



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:



CEIBS



NYU SHANGHAI
SHANGHAI
紐約大學



UNIVERSITY OF
SAN FRANCISCO



HANYANG UNIVERSITY



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, Korea 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

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

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

Senior Partner, and Chair,
China, Hong Kong
McKinsey

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) | 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 - 10:00am | 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) | Hopewell Hotel, Wanchai, Hong Kong |
| 9:15am - 9:30am | Registration and Coffee |
| 9:30am - 11:00am | Concurrent Sessions Track A: Doctoral Student Roundtable (Accounting, Economics & Finance) Track B: Doctoral Student Roundtable (Management & Marketing) |
| 9:30am - 11:00am | Concurrent Academic Sessions (On-demand Basis) 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



General Conference Registration

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

CHINA BUSINESS FORUM SECRETARIAT



CBF2026@hsu.edu.hk



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Siu Lek Yuen, Shatin, Hong Kong

