



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



School of Business  
The Hang Seng University of Hong Kong



北京大學  
PEKING UNIVERSITY



復旦大學  
FUDAN UNIVERSITY



同濟大學  
TONGJI UNIVERSITY



中央財經大學  
Central University of Finance and Economics



CEIBS



NYU  
上海  
SHANGHAI  
紐約大學



UNIVERSITY OF  
SAN FRANCISCO



*Inaugural*

# CHINA BUSINESS FORUM

(24-25 JAN 2026)



[sbus.hsu.edu.hk/events/CBF2026](https://sbus.hsu.edu.hk/events/CBF2026)



[CBF2026@hsu.edu.hk](mailto:CBF2026@hsu.edu.hk)

## INTRODUCTION

The Hang Seng University of Hong Kong (HSUHK) School of Business has joined forces with prestigious universities in Mainland China and the United States to launch the China Business Forum, to foster constructive dialogue between academia and industry by addressing critical challenges and emerging opportunities within China's dynamic business landscape

As the first-of-its-kind forum dedicated to bridging academia and industry within the context of China's dynamic business environment, it will bring together distinguished scholars, senior executives, and policymakers for in-depth dialogue, knowledge exchange, and collaborative exploration.

With participation from distinguished Deans, faculty members, and industry leaders, the Forum will facilitate meaningful dialogues between leading scholars and business professionals that bring together thought leadership and practical insights into the evolving Chinese business landscape.

## OBJECTIVES

The China Business Forum is guided by the following key objectives:

- **Bridging Academia and Industry:** The Forum will serve as a strategic interface between leading business schools and industry stakeholders, enabling dialogue on current and emerging challenges in Chinese business practices, policy, and innovation.
- **Fostering Research Exchange:** Academic researchers will gain exposure by presenting their work to renowned scholars and practitioners, enhancing the impact and global relevance of research conducted by member universities.
- **Creating a Platform for Long-term Collaboration:** The Forum will function as a foundation for sustained academic partnerships, collaborative research initiatives, and cross-border education programmes that align with the strategic goals of member universities.

## MEET THE DEANS

### Dean's Council

To ensure strategic oversight, continuity, and fulfilment of Forum objectives, a Dean's Council comprising Deans from all the member universities is established. The Council will be responsible for:

- Setting annual themes to guide discussions and research priorities
- Advising and approving programme content, ensuring relevance to academia and industry
- Strengthening collaboration and engagement across member universities
- Providing institutional representation and long-term commitment to the Forum

### FULL MEMBERS



**PROF SAM PARK**

Dean of School of Business, HSUHK  
Chairman, Inaugural Deans' Council of  
China Business Forum



**PROF ZHUO HUANG**

Deputy Dean, National School of  
Development  
Peking University



**PROF XIONGWEN LU**

Dean, School of Management  
Fudan University



**PROF EN XIE**

Dean, School of Economics and  
Management  
Tongji University



**PROF CHUN YUAN**

Executive Dean, School of Innovation  
and Development  
Central University of Finance and  
Economics



**PROF YUXIN CHEN**

Dean of Business  
Director of Center for Business  
Education and Research  
NYU Shanghai



**PROF TIAN ZHU**

Vice President and Co-Dean  
China Europe International Business  
School (CEIBS)



**PROF OTGONTSETSEG  
ERHEMJAMTS**

Dean, School of Management,  
University of San Francisco

### ASSOCIATE MEMBERS



## MEET THE DISTINGUISHED PANEL SPEAKERS

(by alphabetical order of last name, pending final confirmation from speakers)

The China Business Forum is honoured to feature a lineup of distinguished panel speakers, including senior government officials and senior executives from leading multinational corporations. These influential voices bring decades of strategic insight and policy expertise to the table, offering diverse perspectives on the challenges and opportunities shaping China's business landscape.



**MR JOSEPH H. L. CHAN, JP**

Under Secretary for Financial Services  
and the Treasury  
The Government of Hong Kong SAR



**MR DENNIS CHOW**

Deputy Global Chairman  
Deloitte



**PROF JACKY TANG**

Managing Director  
US Asset Management Firm



\* The Forum will continue to expand its lineup of renowned speakers. Additional panel speakers and industry thought leaders will be revealed in the coming weeks.

## MEET THE SELECTED VIP PARTICIPANTS

(by alphabetical order of last name, pending final confirmation from participants)

The China Business Forum is privileged to welcome a distinguished group of VIP participants who are renowned scholars and leading researchers from top academic institutions across the region and beyond. With deep expertise in fields such as finance, management, marketing, and economics, these individuals bring decades of pioneering research and thought leadership to the Forum.



**PROF TAMER CAVUSGIL**

Regents' Professor and Fuller E. Callaway Professorial Chair  
Robinson College of Business  
Georgia State University



**PROF SEA-JIN CHANG**

Head, Strategy and Policy  
National University of Singapore  
(NUS)



**PROF XIN CHANG**

Associate Dean (Research) and  
Professor of Finance  
Nanyang Business School  
Nanyang Technological University,  
Singapore



**PROF JEFFREY J. REUER**

Blake Family Endowed Chair in  
Strategic Management and  
Governance  
Mitch Daniels School of Business  
Purdue University



**PROF WALID SAFFAR**

Professor, School of Accounting and  
Finance  
Hong Kong Polytechnic University



**PROF DAVID TSE**

Chair Professor, Department of  
Marketing  
The Hang Seng University of Hong  
Kong (HSUHK)



**PROF LIANDONG ZHANG**

Dean, School of Accountancy  
Lee Kong Chian Professor of  
Accounting  
Singapore Management University  
(SMU)

# PROGRAMME RUNDOWN (tentative, subject to modifications)

Day 1 : 24 January 2026 (Saturday)	Courtyard (by Marriott), Shatin, Hong Kong (香港沙田萬怡酒店)
8:30am - 9:00am	Registration and Coffee
9:00am - 9:15am	Welcome Address (by President Simon HO)
	Opening Remarks (by Dean Sam PARK)
9:15am - 10:00am	Signing Ceremony and CBF Deans' Council Fireside Chat - "Integrating Research and Industry Wisdom to Create Societal Impact 融合科研與產業智慧創造社會效益"
10:00am - 11:15am	Industry Panel 1 – Hong Kong's IFC Role in Supporting China Business
11:15am - 12:45pm	Concurrent Academic Sessions Session A1: Accounting, Economics & Finance Session B1: Management & Marketing
12:45pm - 1:45pm	Networking Lunch
1:45pm - 2:45pm	Industry Panel 2 - Innovations and Strategies in Management & Marketing
2:45pm - 4:15pm	Concurrent Academic Sessions Session A2: Accounting, Economics & Finance Session B2: Management & Marketing
4:15pm - 5:45pm	Concurrent Academic Sessions Session A3: Accounting, Economics & Finance Session B3: Management & Marketing
5:45pm - 6:00pm	Networking & Short Break
6:00pm - 8:30pm	VIP Dinner (By Invitation Only)
Day 2 : 25 January 2026 (Sunday)	2/F, Lee Quo Wei Academic Building, HSUHK Campus, Siu Lek Yuen, Shatin, Hong Kong
9:15am - 9:30am	Registration and Coffee
9:30am - 11:00am	<b>Concurrent Sessions</b> Track A: Doctoral Student Roundtable (Accounting, Economics & Finance) Track B: Doctoral Student Roundtable (Management & Marketing)
9:30am - 11:00am	<b>Concurrent Academic Sessions (On-demand Basis)</b> Session A4-6: Accounting, Economics & Finance Session B4-6: Management & Marketing
	- End of Forum -



## REGISTRATION / ENQUIRIES

We warmly welcome your participation in the China Business Forum 2026, a landmark event bringing together academic thought leaders and industry innovators for meaningful exchange and collaborative exploration.

Registration is NOW open! Paper presentation is by invitation only for academics from the member universities.



Paper Submission Form



Conference Registration Form

For enquiries regarding registration, programme details, and travel arrangements, please reach out to:

## CHINA BUSINESS FORUM SECRETARIAT



[CBF2026@hsu.edu.hk](mailto:CBF2026@hsu.edu.hk)



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