



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



School of Business
The Hang Seng University of Hong Kong

Full Members:



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

Associate Members:



SHANGHAI
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UNIVERSITY OF
SAN FRANCISCO



HANYANG UNIVERSITY

UCL
SCHOOL OF
MANAGEMENT



Inaugural

CHINA BUSINESS FORUM

(24-25 JAN 2026)



sbus.hsu.edu.hk/events/CBF2026



CBF2026@hsu.edu.hk



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INTRODUCTION

The Hang Seng University of Hong Kong (HSUHK) School of Business has joined forces with prestigious universities in Mainland China, South Korea, the United States and the United Kingdom 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

ASSOCIATE MEMBERS



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



PROF GYOO GUN LIM

Dean, Hanyang University Business School, Hanyang University



PROF DAVIDE RAVASI

School Director
UCL School of Management,
University College London

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.

Industry Panel 1: Hong Kong's IFC Role in Supporting China Business



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

Chief Investment Officer
An International Investment Bank

Industry Panel 2: Innovations and Strategies in Management and Marketing



MR JOE NGAI

Greater China Chairman
McKinsey



DR PING PING REN

Vice President
iFLYTEK Co. Ltd.

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 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 WALID SAFFAR

Professor, School of
Accounting and Finance
Hong Kong Polytechnic University



PROF DAVID TSE

Chair Professor, Department of
Marketing
The Hong Kong 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) Hopewell Hotel, Wanchai, Hong Kong
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 - 10:15am	Signing Ceremony 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 Panel Speakers included: <ul style="list-style-type: none"> • Dr Yang ZHAO, Associate Professor in Finance & Associate Dean, School of Innovation and Development, Central University of Finance and Economics • Professor Rong HUANG, Lidasan Endowed Professor and Assistant Dean, School of Management, Fudan University • Professor Zhuo HUANG, Deputy Dean, National School of Development, Peking University • Professor Tian ZHU, Vice President and Co-Dean, CEIBS • Professor Yuxin CHEN, Dean of Business, Director of NYU Shanghai CBER, NYU Shanghai • Professor Gyoo Gun LIM, Dean, Hanyang University Business School, Hanyang University Moderated by: <ul style="list-style-type: none"> • Professor Sam PARK, Dean of School of Business, HSUHK
10:15am - 10:45am	Keynote Speech 1 <ul style="list-style-type: none"> • Mr Joseph H. L. CHAN, JP, Under Secretary for Financial Services and the Treasury, The Government of Hong Kong SAR
10:45am - 11:00am	Coffee Break
11:00am - 12:15pm	Industry Panel 1 – Hong Kong's IFC Role in Supporting China Business Panel Speakers included: <ul style="list-style-type: none"> • 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 • Professor Jacky TANG, Chief Investment Officer of an International Investment Bank Moderated by: <ul style="list-style-type: none"> • Professor Louis CHENG, Dr S H Ho Professor of Banking and Finance, Associate Dean (Research) of School of Business, Director of Research Centre for ESG, HSUHK
12:15pm - 1:15pm	Networking Lunch
1:15pm - 1:30pm	Keynote Speech 2
1:30pm - 2:30pm	Industry Panel 2 - Innovations and Strategies in Management & Marketing Panel Speakers included: <ul style="list-style-type: none"> • Mr Joe NGAI, Greater China Chairman, McKinsey • Dr Ping Ping REN, Vice President, iFLYTEK Co. Ltd. Moderated by: <ul style="list-style-type: none"> • Professor David TSE, Chair Professor, Department of Marketing, HSUHK

PROGRAMME RUNDOWN (tentative, subject to modifications)

Day 1	24 January 2026 (Saturday) Hopewell Hotel, Wanchai, Hong Kong
2:30pm - 4:15pm	<p>Concurrent Academic Sessions</p> <p><u>Session A1: Accounting, Economics & Finance</u> 3 papers from Fudan, CUFE and HSUHK to be discussed</p> <ul style="list-style-type: none">• Session Chair: Professor Rong HUANG, Lidasan Endowed Professor and Assistant Dean, School of Management, Fudan University• Designated Discussant: Professor Xin CHANG, Associate Dean (Research) and Professor of Finance, Nanyang Business School, Nanyang Technological University, Singapore <p><u>Session A2: Accounting, Economics & Finance</u> 3 papers from Fudan, CUFE and HSUHK to be discussed</p> <ul style="list-style-type: none">• Session Chair: Professor Tian ZHU, Vice President and Co-Dean, China Europe International Business School (CEIBS)• Designated Discussant: Professor Walid SAFFAR, Professor, School of Accounting and Finance, Hong Kong Polytechnic University <p><u>Session B1: Management & Marketing</u> 3 papers from PKU, Tongji and HSUHK to be discussed</p> <ul style="list-style-type: none">• Session Chair: TBC• Designated Discussant: Professor Nan ZHOU, Professor, School of Economics and Management, Tongji University
4:15pm - 4:30pm	Coffee Break
4:30pm - 6:00pm	<p>Concurrent Academic Sessions</p> <p><u>Session A3: Accounting, Economics & Finance</u> 3 papers from NYU-SH, CUFE and HSUHK to be discussed</p> <ul style="list-style-type: none">• Session Chair: Professor Zhuo HUANG, Deputy Dean, National School of Development, Peking University• Designated Discussant: Dr Yang ZHAO, Associate Professor in Finance & Associate Dean, School of Innovation and Development, Central University of Finance and Economics <p><u>Session B2: Management & Marketing</u> 2 papers from Hanyang and HSUHK to be discussed</p> <ul style="list-style-type: none">• Session Chair: Professor Ziliang DENG, Professor, National School of Development, Peking University• Designated Discussant: Professor Sea-Jin CHANG, Head, Strategy and Policy, National University of Singapore (NUS) <p><u>Session B3: Management & Marketing</u> 2 papers from HSUHK to be discussed</p> <ul style="list-style-type: none">• Session Chair: Professor Yuxin CHEN, Dean of Business Director of Center for Business Education and Research, NYU Shanghai• Designated Discussant: Professor Byung Hee LEE, ChinaMBA Chair Professor, Hanyang University
6:00pm - 6:15pm	Networking & Short Break
6:15pm - 8:30pm	Forum Planning Session (By Invitation Only)

PROGRAMME RUNDOWN (tentative, subject to modifications)

Day 2

25 January 2026 (Sunday)
Hopewell Hotel, Wanchai, Hong Kong

9:15am - 9:30am

Registration and Coffee

9:30am - 11:00am

Concurrent Academic Sessions

Session A4: Accounting, Economics & Finance

3 papers from GXU, GUFS and HSUHK to be discussed

- **Session Chair:** Professor Roman MATOUSEK, Head and Professor, Department of Economics and Finance, School of Business, HSUHK
- **Designated Discussant:** Professor Liandong ZHANG, Dean, School of Accountancy, Lee Kong Chian Professor of Accounting, Singapore Management University (SMU)

9:30am - 11:00am

Concurrent Young Scholars Roundtable*

Track A: Accounting, Economics & Finance

Session Chair:

- Professor Phyllis MO, Head and Professor, Department of Accountancy, School of Business, HSUHK

Designated Discussants:

- Professor Rong HUANG, Lidasan Endowed Professor and Assistant Dean, School of Management, Fudan University
- Professor Xin CHANG, Associate Dean (Research) and Professor of Finance, Nanyang Business School, Nanyang Technological University, Singapore

Track B: Management & Marketing

Session Chair:

- Professor David TSE, Chair Professor, Department of Marketing, School of Business, HSUHK

Designated Discussants:

- Professor Jay ANAND, William H. Davis Chair and Dean's Distinguished Professor of Strategy, Fisher College of Business, Ohio State University
- Professor Yuxin CHEN, Dean of Business Director of Center for Business Education and Research, NYU Shanghai
- Professor Ziliang DENG, Professor, National School of Development, Peking University

* Young scholars include PhD student, Post-doc, RAP, and Assistant Professor graduated within two years

- End of Forum -

SCIENTIFIC COMMITTEE

Submitted papers will be carefully reviewed by the Scientific Committee, which comprises senior faculty members from participating institutions. Accepted papers will be presented during the academic sessions, and presenters will have the opportunity to receive feedback directly from VIP participants and fellow scholars.



PROF LOUIS CHENG (CHAIR)

Dr S H Ho Professor of Banking and Finance; Associate Dean (Research) of School of Business; Director of Research Centre for ESG HSUHK



DR JERRY CAO

Associate Professor, School of Business HSUHK



PROF ZILIANG DENG

Professor
National School of Development
Peking University



PROF RONG HUANG

Lidasan Endowed Professor and Assistant Dean
School of Management
Fudan University



PROF JIAN LIANG

Vice Dean
School of Economics and Management
Tongji University



DR YANG ZHAO

Associate Professor in Finance & Associate Dean
School of Innovation and Development
Central University of Finance and Economics

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



General Conference Registration

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

CHINA BUSINESS FORUM SECRETARIAT



CBF2026@hsu.edu.hk



sbus.hsu.edu.hk/events/CBF2026



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