kong Talent Engage (HKTE), an office under the Labour and Welfare Bureau of the HKSAR Government, was invited to deliver a keynote speech in our seminar in January 2025. He shared his insights on Hong Kong’s unique advantages and development opportunities which were well applauded by over 100 MBM students. (See Picture 1)
- Two groups of 2024 graduates led by Mr QIAO Yuhan and Ms YAN Chuqi presented their theses at the 2024 AIB Asia Pacific Regional Conference in China in December 2024. (See Picture 2)
- Two students, i.e. Ms ZHANG Jingjing and Ms GAIRE Sarishma joined the 4th Global Peace Summit in Thailand in January 2025. They carry the title of “Humanitarian Affairs Peace Ambassador for one year to promote peace in the region.” (See Picture 3)



Picture 1



Picture 2



Picture 3



# *Master of Science in Entrepreneurial Management (MSc-EM)*

## *MSc-EM Spring Intake cum Dinner Talk*

The MSc-EM programme office invited Dr Adam LEE, a former advisor of the programme, to share with students and alumni on an entrepreneurial journey from a baseball captain to a professional investor. On the same occasion, Dean PARK took this opportunity to welcome new students in the spring intake and urge them to make the best use of the time in HSUHK to unleash their potential as an entrepreneur. It is worth to mention that the dinner talk was held in a Chinese chain-restaurant of a graduate's family business, which helps foster unity among programme stakeholders.



*Professor Sam PARK (Dean), Dr Adam LEE (Speaker), Dr Thomas MAN (Associate Dean, TPG), Dr Kenneth KWONG (Programme Director), programme teaching and administrative team, students, and alumni took a group photo.*



*Dean and the Programme Director welcomed new students of the MSc-EM programme.*

## *Student Achievements*

An entrepreneurial team of four SBUS students in MSc-EM and BBA-MKT programmes acquired silver, gold, and platinum badges to fully qualify for the cash subsidy of \$100,000 on the mental health and well-being project. The team is now expecting an admission to the Incubation Programme of HKSTP to continually pursue their entrepreneurial dream.



*Julian ZHANG (MSc-EM), Dragon WEN (BBA-MKT), Kenneth CHIU (MSc-EM), and Hailey LIN (BBA-MKT) took a photo in Lion Rock 72, the co-working space of HKSTP, at InnoCentre.*

# Department of Accountancy

## *Professional Bodies Briefing Session 2024/25 – Series 1*



The Department of Accountancy invited three representatives from renowned professional bodies, namely (in alphabetic order) the Association of Chartered Certified Accountants (ACCA), CPA Australia and Hong Kong Institute of Certified Public Accountants (HKICPA), to delineate their institutes and respective professional qualifications, including the examination structures and paper exemptions granted to HSUHK graduates.

An in-house briefing session was held after the sharing by the professional bodies. Our ACY Academic staff listed out the features and advantages of each professional bodies and helped students in making informed decisions about their future professional paths.

## *ACY Personal Tutor-tutee Networking (Lunch Gathering)*

ACY Personal Tutor-tutee Networking (Lunch Gathering) was successfully held on 31 Oct 2024, providing an opportunity for students to enjoy a lunch gathering with their personal tutors and peers.

During the event, students actively participated in conversations and sought advice on their academic development from their personal tutors and senior year students, fostering a supportive ACY community.



## *ACY Guest Lecture on the Use of Audit Software to Support Financial Statements Audit*



Three distinguished speakers, namely Ms Anntice LAI, Managing Director and Head of Technical and Regulatory at D & Partners CPA Limited, Mr Charlie CHAN, Senior Product Manager, Tax & Accounting at Wolters Kluwer Hong Kong Limited, and Mr Samuel TSANG, Solutions Manager, CCH Professional Accounting Software at Wolters Kluwer Hong Kong Limited, were invited to introduce the application of technology in the audit profession to our students. Students were impressed by the impact of technology on streamlining audit processes and the importance of keeping abreast of the technological advancement to remain competent in the industry.



## *ACY Graduation Celebration and Photo Booth 2024*

The Department of Accountancy arranged a series of activities for graduates to celebrate their accomplishments and make this special moment even more remarkable!

Graduates gathered at Wei Lun Square to take group photos with their teachers after the official graduation ceremony, commemorating this significant moment.

Subsequently, graduates were invited to the photo booth set up by the Department, where they could reconnect with fellow graduates and teachers. This year, the Department invited a local sketch artist to create personalised artwork for graduates, serving as unique souvenirs.



The event plays an essential role in fostering stronger bonds among our alumni and the Department, and we hope to see our graduates at the upcoming alumni events!

# Department of Economic and Finance

## *EAF New Student Gala 2024*



The EAF New Student Gala served as a great platform for new students to connect with peers across their programmes within the department. This event presented a valuable opportunity for the students to kickstart their university experience.

Informative sessions led by experienced students and faculty have provided valuable insights on enhancing university life, including academic resources, extracurricular activities, and strategies for balancing studies with social engagements.

Additionally, the gala featured networking opportunities where students can engage in various activities, providing an excellent chance to meet new friends and faculty while expanding their social networks.

## *EAF Tutor-tutee Gathering for New Students*



The objective of the EAF Tutor-Tutee Gathering is to create an environment that fosters community and collaboration among new students and their tutors.

During the gathering, new students had the opportunity to meet their assigned personal tutors, who were committed to providing ongoing support and encouragement. The tutors are equipped to offer advice on various aspects of university life, including academic challenges, study techniques, and personal development strategies.

The event facilitated networking among students, allowing them to connect with their peers, share experiences, and build meaningful relationships.

## *“Mathematics for Finance” Workshop 2024/25*

The ‘Mathematics for Finance’ Workshop is a progressive course aimed at enhancing the understanding of Statistics, Mathematics, the Time Value of Money, and Financial Statements for BBA-FA and BBA-FAFT students.

The workshop was conducted by our experienced faculty members and is designed to help students review basic concepts, building a strong foundation in preparation for senior-year subjects. Additionally, the course incorporates real-life examples to enrich the learning experience.



## *Introduction to the CFA Programme and CFA Hong Kong Society*



This seminar offered a unique opportunity to engage with industry leaders, gain insights into valuable resources, and network with all students. Featured speakers included representatives from the CFA Institute and the CFA Hong Kong Society, who have provided an overview of the CFA programme and discussed the mission and initiatives of the CFA Society in Hong Kong.

Participants also had the chance to learn about the University Outreach Committee, gaining insights into the CFA Institute Research Challenge and student mentorship programmes. The Candidate Service Committee explained the resources available for CFA candidates. Additionally, a fireside chat facilitated a discussion on careers in finance, exploring the impact of academic achievements and professional qualifications, as well as the current and future job market outlook in Hong Kong.

The seminar was concluded with a live Q&A and networking session, allowing attendees to connect with speakers and fellow participants.

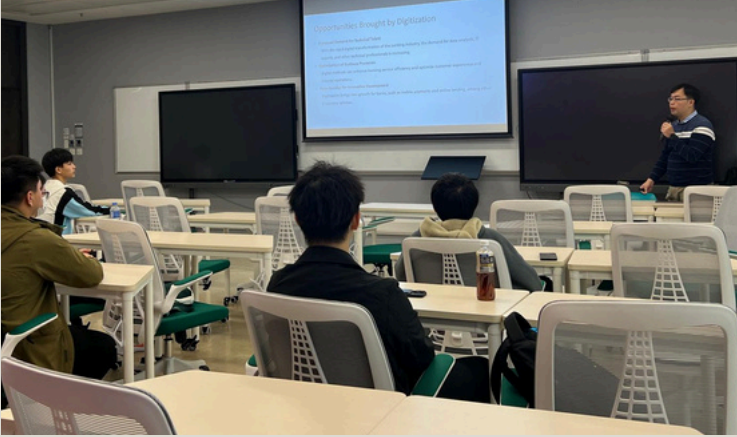
### *Documentary Sharing Session - “The Ascent of Money Episode 1: From Bullion to Bubbles”*

The documentary sharing session featuring "The Ascent of Money Episode 1: From Bullion to Bubbles" provided a unique opportunity for faculty and students to explore the intricate world of finance and its historical evolution. This specific episode, delved into the origins and development of money, credit, and financial systems, tracing their impact on society and economies throughout history.

Following the viewing, the session transitioned into a discussion or Q&A segment, where students were encouraged to share their thoughts, insights, and questions. This interactive component was crucial, as it fostered a collaborative learning environment.



## ***EAF Career Talk: FinTech Career Pathways for Undergraduate Students***



This career talk highlighted the diverse career opportunities within the FinTech industry, offering valuable insights and guidance for undergraduate students. The session was led by Dr Jason LIAO, who holds both a Bachelor's and Master's degree from Tsinghua University, as well as a PhD from HKUST. Before joining HSUHK, Dr LIAO gained extensive experience in the FinTech sector.

During the session, Dr LIAO discussed with the students about his involvement in numerous large-scale projects that leverage cutting-edge technologies in the FinTech landscape.

## ***Environment, Innovation and Management Journal Introduction Session***

This event brought together faculty members and interested participants eager to learn more about the journal's focus and objectives.

During the session, the journal's editors, Prof Chun-Ping CHANG and Prof Xin-Yu PENG, were present to lead the discussion. They provided valuable insights into the journal's mission. Also, the participants had the opportunity to ask questions and engage in meaningful dialogue with the editors. Overall, the introduction session was a resounding success, setting the stage for future contributions to the Environment, Innovation, and Management Journal.



## ***Department of Economics and Finance: Reading Sharing Session***



During the event, students had the unique opportunity to engage directly with the author, Dr James CHEONG.

The attendees explored the book's in-depth analysis of economic conditions in Japan, Hong Kong SAR, and China. Investigating how these regions navigate their complex financial landscapes. Participants were also encouraged to discuss the implications of these analyses and examine future opportunities arising from advancements in artificial intelligence (AI) within the economic context.

This session centered around a thought-provoking book that highlights the gap between economic theory and reality. The event was concluded with a live Q&A session, allowing attendees to connect with author and fellow participants.



## Personal Finance Ambassador Programme 2024



The competition jointly organised by HKEX, IFEC and St. James' Settlement. The excellent project team can get prizes up to HK\$20,000.

The theme is "Money trap 理財 Check — Trap" which aims to equip individuals with the knowledge and skills necessary to understand financial concepts and enable them to safeguard themselves against fraudulent schemes.

The group selected by the organiser, "財神want you!" attended a team pitching interview, training camp, and then finalise the proposal and run the project in the campus. As a result, the team received "Judges Accredited Awards", which is a special award to only one higher education institutions participating team every year.

## EAF Research Seminar

The Department hosted a research seminar about Contemporary Issues in Capital Markets and Economics on 14 November 2024.

1. Estimating Trade Elasticities with a New Version of Marshall-Lerner Condition by Dr Ben KM CHENG

2. Exploring the determinants of personal finance difficulties by machine learning -with special focus on socio-economic and behavioural changes brought by COVID-19 by Dr Brian WC TUNG

3. How Does Digital Financial Inclusion Impact China: The Case of Carbon Emissions by Dr James TS CHEONG

4. Integrating Generative AI into Service-Learning: Enhancing Student Learning and Financial Literacy for the Elderly Through Game-Based Activities by Ms Rosalie YY WOO

5. Evolution of Probability Distributions -A New Convolution Algorithm by Dr YW SIU



Each speaker provided valuable insights into their recent publications and ongoing research projects, covering a range of topics pertinent to current trends and challenges in capital markets and economics.

# Department of Management

## *The Graduate Night - Retro Enlightenment*

The Department of Management is proud to hold "The Graduate Night - Retro Enlightenment" (【畢·夜·承·恒】), which carries the essence of transcendence and signifies the major objective of education: inheriting from the past and enlightening the future.

We welcomed six graduating classes since 2018 to come "home" and celebrated together in the historic backdrop of HSUHK and nostalgic Hong Kong. During the event, alumni shared their insights from professional journeys with current graduates.

In addition to performances and games, this special gathering provided a unique opportunity for connection. It also offered a chance to capture special moments while reflecting on the rich history and vibrant present of HSUHK, creating a truly memorable experience for all involved.



*Students, alumni, and department members shared a memorable night.*

## *New Student Orientation*



*A group photo of freshman & MGT faculty.*



*Students enjoyed the games prepared by the orientation working group.*

Before the school year began, the Department of Management organised an engaging orientation for freshmen to help them acclimate to HSUHK's academic environment. The event started with ice-breaking activities to encourage connections among students. After that, Department Head Professor Victor LAU welcomed the students, followed by introductions from faculty members.

Freshmen participated in a Tower Challenge and a Dramatic Challenge. Besides, they were grouped to meet with the programme director, associate programme director, and personal tutors for insights on exchange, internships, and module selection.

The day concluded with group photos and distribution of souvenir packs. We hope the event can be a memorable day and lay a solid foundation for new students' academic journey at HSUHK.



## *Welcome Tea Session for Mainland Students*

The Welcome Tea Session aimed to foster connections among mainland students and help them adapt smoothly to campus life. This gathering provided new students with the opportunity to meet department executives, faculty members, and their peers while enjoying delicious refreshments.

During the event, students learnt about available campus resources, student associations, and upcoming events. By sharing their personal experiences and backgrounds, they were able to learn from one another, establish lasting friendships, and cultivate a strong sense of belonging within the campus community.



*Mainland students briefly introduced themselves.*

## *10th Anniversary Gathering x Let's Get iGPS*

The Department of Management proudly celebrated its 10th anniversary with a special gathering that marked this significant milestone in its history. Nearly 90 participants attended the event, creating a vibrant atmosphere filled with excitement and camaraderie. The celebration included a ceremonial lighting that officially launched the “10th Anniversary Celebration,” symbolising a decade of achievements and growth.



*MGT "10th Anniversary Celebration" ceremonial lighting*

In addition to this momentous occasion, the event featured the annual semester opening dinner, where students and department members came together to share experiences and forge new connections. A Career Intelligence Workshop was also held, designed to help students gain a deeper understanding of themselves as they prepare for the upcoming academic year and explore their future career paths with confidence and clarity.



*Graduate students gathered for a group photo with the MGT faculty.*

## *Graduation Ceremony 2024*

The graduation ceremony was a significant event celebrating the achievements of the graduating class. Family, friends, and faculty gathered to congratulate the students' hard work.

One of our students, Mr Stephen CHEUNG was honoured to be the Valedictorian, inspiring graduates by motivating them that life is not a race and everyone has their own timeline. He believed that everyone can ultimately succeed by concentrating on their individual growth and consistently working hard at their own pace.

After the ceremony, graduates from MGT, HRM, and GBM cherished their time together, capturing memories through photos and connecting with peers and faculty. We are immensely proud to witness each graduate walking across the stage to receive their degree conferment, marking the pinnacle of their academic journey.



*The department set up a creative booth for graduate students to take photos.*



# Department of Marketing

## *Marketing Communications Effectiveness: The Role of Experiential Technology and Artificial Intelligence*

On 30 August 2024, the Department of Marketing was honored to invite Arthur CHAN, Founder & CEO, Snowball Limited; Vice Chairman, iab Hong Kong, along with Prof. John B. FORD, Professor of Marketing and International Business and Eminent Scholar, Department of Marketing, Old Dominion University, USA, to co-host an engaging and insightful seminar titled "Marketing Communications Effectiveness: The Role of Experiential Technology and Artificial Intelligence "

The speakers focused on the theme of marketing communications, exploring the roles of experiential technology and artificial intelligence in marketing communication, while also reflecting on industry development trends. The seminar attracted 100 participants, both in-person and online, including students, educators, and industry professionals. Dr Fanny CHAN, the Head of the Marketing Department, facilitated the discussion segment, engaging in lively and insightful conversations with the speakers and attendees.



## *Types and Trends of Customer-Brand Relationships*



The seminar on "Types and Trends of Customer-Brand Relationships," featuring Prof Cleopatra VELOUTSOU, the esteemed Professor of Brand Management at the Adam Smith Business School, University of Glasgow, was successfully conducted on the 22 October 2024.

This event offered attendees a unique opportunity to interact with a leading expert in brand management. Prof VELOUTSOU's distinguished career, highlighted by her roles as the Head of the Marketing Research Unit at ATINER in Greece and the Co-Editor of the Journal of Product and Brand Management, emphasised the depth of knowledge imparted during the seminar.



## ***Launching MKT Competition Club: AI in Marketing Workshop***



The Department of Marketing hosted the successful "Launching MKT Competition Club: AI in Marketing Workshop" for MKT and GB students on 7 November 2024. Led by Anita, Technology Architect at GreenTomato's R&D Team Alpha, the session delved into the latest advancements in Generative AI and innovation.

Participants explored topics such as the use of GPT models in marketing for personalised content generation, AI's role in automating the creation of social media posts for improved audience targeting, AI-driven image generation for efficient design processes, and effective prompt writing to guide AI tools.

The workshop provided crucial insights for contemporary marketing strategies. Stay tuned for upcoming events from the MKT Competition Club.

## ***Career Talk "AI: The Future of Integrated Marketing"***

Dr. Winnie CHAN, the Programme Director of the BBA-MKT Programme, delivered an engaging career talk titled "AI: The Future of Integrated Marketing" to the secondary school students of Po Leung Kuk Wu Chung College.

During the interactive segment of the session, Dr CHAN collaborated with the students to generate various AI images and shared useful AI tools and websites, delving into the significance of AI in marketing. The students were highly engaged, and the atmosphere was relaxed and enjoyable.



## ***Mentorship Programme Closing Ceremony cum Alumni Sharing 2023/24***

The Mentorship Programme Closing Ceremony cum Alumni Sharing for the 2023/24 academic year was successfully held on 8 November 2024. Over 20 alumni and students participated in the event. We invited two distinguished alumni mentors, Mr Tommy CHIU, the e-Commerce Manager at MTR Corporation, and Ms Daphne CHEUNG, Supervisor at the advertising agency GroupM, as guest speakers to share insights on industry entry requirements and various workplace cultures, bringing this year's mentorship programme to a close. We sincerely thank all the mentors for their support and the students for their participation.

## ***Personal Tutor-tutee Meeting - “BrandWell: Level Up Your Career Game with Wellbeing Superpowers!”***



The Department of Marketing organized a Personal Tutor-tutee Meeting and Wellbeing Workshop on 3 October 2024. This event featured Ms Wendy SUEN, the Director of Talent Solutions at ConnectedGroup Limited, a recruitment and training consultancy. She conducted a high-energy workshop titled "BrandWell: Level Up Your Career Game with Wellbeing Superpowers!".

In this workshop, Ms.Wendy SUEN explored the ThriveWell 360 model, helping students develop a unique personal brand. Participants learned how to leverage their wellbeing for career success, whether they were aiming for internships or launching a startup. After the workshop, many students proactively asked Wendy questions about the content and engaged in enjoyable conversations with their personal tutors.

## ***CEO Talk - Innovating for a Better World The Story of a Social Enterprise***

On 16 September 2024, we invited the co-founder and CEO of define CLEAN, Mr Neil SHIH to share his entrepreneurial journey with us.

Mr Neil SHIH showcased his innovative products to the students, introduced the design concepts, and provided a live demonstration of their usage. The presentation attracted over 50 attendees and guests were thrilled to have the opportunity to hear his expertise on this topic.





# Student Achievements

## *HKICPA Scholarship 2023-24*

The HKICPA QP Top Student and BAFS Student Award Ceremony was held on 21 September 2024, and we are pleased to announce that two HSUHK students were awarded the HKICPA Scholarship 2023-24:

**KWOK Po Ying**  
(Year 4 student from BBA in Professional Accountancy)

**LO Hiu Kwan**  
(Year 3 student from BBA in Professional Accountancy in 2023-24)

Congratulations to the abovementioned students on their well-deserved achievements!



## *2023/2024 CPA Australia Distinction Award*



CPA Australia Distinction Award is an annual scholarship program awarded to remarkable university graduates who have demonstrated academic excellence and a strong aspiration to become a professional accountant!

This year, one of our graduates received the CPA Australia Distinction Award:

**FUNG Yin Ki**  
(Graduate of BBA in Professional Accountancy in 2024)

Congratulations to the awardee!

## *Youth Elite Aspiration Programme (YEAP) One-Belt-One-Road Competition*

A team composed of a BBA-MKT Year 4 student, Shirley SIU and graduate Petal CHOY, won the champion in the 5th Youth Elite Aspiration Program organised by The Hong Kong Professionals and Senior Executives Association. The winning team received a cash prize of HK\$5,000 and free participation in a study tour to Singapore.



**Winning Team: Shirley SIU**  
(BBA-MKT-Yr4)

## ***13th Winning in Guangzhou and Guangdong-Hong Kong-Macao Greater Bay Area Entrepreneurship Competition for College students***

Two teams, including BBA-GBM and BBA-MGT students, won the “**Project Innovation Award**” at the 13th Winning in Guangzhou and Guangdong-Hong Kong-Macao Greater Bay Area Entrepreneurship Competition on 7 December 2024. Guided by Dr Eko LIAO and Dr Jody WONG, the teams showcased creativity and entrepreneurial spirit, standing out among strong competitors. This achievement inspires other students to pursue similar opportunities, providing invaluable experience and essential skills for their future careers.



*The BBA-MGT student presented their ideas to the judges.*

### **Awardees:**

Ms ZHONG Yayi

(Year 2 student from BBA-MGT)

Ms ZHU Siyu

(Year 2 student from BBA-GBM)

Congratulations to the students and teachers!





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



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