



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



School of Business
The Hang Seng University of Hong Kong

BIZ

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A NEW ERA

FOR THE SCHOOL

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DEAN'S MESSAGE

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WELCOME TO THIS LANDMARK ISSUE OF BIZ!

Our newly reimagined magazine brings to life the dynamic transformation underway at the HSUHK School of Business!

This refreshed editorial structure mirrors the School's new strategic direction based on the four pillars that redefine who we are, what we stand for, and how we prepare our students to thrive in a rapidly changing world. They are not simply guiding concepts; they are active principles driving innovation across our curriculum, partnerships, and community impact.



Global Mindset:

We continue to expand our international reach through strategic partnerships, faculty collaborations, joint programmes, and student exchanges. This global lens is embedded in our teaching, cultivating graduates who can navigate cultural complexities and lead with confidence on the world stage, as well as the global mobility of our students and faculty.



see these sections:
Global Partnerships and Engagement,
Faculty Achievements and Thought Leadership



Technological Competence:

As digital transformation reshapes every industry, we are integrating cutting-edge technologies like AI and data analytics across our programmes. We aim to equip our students and faculty with the skills they need to stay ahead in an increasingly tech-driven marketplace.



see this section:
Innovations in Teaching and Learning



Social Responsibility:

Through meaningful community partnerships and impactful projects, we empower our students and faculty to be leaders with heart, driven by empathy, equity, and a commitment to lasting change.



see these sections:
Industry and Community Engagement,
Faculty Achievements and Thought Leadership,
Student and Alumni Impact



Entrepreneurial Orientation:

By fostering an entrepreneurial spirit through experiential learning and real-world problem solving, we prepare students to become agile, creative thinkers who challenge norms and shape new futures.



see this section:
Student and Alumni Impact

Each section of this issue, through feature stories on teaching innovations, global partnerships and engagement, industry and community engagement, and student and alumni impact, has been curated to reflect how these pillars are taking root across our curriculum, research, and collaborations. With this revitalized structure, BIZ becomes an essential platform for spotlighting our momentum, achievements, and aspirations. I invite you to explore the pages ahead to learn more about the School's latest developments over the first half of the year.

I am immensely proud of the collective efforts shaping this evolution, from faculty pushing pedagogical boundaries to students and alumni making real-world impact, and partners who believe in our vision. Together, we are building a business school not just ready for the future, but determined to lead it.



**Professor PARK Seung Ho, Sam
Distinguished University Professor
Dean, School of Business
August 2025**

PROGRESS HIGHLIGHTS

In the first half of 2025, the School of Business took confident strides toward becoming a future-facing institution. From transformative teaching to global collaboration, each initiative brought to life the ambitions of the Five-Year Strategic Plan, rooted in four foundational pillars.

Strengthening Global Mindset

- Dean Park's mission trips to China and the US forged impactful alliances that strengthened global visibility
- Faculty shared pioneering research at key international academic conferences
- Study tours to Tokyo, Thailand and Laos, along with a public lecture by Austrian Governor, offered immersive, real-world insights into global business, sustainability, and policy

Advancing Technological Competence

- Faculty research on digital firms, robo-advisory, and fintech garnered top accolades at major global conferences
- Programmes expanded to include generative AI, data analytics, and immersive technologies, enriching student learning experiences

Fostering Societal Impact

- Inclusive pedagogy with Persons in Recovery (PIR) spotlighted empathy-driven teaching and inclusive practices
- Career mentorship initiatives provided ethnic minority youth with tools for professional growth and building brighter futures
- Junzi Corporation Awards celebrated principled leadership with a notable rise in public perception of ethics

Empowering Entrepreneurial Growth

- Undergraduate and Master's students secured seed funding for tech-driven social ventures, merging innovation with purpose
- Prospective students showcased bold ideas in fintech and digital strategy, impressing industry judges and mentors

With every initiative, the School lives its mission of integrating excellence, impact, and humanity. As the new academic year unfolds, our shared journey continues to push the boundaries of what is possible.

The School is also pleased to welcome a dynamic group of 11 new faculty members in the recent half year, each bringing a wealth of experience, diverse research interests, and fresh perspectives to our academic community. Their research and teaching enrich our academic community and reflect our commitment to innovation and impact. Explore their profiles to learn more about their work and interests.

Meet Our New Faculty



Professor MO Lai Lan, Phyllis
Head & Professor, ACY

Professor Phyllis Mo holds a PhD in Accounting from the Chinese University of Hong Kong and an MBA from the University of Birmingham. She is a member of Hong Kong Institute of CPAs and had professional experience from a leading CPA firm and a listed company. She is currently a member of the Board of Director of the Accounting and Financial Reporting Council, which is the regulator of the accountancy profession in Hong Kong. Her research interests include auditing, taxation, and sustainability, and she has published extensively in leading accounting journals and has secured various competitive research grants.



Professor Roman MATOUSEK
Head & Professor, EAF (effective 1 September 2025)

Professor Roman Matousek joins HSUHK as Professor of Finance, bringing expertise in financial economics, banking, and fintech. Among other roles, he has served in senior academic and leadership positions at Queen Mary University of London and the University of Nottingham in the United Kingdom. He is a recognized author and editor, published in leading academic journals on banking, monetary policy, and financial innovation. At HSUHK, he looks forward to advancing applied finance research and engaging the vibrant community of students at the School of Business.



Dr CHEONG Chiyoung, Sophia
Assistant Professor, EAF

Dr Sophia Cheong earned her PhD in Finance from Indiana University. Her research centers on corporate finance, investments, ESG, and green finance.



Dr FAN Kwok Yuen, Terry
Assistant Professor, EAF

Dr Terry Fan received his PhD in Real Estate Economics from Hong Kong Polytechnic University, and his research focuses on Real Estate, Corporate Finance, Sustainability, and Political Economy. He particularly enjoys exploring the interdisciplinary connections between these fields and uncovering counter-intuitive phenomena through his academic research.



Dr CHEUNG Sze Ting, Jessie

Assistant Professor, MGT

Dr Jessie Cheung obtained her PhD from Nanyang Business School, Nanyang Technology University. Her research focuses on entrepreneurship and sustainability, particularly entrepreneurial finance and stakeholder management. Before joining academia, Dr Cheung spent 18 years in front-office and management roles across investment banking, corporate banking, corporate finance, and management consulting, primarily in Asia. She is also a co-founder of a nonprofit organization with a mission to empower and embrace underprivileged communities in Cambodia.



Dr HWANG Seok-hyun, Stephen

Assistant Professor, MGT

Dr Stephen Hwang earned his PhD from Northwestern University and was previously affiliated with INSEAD and Hong Kong Baptist University. His research focuses on strategic leadership, corporate governance, and corporate strategy, particularly executive labour markets, shareholder activism, and stakeholder management. He also serves on the editorial review board of the Journal of Management Studies, where he recently received the Best Reviewer Award.



Dr Seonghoon KIM

Assistant Professor, MGT

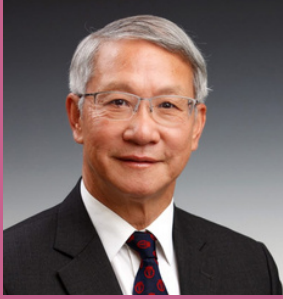
Dr Seonghoon Kim holds a PhD in Environmental Science and Management from the University of California, Santa Barbara. His research interests lie in business sustainability, with a particular focus on how firms can design more effective corporate environmental strategies through the lens of strategic management and organizational studies. His work has been published in leading academic journals such as Organization Studies and the Journal of Business Ethics.



Dr Qingwei LI

Assistant Professor, MGT

Dr Qingwei Li obtained her doctoral degree from Nanyang Business School in 2025. Before pursuing doctoral studies, she completed her master's degree at the University of Hong Kong and bachelor's degree at the Chinese University of Hong Kong and worked in the banking industry for three years. Her research explores how firms achieve technological upgrading in global contexts. She has received the Conference Theme Best Paper Award at the International Association for Chinese Management Research (IACMR) Conference 2025.



Professor TSE Kwai-che, David

Chair Professor, MKT

Professor Tse has taught in major UGC-funded universities in Hong Kong including HKUST, City U and HKU before joining the HSUHK. He is known for his research in international marketing, marketing in China and service marketing. His current research includes MNE geo-political challenges, resilience strategies, influencer marketing, online brand experience, and AI branding preferences. By 2025, his papers have been cited over 23,500 in Google scholar citation and he has been rated as 1% cited scholar since 2009. Journal of International Business Studies rated him as among the world's most prolific scholars.



Dr HUANG Lan, Lexie

Assistant Professor, MKT

Dr Huang holds a PhD in Marketing from Hong Kong Baptist University. She is passionate about exploring how emerging technologies (e.g., artificial intelligence and robots) and language use in marketing shape consumer experiences.



Dr LAU Shu Ki, Jennifer

Lecturer, MKT

Dr Lau holds a PhD with 15+ years of professional experience in the luxury fashion marketing industry. She is enthusiastic about marketing and advertising, motivated by a commitment to finding solutions to real-world challenges in the professional sphere through research. She is also an experienced lecturer eager to share valuable insights within the classroom.

From IMPOSSIBLE to I'M POSSIBLE:

Transformation through Teaching and Social Engagement with Persons in Recovery (PIR)

The innovative project, supported by the Teaching Development Grant, initiated by Dr Salina Lee and Dr Willy Huang from Department of Management, was conducted throughout the academic year 2024-25, introducing a pioneering cross-module teaching approach. The project aimed to foster societal awareness, empathy, and inclusivity among students by engaging them with a socially marginalised community—Persons in Recovery (PIRs). Through collaboration with The Fu Hong Society, the new pedagogy in this project provided students with invaluable opportunities to deepen their understanding of diversity and inclusion while enhancing critical skills for personal and professional growth.

The cross-module approach involved students from two modules: HRM3015 Recruitment & Selection and MGT1022 Workplace Communication. Students were grouped into interdisciplinary teams to participate in a guest lecture designed to provide insights into the challenges faced by PIRs. The guest lecture served as a foundation for students to learn from PIRs and actively work to minimise stigmatisation through workshops that promoted empathy and understanding. The workshop emphasised experiential learning, with students applying their communication, teamwork, and organisational skills in real-world scenarios. Students from these two modules brought along their knowledge learnt in individual module and worked together to strengthen their ability in teamwork.



Dr Salina Lee
Senior Lecturer, MGT



Dr Willy Huang
Lecturer, MGT

During the leather-making workshops and the Social Engagement Day, the PIRs taught students and staff to make leather products on campus, fostering social interaction and mutual learning. Additionally, students facilitated a campus tour, providing PIRs with an opportunity to explore the university environment and feel included in the broader community. These activities created students' awareness that knowledge and skills can be obtained from the underprivileged, not only from school. Furthermore, students' ability to communicate effectively, leadership and organising skills are also enhanced.

Another key teaching pedagogy was the students to be teachers. A Job Interview Skills Workshop, where students contributed directly to The Fu Hong Society's service users by equipping PIRs with practical tools to navigate the job market confidently. This hands-on experience allowed students to apply theoretical knowledge to real-life challenges, making a tangible impact on the lives of PIRs while fostering their own growth as empathetic and socially responsible individuals.

This initiative demonstrated the power of education in transforming perspectives, building bridges between communities, and empowering students to become agents of positive societal change.

Integrating AI

into the Curriculum for AI-driven Education

Aligned with the School of Business's core pillar of Technological Competence, students and faculty have been actively encouraged to complete the Google AI Essentials Certificate via Coursera since February 2025. The School aims for full certification across faculty and students by 2026, equipping the community with foundational AI skills essential for the evolving business landscape.

Faculty have also been actively embracing AI's transformative potential by embedding it into coursework to foster creativity, critical thinking, and collaboration. See the list of course examples with AI integration on the right column.

As the School prepares for AY2025/26, plans are underway to expand the Google AI Essentials initiative to a wider pool of students and identify more modules where AI can be meaningfully embedded. By integrating AI into teaching and learning, the School is not just keeping pace with change, but it is shaping the future of business education.



FIN1001 Personal Finance and the Society

integrates generative AI and game design into service-learning projects. Students use AI to craft interactive narratives, critically assess financial concepts, and evaluate the reliability of AI-generated content.

BUS3008 Global Marketing

encourages the use of generative AI for image and video creation in group projects. Quizizz AI supports exam preparation through interactive mock tests, promoting hands-on understanding of AI in marketing.

BUS3003 Advertising & Integrated Marketing Communications

teaches students to apply AI tools to develop storyboards and advertising materials, enhancing creativity and execution in campaign design.

ACY2003 Contemporary Computer Technologies and Information Systems for Accounting

introduces AI as a sub-topic with students exploring its application in accounting through case studies and industry articles.

ACY4006 Accounting Information System

features AI-driven workshops using ChatGPT and Perplexity, where students interpret Hong Kong accounting standards, conduct financial analysis of listed companies, and extract and summarise data from reports and online sources.

Honouring Teaching Excellence

for Dedicated Faculty Members

In recognition of their outstanding commitment to teaching and student development, 15 faculty members from the School of Business received the esteemed “HSUHK Teaching Dedication Recognition” at the Teaching Excellence Awards Ceremony organised by the Centre for Teaching and Learning (CTL) on 11 June 2025. This honour acknowledges dedicated educators with over ten years of service who have consistently earned an average satisfaction score of 5.0 or above in the Students’ Feedback on Modules and Teaching Questionnaire. Eligible recipients have taught at least three classes per academic year from 2014/15 through to 2023/24.



Department of Accountancy (ACY)

- Dr Eden Chow
- Dr Heather Lee
- Dr Lawrence Lei



Department of Management (MGT)

- Dr Kaylee Kong
- Ms Patricia Ng



Department of Economics and Finance (EAF)

- Dr Ben Cheng
- Dr Andy Cheng
- Dr Johnny Kwok
- Dr Yam Wing Siu
- Dr Brian Tung
- Ms Rosalie Woo



Department of Marketing (MKT)

- Dr Sunny Chan
- Mr Clive Fan
- Dr Kelvin Ho
- Dr Karen Yeung



In addition, at the School Ceremony held on 17 April 2025, more than 60 faculty members were honoured with the Teaching Excellence Award for the 2023/24 academic year. This recognition celebrates faculty members who achieved a score of 5 out of 6 in the Students Evaluation for Teaching Effectiveness.

These accolades serve as a testament to the unwavering dedication, professionalism, and pedagogical excellence of our faculty. The School extends heartfelt congratulations to all award recipients and expresses sincere appreciation for their exemplary contributions to shaping a dynamic and inspiring learning environment.

Excellence in Research

Recognised at Global Conferences



Our faculty continue to make strides at the forefront of academic thought, earning accolades at leading international research forums and strengthening our community of innovative scholars. The following recent accolades underscore how our faculty are driving conversations on the future of business, technology, and leadership. These honours affirm our commitment to research excellence, scholarly impact, and thought leadership on global business challenges. Together, these achievements reflect how HSUHK faculty are not only producing high-impact research but actively shaping global academic discourse, from behavioural economics and digital strategy to leadership and ethics. Their work affirms our School's position as a thought leader in the changing landscape of business education.



Dr King King Li, Associate Professor in Department of Economics and Finance, received the Outstanding Paper Award at the 7th China Behavioral and Experimental Economics Forum for his co-authored study, "Belief Bias, Source Preference, and Preference for Robo-Advisor". The award recognises rigorous inquiry into investor decision-making and cognitive bias, an insight with profound implications for digital trust and fintech design.

Dr King King Li



At the 11th International Association for Chinese Management Research (IACMR) Biennial Conference, Professor Sam Park, Dean of School of Business and Dr Qingwei Li, Assistant Professor in Department of Management, were honoured with the Conference Theme Best Paper Award for their co-authored research on "Scaling Digital Firms in Emerging Markets: Digital Detachment and Internationalisation". The paper addresses critical challenges in international strategy and platform-based growth. By advancing theory on how platform-based firms navigate global expansion, their work reinforces HSUHK's growing influence in international strategy and digital entrepreneurship.

**Dr Qingwei Li &
Prof Sam Park**



Dr Seok-Hyun Hwang, Assistant Professor in Department of Management, earned the Best Reviewer Award from the Journal of Management Studies at the 85th Annual Meeting of the Academy of Management (AOM 2025) in recognition of his contributions as a member of the journal's Editorial Review Board. This is a rare distinction given to one outstanding reviewer annually. This accolade stands as a testament to his intellectual rigour and mentorship in scholarly publishing.

**Dr Seok-Hyun
Hwang**

Research Implications

from IACMR Conference Theme Best Paper Award

Professor Sam Park, Dean of School of Business, and Dr Qingwei Li, Assistant Professor in Department of Management, received the prestigious Conference Theme Best Paper Award at the IACMR Conference 2025 for their pioneering research, “Scaling Digital Firms in Emerging Markets: Digital Detachment and Internationalisation.” Their work sheds new light on the global challenges faced by digital firms in emerging economies. Let’s explore the powerful insights their study offers.

This study examines heterogeneity in the internationalisation of digital platform complementors. They introduce the concept of “digital dampening”—the extent to which non-digital elements are integrated into a digital firm’s business model. They argue that digital dampening inhibits internationalization. Using rich data on 33,878 smartphone apps from 25,233 Chinese vendors on the Tencent app market, they develop testable hypotheses about the international multihoming of Chinese smartphone apps.

The methodology leverages generative artificial intelligence (GenAI) with Latent Dirichlet Allocation (LDA) to investigate how digital dampening in Tencent apps shapes their presence on Google Play, a foreign app market. Supplementary analyses shed light on post-internationalisation metrics on Google Play and vendor-level extensive and intensive margins of internationalisation. Results reveal that digital dampening negatively correlates with the likelihood of an app’s presence on Google Play, especially for apps with weaker downloads relative to rivals.

By focusing on heterogeneity within digital firms, the findings challenge the prevailing assumption that all born-digital firms are inherently global. The conversation about internationalisation barriers was extended beyond external factors, emphasising the role of business model design. The study shows that integrating non-digital elements into a digital firm’s model presents a trade-off: it can create friction for international expansion but enhance domestic competitiveness. In the world of digital business, while firms can operate within their home countries and on the global stage, internationalisation may not be easy, especially when competitive considerations drive digital dampening in their business models.

The message for digital firm managers is to be keenly aware of shifts in their digital profiles. This awareness is vital because innocuous decisions concerning digital firms' commercial offerings can have unexpected repercussions for their international growth. In an increasingly interconnected yet competitive marketplace, maintaining strategic awareness of this trade-off will be critical to sustaining the global ambitions of digital firms.

In conclusion, this award-winning research not only deepens the understanding of digital firm internationalisation but also offers timely strategic guidance for entrepreneurs, platform managers, and policymakers navigating the complexities of global expansion.



HSUHK Elevates Global Research Standing and Scholarly Footprint

The research culture at the School of Business is flourishing, marked by a growing commitment to academic excellence and global engagement.

Our faculty members regularly contribute to peer-reviewed journals of international repute, covering a wide spectrum of disciplines including accounting, economics, finance, management, and marketing. The growing volume and quality of journal articles authored by our faculty members reflect a deep commitment to academic excellence, intellectual curiosity, and knowledge dissemination.

In addition to publishing, our faculty members actively engage with the global academic community by presenting their latest findings at major international conferences. Most recently, a delegation from Department of Management led by Dean Park and Professor Victor Lau shared their research insights at Academy of Management Annual Conference (AOM 2025) in July, further enhancing the School's global visibility.

HSUHK's rising reputation is also reflected in the 2025 Top Universities and Top Scientists Rankings released by international academic platform Research.com. Based on open bibliometric data and D-index performance, these rankings honour researchers and institutions whose contributions have significantly shaped the scholarly landscape.

The Department of Economics and Finance achieved an impressive 33rd place among all universities in China, affirming the impact of our research output and intellectual leadership in financial studies. Individual faculty members also earned accolades among the top scientists in their respective fields:

- **Professor David Tse**, Chair Professor in Department of Marketing, was ranked 47th nationally in Business and Management, highlighting his influential scholarship and sustained contributions to marketing research.
- **Professor Louis Cheng**, Dr S. H. Ho Professor of Banking and Finance in Department of Economics and Finance, secured 60th place in Economics and Finance, underscoring his expertise in financial markets, ESG research, and banking policy.

These achievements represent more than academic distinction but also reflect the School's commitment to thought leadership, regional impact, and global reach. As the School continues to foster high-quality and cross-disciplinary research, this recognition reinforces our position as a rising force in business academia.

Research.com 2025 Top Universities and Top Scientists Rankings



Community of Thought Leaders

Shaping Business, Policy, and Practice

At the School of Business, thought leadership is not the work of just a few but it is a shared commitment embraced across our academic community. Whether advising industry panels, or contributing to public discourse, our academic community consistently demonstrates its capacity to influence the future of business and society.

Dean Park has been frequently representing HSUHK in sharing his perspectives on the future of business education at major academic conferences, such as Academy of International Business (AIB), AACSB Dean's Conference, etc.. Many of our faculty members, such as Dr King King Li from Department of Economics and Finance among others, are frequently invited to deliver guest lectures and talks, offering thought-provoking perspectives on emerging trends in accounting, finance, marketing, and management. These insights not only inform academic audiences but also inspire industry leaders and students alike.

Further, our faculty members actively serve on advisory committees and professional boards, offering strategic guidance to regulatory bodies, industry associations, and public institutions. These contributions help shape policy in areas such as financial governance, sustainability, and talent development, reinforcing Hong Kong's position as a global business hub. A recent example includes Dr Andy Cheng from Department of Economics and Finance being appointed to the Academic and Accreditation Advisory Committee by the Securities and Futures Commission.

Beyond institutional influence, our faculty members are also regular contributors to public dialogue, publishing commentary and analysis in leading media outlets. Dr Thomas Leung from Department of Marketing writes frequently for HKEJ Monthly, while Mr Roy Ying, also from Marketing, shares insights through China Daily (HK Edition), SCMP, Mix Meeting Magazine, and CTgoodjobs.hk. As columnists and guest writers, they translate complex business issues into accessible perspectives, engaging professionals, policymakers, and the wider public on topics ranging from investment and economic development to public policy.

Prof Sam Park

Dr King King Li

Dr Andy Cheng

Dr Thomas Leung

Mr Roy Ying



The School has also frequently welcomed renowned global scholars to enrich our academic dialogue and deepen our research culture. The most recent and remarkable one is the renowned economist Professor Weiying Zhang who has delivered a compelling Visionary Wisdom Lecture on “Indeterminacy, Imagination, and Entrepreneurship”, challenging conventional thinking and inspiring new perspectives on entrepreneurship.

Professor Tony Tong, serving as an academic advisory board member for Department of Management, and Professor Hsihui Chang, serving as an academic advisory board member for Department of Accountancy, have engaged in rigorous discussions with faculty on advancing research impact and international collaboration.

Together, these contributions reflect the School’s unwavering commitment to thought leadership, research excellence, industry relevance, and societal impact. Our faculty are more than educators but are advisors, commentators, and innovators who actively shape the conversations that define the future of business.

As the School continues to expand its global footprint, this collective thought leadership, whether internal or invited academic visitors, remains a cornerstone of our identity and a catalyst for meaningful change.



Professor Weiying Zhang

Expanding International Footprint Through Strategic Partnerships

Under the visionary leadership of Dean Park, the School of Business has taken remarkable strides to fortify its global presence, pursuing collaborations that transcend borders and advance meaningful academic exchange.

In a pivotal initiative to deepen regional ties, Dean Park embarked on a comprehensive visit in May 2025 to seven leading institutions across Beijing, Shanghai, and Wuhan, including Central University of Finance and Economics, China Europe International Business School (CEIBS), Fudan University, Peking University, Tongji University, Wuhan College of Arts and Sciences, and Wuhan Business University.

These high-level engagements sparked dialogue around joint research, faculty exchange, and curriculum innovation. The warm reception by senior representatives highlighted mutual enthusiasm for collaboration, positioning HSUHK as a valued partner in China's academic landscape. A key outcome of the visit was the conceptualisation of the China Business Forum, scheduled for launch in January 2026. This flagship initiative will serve as a platform for dialogue between academia and industry on issues of strategic relevance to China and the broader global economy. Drawing participation from Deans and faculty members across partner institutions as well as business leaders from industries, the forum will integrate scholarly research with industry insights to promote evidence-based practice and generate sustainable societal impact.



Continuing his global outreach, Dean Park led a strategic mission to the United States in July 2025, where he held constructive meetings with University of San Francisco, University of Oregon, Oregon State University and Loyola Marymount University (LMU). The formal academic partnership with these universities marks an exciting milestone in expanding collaborative programmes, research initiatives, and global student mobility.

These interactions underscored the School's commitment to cross-border synergy, enriching its academic offerings and facilitating international opportunities for students and faculty alike. With every handshake and conversation, Dean Park advances a clear mission: to position HSUHK as a globally engaged institution that thrives on international dialogue and forward-thinking partnerships.



Immersive Learning Experiences to Japan that Expand Horizons

In May and June 2025, students in the School of Business embarked on two back-to-back study tours to Tokyo, Japan affirming the School's commitment to international learning and cross-cultural exposure.

In honour of Department of Management's 10th anniversary, the flagship MGT Japan Study Tour (26–30 May 2025) was relaunched with Tokyo as its chosen destination where students explored the city's fusion of tradition and innovation. Cultural highlights included visits to the Senso-ji Temple and a sumo demonstration, alongside corporate visits to ANA headquarters, Small Worlds Tokyo, and the Museum of Water Science. A memorable academic exchange with Hosei University fostered new perspectives on global business practices and deepened intercultural understanding.

Building on the momentum, a second group of students participated in the following week for a one-week (3–7 June 2025) exchange in Tokyo focused on sustainability and technology. Their itinerary included site visits to Sophia University, teamLab Planets, and the Shibaura Water Reclamation Center as well as discussions with leaders from Ghibli Studio Japan, LyondellBasell, and Linklaters. These engagements offered rich insight into ESG practices, innovation strategies, and Japan's pioneering industrial ecosystem.

Together, these two study tours to Japan showcased the power of immersive international education and global mindset in motion. Students strengthened cultural agility, exchanged ideas with local peers and global executives, and gained firsthand knowledge of how heritage and technology coalesce in one of Asia's most iconic business hubs. These journeys are more than field trips; they are transformative experiences that fuel global citizenship and prepare students for impact across industries and borders.



Bridging Education, Business, and Social Responsibility in Belt and Road Tours

From 4 to 10 July 2025, Professor Phyllis Mo, Dr Pauline Wong, and Mr Ricky Lam from our Department participated in the “Belt and Road Pioneer” study tour beginning in Bangkok, Thailand, continuing to Vientiane, Laos, with a mission to enhance academic exchange, understand local development challenges, and explore opportunities for meaningful engagement across borders.

The tour began in Bangkok with a visit to Lalamove Thailand, where students and faculty learned how innovative logistics solutions are empowering local communities and SMEs. Meetings with representatives from the Hong Kong Economic and Trade Office (HKETO) highlighted Hong Kong’s strategic role in ASEAN business diplomacy, emphasising collaboration and regional connectivity.



Further, the delegation's visits to the National University of Laos, Confucius Institute, and Vientiane High School provided firsthand insight into the country's educational landscape, showcasing both aspiration and opportunity. Conversations with the Ministry of Education and Sports revealed a shared commitment to educational equity, including scholarships that have supported over 500 Lao students. The visit to Dong Sang Hin Primary School, where the delegation donated school supplies, demonstrated the powerful impact of grassroots action. These moments reflected the School's values in promoting education and equity not only within Hong Kong but across the wider region. These interactions also laid the groundwork for future academic exchange and positioned HSUHK as a partner in Laos' capacity-building journey.

As for the business and social side, discussions with EY Laos and the Bank of China (Vientiane Branch) highlighted how financial transparency, corporate governance, and banking infrastructure play vital roles in Laos' economic development. The bank's commitment to social responsibility, including disaster relief efforts, reinforced the idea that business growth must be intertwined with community support. Dialogue with institutions like UNDP Laos and the Ministry of Information, Culture, and Tourism shed light on Laos' priorities in sustainable development, heritage preservation, and tourism expansion. These conversations underscored how policy and international cooperation go hand-in-hand in driving forward long-term societal resilience.

HSUHK's presence in Thailand and Laos signals a clear commitment to global mindset and social responsibility, reinforcing the School's belief that meaningful partnerships and experiential learning are essential to cultivating leaders ready to navigate and shape a complex world. Beyond sightseeing, this study tour was a deep educational and cultural experience, enriching students and faculty with insights that will inform future teaching, research, and outreach.



Impactful Dialogue

with Austrian Governor on Global Public Policy

On 13 June 2025, the School of Business proudly hosted an illuminating public lecture by Dr Robert Holzmann, Governor of the Austrian Central Bank. Titled “Unconventional Monetary Policy Under Review: Intentions, Results, and Alternatives”, the lecture sparked an enriching exchange between students, academia, government officials, and global financial experts.

Jointly organised by Department of Economics and Finance, Oesterreichische Nationalbank, Austrian Consulate General, and Advantage Austria Hong Kong, the event served as a vibrant platform where education, policy, and industry converged.

Opening remarks by Professor Joshua Mok, Provost and Vice President (Academic Research) at HSUHK, framed the event as an opportunity for deep academic-industry exchange at a time when macroeconomic uncertainty demands fresh thinking and collaborative insight.

Dr Holzmann’s address explored the historical rationale behind unconventional monetary policies, evaluated their real-world implications, and presented alternative models, offering attendees rare access to the thinking of a seasoned policymaker navigating today's economic complexities.

In a powerful demonstration of education in action, three undergraduate teams from Department of Economics and Finance presented their research via poster sessions, engaging directly with Dr Holzmann and other distinguished guests. The interaction offered students constructive feedback, global perspectives, and meaningful validation for their work, nurturing a sense of academic purpose and professional readiness.

This event exemplifies HSUHK’s commitment to interactive learning, policy relevance, and industry partnership. By inviting thought leaders like Dr Holzmann to engage with our students and faculty, the School reaffirms its role as a hub for impactful dialogue that prepares students to contribute to society through evidence-based thinking and global awareness.



Driving Social Inclusion

through Education, Empowerment, and Cultural Exchange

At the School of Business, fostering a culture of inclusion is central to our commitment to meaningful engagement with society. Recent initiatives exemplify how we are advancing social equity and diversity, empowering youth from all backgrounds to thrive in education and beyond.

In a major step forward, the School signed a Memorandum of Understanding (MoU) with the Institute of Leadership and Management Foundation Limited (ILM), a non-profit organisation dedicated to transforming the lives of ethnic minority youth in Hong Kong. This strategic partnership offers career development workshops, tailored resources and community engagement projects and sharing sessions that promote inclusion and cultivate cross-cultural understanding.

Initiatives sparked by this partnership included a vibrant Cultural Night held in June 2025 that celebrated the voices and heritage of ethnic minority students. The event brought together students from the ethnic minority for an evening of performances, storytelling, and intercultural exchange, strengthening bonds and fostering appreciation for Hong Kong's multicultural landscape.

In another inspiring initiative, the School hosted a special school visit for youth delegates from Central Asia in July 2025, offering them a first-hand experience of life at HSUHK. The visit featured campus tours and student-led sharing sessions on academic development and entrepreneurship.

These efforts affirm our belief that inclusion is not an ideal, but it is a responsibility. Whether through strategic partnerships, grassroots outreach, or cultural immersion, the School remains committed to building a business school where diversity fuels innovation and every student has the opportunity to rise.



Celebrating Business Excellence with Integrity, Purpose and Vision

The School of Business continues to strengthen the ethical core of the business community throughout the years. The annual signature event, Junzi Corporation Awards Ceremony held on 27 June 2025, goes beyond accolades and serves as a strategic platform to champion, inspire, and support corporations on their journey toward sustainable and ethical excellence.

Rooted in Confucian philosophy, the awards honour corporations that embody the five Junzi virtues, including Ren (Benevolence), Yi (Righteousness), Li (Propriety), Zhi (Wisdom), and Xin (Trustworthiness). These principles provide a timeless framework for ethical governance, stakeholder trust, and community-conscious decision-making.

Twenty-three companies were awarded across four distinctive categories, including HSUHK 45th Anniversary Special Junzi Corporation Award, Junzi Corporation Award for Exemplary Business Practices, Junzi Corporation Award and Junzi Corporation Award (SME). Each award serves as a strategic asset, empowering organisations to enhance their reputation, attract purpose-driven talent, and deepen stakeholder engagement.

Further reinforcing the message of integrity, Mr Ricky Lam, Associate Dean (Enterprise and Business Engagement), unveiled the HSUHK Business Ethics Index for 2025, showing an encouraging 10.4% year-on-year increase, reaching 66.6/100. This upward trend reflects increasing public confidence in corporate ethics and reinforces the School's mission to champion responsible business.



Another highlight of the ceremony was the Business Leaders Forum, featuring an engaging dialogue with business luminaries including Dr Lian Chan (DEHTLET Eco-System Limited) and Professor Karen Chan, JP (German Pool Group Company Limited and SPARKLE BY KAREN CHAN). The panel speakers explored the integration of Junzi virtues into ESG strategies, with real-world examples of how benevolence and wisdom have shaped innovative, sustainable corporate missions. The dialogue offered actionable insights from entrepreneurs who have embraced Junzi virtues. From sustainable technology to ethical product design, award-winning leaders showed how Junzi values act as catalysts for growth, innovation, and social change.

The Junzi Corporation Award is more than a trophy but it is a movement. One that champions ethical capitalism, inspires social responsibility, and cultivates trust. Awardees often share how the recognition has catalysed their internal culture and elevated their external influence through strengthened stakeholder trust, alignment with ESG goals, clearer governance standards, and innovation through wisdom.

The School continues to nurture businesses that stand for something greater. After all, virtue is not just ancient philosophy but it is tomorrow's competitive edge.



Empowering Communities

with Governance and Tax Literacy

Department of Accountancy (ACY) continues to lead the way in industry engagement and knowledge transfer, empowering students and professionals alike to navigate evolving accounting and regulatory landscapes.

Two recent initiatives, namely the ACY Symposium on Corporate Governance and the Tax Intelligence and Fun Day 2025, demonstrate the department's commitment to translating complex standards into actionable insights for both industry and society.

Held on 24 April 2025, the ACY Symposium titled "Enhancing Financial Reporting and Transparency: Navigating the Revised Corporate Governance Code" brought together regulators, academics, and industry leaders for a timely dialogue on governance reform. The symposium served as a knowledge exchange platform, preparing stakeholders for the future of corporate accountability and reinforcing HSUHK's role in shaping ethical and transparent business practices.

On 23-24 May 2025, a team of five Accountancy students represented HSUHK at the Tax Intelligence and Fun Day, hosted by the Taxation Institute of Hong Kong (TIHK). Their Dragon Boat Festival-themed booth combined cultural creativity with financial literacy, offering interactive games and practical tax tips to the public. Through engaging activities, the students simplified complex tax concepts for diverse audiences, promoted awareness of personal finance and tax responsibilities, and demonstrated how academic knowledge can be transformed into community impact.

Together, these initiatives reflect Department of Accountancy's dedication to bridging theory and practice, advancing public understanding, and supporting industry adaptation to new standards.



Engaging the Next Generation

through Competitions that Build Bridges Between Industry and Community

At the School of Business, youth engagement goes beyond the classroom. It is about creating dynamic platforms that ignite creativity, promote financial literacy, and empower civic-minded thinking. Through a series of industry-driven and socially impactful competitions, the School of Business has welcomed hundreds of secondary school students to explore the intersection of business, innovation, and public purpose.

One example was the HSUHK Marketing Hackathon (27 June 2025) co-organised by the Department of Marketing with ParknShop and the Hong Kong Education Equipment Industry Association, drawing student teams from schools across the city.

Tasked with developing digital marketing proposals for ParknShop's new "FBTI" initiative, based on personality-driven consumer engagement—students were challenged to apply creativity, analytics, and strategic thinking in real time. Diocesan Girls' School won the championship, while PRxperts, Shatin Tsung Tsin Secondary School, Law Ting Pong Secondary School, and TWGHs Sun Hoi Directors' College earned top honours. The Hackathon served as a bridge between academia and retail innovation, encouraging youth to dream boldly and think digitally.



Further, Department of Economics and Finance hosted two high-impact FinTech Innovation Competitions, including one for university students (30 May 2025) and one for secondary school students (19 June 2025).

The winning entry in the university category, “Finder” by EdUHK X PolyU, featured a cross-border financial platform leveraging gamification and personalization. In the secondary school segment, team SAIFU from Po Leung Kuk Choi Kai Yau School impressed with an AI-powered wallet management tool that showcased ingenuity and real-world problem solving. These competitions nurtured entrepreneurial thinking and digital competence which are the key skills in tomorrow’s financial ecosystem.

Through the FinTech competitions, students had the chance to visit the Legislative Council at the Smart Money Challenge 2025 paired with a LegCo Experience Day (8 July 2025). Participants engaged directly with Legislative Council members, explored Hong Kong’s political history, and debated the future of financial planning and youth governance. These sessions emphasized the importance of financial literacy, public engagement, and critical thinking in shaping the next generation of socially responsible citizens.

Together, these competitions reflect the School’s commitment to both industry engagement and community empowerment. By offering students real-world exposure to business strategy, FinTech innovation, and civic dialogue, the School is nurturing not only talented individuals but also future-ready leaders who understand their role in society.



Empowering Innovation

with Purpose for Entrepreneurial Students

At the School of Business, entrepreneurship is more than a buzzword—it's a mindset cultivated through mentorship, opportunity, and purpose-driven innovation. Whether through classroom learning or real-world competitions, HSUHK students and alumni are proving that bold ideas can evolve into ventures that address pressing societal needs and create lasting value.

At the HSUHK Entrepreneurship Challenge 2025, co-organised by Centre for Innovation and Entrepreneurship and MSc in Entrepreneurship Management (MSc-EM) Programme Office, students showcased how innovation can meet impact. Among the standout teams was HK mmWave Smart Elder Care Alliance (mSECA), comprised of MSc-EM students Huang Xianting, Zhou Xuan, Han Yusheng, and Xu Huansheng. Their concept, leveraging mmWave technology to enhance elder safety, mobility, and wellbeing, earned them the 1st runner-up award and HK\$50,000 in seed funding. Their initiative reflects not only technical excellence but also a deep understanding of Hong Kong's aging population and the urgent need for scalable health tech solutions.

Meanwhile, Jeffrey Wong, a BBA-Marketing graduate who has been awarded the Hong Kong Institute of Marketing (HKIM) Marketing Graduate of the Year 2024, exemplifies the entrepreneurial spirit that continues beyond graduation.

Selected for the Cyberport University Partnership Programme (CUPP) 2024, Jeffrey and his team participated in the Web3 Entrepreneurship Boot Camp at Draper University in the United States. Competing among Hong Kong's top university teams, they secured HK\$100,000 in seed funding from the Cyberport Creative Micro Fund, launching Earnet, a startup to empower global communities through technology, with a particular focus on supporting workers in developing countries. The team carefully allocated the seed funding to support Earnet's long-term vision directed towards product development, infrastructure, and R&D. Aiming at strengthening capabilities and delivering greater value to users, Earnet is already making strides toward global impact.

These student and alumni stories reflect the School's unwavering commitment to nurturing entrepreneurial orientation, equipping students with the tools, mindset, and support to transform ideas into ventures with both societal relevance and commercial viability.



From Classroom to Industry:

Student Internships Shaping Business Growth

At the School of Business, experiential learning and practical application serve as a strategic pathway for students to contribute meaningfully to industry. Two recent internship programmes exemplify how our students are translating academic knowledge into real-world impact, contributing to business growth, and gaining transformative experiences that shape their professional futures.

One standout example is Jerry Cheung, a Year 3 student in the BBA(Hons) in Professional Accountancy programme, who secured a prestigious eight-week summer internship at the Accounting and Financial Reporting Council (AFRC). Selected among top students from six local universities and one international institution, Jerry is actively involved in the AFRC's regulatory operations. His work supports financial transparency and governance, equipping him with cross-disciplinary skills that are essential for driving ethical and sustainable business practices.

Meanwhile, Department of Economics and Finance launched an ambitious cross-border internship programme in collaboration with Huizhou New Power (惠州新動力). Thirty-two outstanding students participated in the “動力啟程 (金融商業專題1.0) 惠州實習篇” initiative in May to June 2025, gaining hands-on experience in Huizhou, a dynamic city within the Guangdong-Hong Kong-Macao Greater Bay Area. Interning at financial and banking institutions, students engaged directly with industry professionals, explored regional economic trends, and developed a nuanced understanding of Mainland China's business landscape.

These internships are more than résumé builders but are launchpads for leadership. By immersing students in high-impact environments, the School is cultivating a generation of professionals who are not only job-ready but also innovation-driven. We empower students to apply theory to practice, build networks across sectors and borders, and contribute fresh perspectives to business growth and transformation. Reciprocally, our students are also proving that academic excellence, when paired with experiential learning, can spark meaningful change in the business world.

To further strengthen this vision, the School will implement an internship programme for all students in the upcoming academic year, encouraging every student to gain practical experience that enhances their career readiness and amplifies their potential to drive industry innovation.





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