



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:



北京大学
PEKING UNIVERSITY



復旦大學
FUDAN UNIVERSITY



同濟大學
TONGJI UNIVERSITY



中央财经大学
Central University of Finance and Economics

Associate Members:



CEIBS



NYU 上海
纽约大学



UNIVERSITY OF
SAN FRANCISCO



HANYANG UNIVERSITY



UCL
SCHOOL OF
MANAGEMENT

FORUM BOOKLET

Inaugural

CHINA BUSINESS FORUM

(24-25 JAN 2026)



sbus.hsu.edu.hk/events/CBF2026



CBF2026@hsu.edu.hk

WELCOME MESSAGE FROM CHAIRMAN OF DEANS' COUNCIL

It is our pleasure to welcome all of you to this inaugural China Business Forum (CBF) at Hopewell Hotel, Wanchai, Hong Kong on January 24-25, 2026!

This signature event is a joint effort of a group of well-known universities including Peking University, Fudan University, Tongji University, Central University of Finance and Economics, CEIBS, NYU Shanghai, University of San Francisco (USA), Hanyang University (South Korea), UCL School of Management (UK), and The Hang Seng University of Hong Kong, which is also the Forum Secretariat for the event.

As the first-of-its-kind forum dedicated to bridging academia and industry within the context of China's dynamic business environment, our keynotes and panels bring together distinguished scholars, senior executives, and policymakers for in-depth dialogue, knowledge exchange, and thought leadership into the evolving Chinese business landscape. For the academic sessions, over 20 high quality papers featuring top scholars from the CBF member institutions have been scheduled for presentation. World-renowned professors covering various business disciplines from all over the world serve as session chairs and discussants. In addition, two Young Scholars Roundtables are organized to provide PhD students and young assistant professors with insightful comments to improve their research through panels of well-known professors in related fields.

Finally, we acknowledge financial support from the Hong Kong Tourism Board of the HKSAR. We believe that the programme and presentations will benefit the 120 registered participants and provide a wonderful opportunity to learn from each other through networking. We hope you enjoy the Forum and find it worthy of your time.



Professor Sam PARK

Distinguished University Professor
Dean, School of Business, HSUHK
Chairman of Dean's Council,
China Business Forum 2026

MEET THE SENIOR ACADEMIC REPRESENTATIVES

Host University: HSUHK



PROF SIMON HO
President, HSUHK



PROF SAM PARK
Dean of School of Business,
HSUHK
Chairman of Deans' Council, China Business Forum 2026



PROF 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

Deans from Partner Schools

(by alphabetical order of last name)



PROF YUXIN CHEN
Dean of Business, Director of NYU Shanghai Center for Business Education and Research (NYU Shanghai CBER)



PROF RONG HUANG
Lidason Endowed Professor and Assistant Dean
School of Management
Fudan University



PROF ZHUO HUANG
Deputy Dean, National School of Development
Peking University



PROF GYOO GUN LIM
Dean, Hanyang University Business School, Hanyang University



PROF DAVIDE RAVASI
School Director
UCL School of Management,
University College London



DR YANG ZHAO
Associate Professor in Finance
School of Innovation and Development
Central University of Finance and Economics



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

MEET THE DISTINGUISHED SPEAKERS

(by alphabetical order of last name)

Keynote Speakers



MR JOSEPH H. L. CHAN, JP

Under Secretary for
Financial Services and the Treasury
Financial Services and the Treasury
Bureau, The Government of Hong Kong
Special Administrative Region



MR JOE NGAI

Greater China Chairman
McKinsey & Company
Chairman, School Advisory Committee,
School of Business, HSUHK

Panel Speakers for Industry Panel 1



PROF K C CHAN

Chairman
WeLab Bank



MR DENNIS CHOW

Deputy Global Chairman
Deloitte



PROF JACKY TANG

Chief Investment Officer for
Emerging Markets
Deutsche Bank

Panel Speakers for Industry Panel 2



MS HILDA CHAN

Chief Marketing Officer
Hong Kong Science & Technology
Parks Corporation



MR ANDY CHOW

Head of Customer Solution
Architects
Google Cloud Hong Kong



MR JOE NGAI

Greater China Chairman
McKinsey & Company
Chairman, School Advisory
Committee, School of Business,
HSUHK



DR PING PING REN

Vice President
iFLYTEK Co. Ltd.

MEET THE VIP PARTICIPANTS

(by alphabetical order of last name)

Session Chairs



PROF YUXIN CHEN

Dean of Business, Director of NYU Shanghai Center for Business Education and Research (NYU Shanghai CBER)



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 ZHUO HUANG

Deputy Dean, National
School of Development
Peking University



PROF MICHAEL MANLANGIT

Associate Professor (Financial
Education)
UCL School of Management



PROF ROMAN MATOUSEK

Head and Professor,
Department of Economics and
Finance, School of Business,
HSUHK



DR LINDA WANG

Head and Associate
Professor, Department of
Management, School of
Business, HSUHK



PROF TIAN ZHU

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

Designated Discussants / Panel Members



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 YUXIN CHEN

Dean of Business, Director of NYU
Shanghai Center for Business
Education and Research
(NYU Shanghai CBER)



PROF RONG HUANG

Lidasan Endowed Professor
and Assistant Dean
School of Management
Fudan University



PROF BYUNG HEE LEE

ChinaMBA Chair Professor,
Hanyang University



PROF PHYLLIS MO

Head and Professor,
Department of Accountancy,
School of Business, HSUHK



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)



DR YANG ZHAO

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



PROF NAN ZHOU

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

PROGRAMME RUNDOWN

Day 1		24 January 2026 (Saturday) Hopewell Hotel, Wanchai, Hong Kong (Emerald Pavilion, Level 21)
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 - 9:30am		Keynote Speech 1 <ul style="list-style-type: none">Mr Joseph H. L. CHAN, JP, Under Secretary for Financial Services and the Treasury, Financial Services and the Treasury Bureau, The Government of Hong Kong Special Administrative Region
9:30am - 10:45am		Signing Ceremony Deans' Council Fireside Chat - “Integrating Research and Industry Wisdom to Create Societal Impact” 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 EconomicsProfessor Rong HUANG, Lidasan Endowed Professor and Assistant Dean, School of Management, Fudan UniversityProfessor Zhuo HUANG, Deputy Dean, National School of Development, Peking UniversityProfessor Tian ZHU, Vice President and Co-Dean, CEIBSProfessor Yuxin CHEN, Dean of Business, Director of NYU Shanghai Center for Business Education and Research (NYU Shanghai CBER)Professor Davide RAVASI, School Director, UCL School of Management Moderated by: <ul style="list-style-type: none">Professor Sam PARK, Dean of School of Business, HSUHK; Chairman of Deans' Council, China Business Forum 2026
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">Professor K C CHAN, Chairman, WeLab BankMr Dennis CHOW, Deputy Global Chairman, DeloitteProfessor Jacky TANG, Chief Investment Officer for Emerging Markets, Deutsche 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 <ul style="list-style-type: none">Mr Joe NGAI, Greater China Chairman, McKinsey & Company
1:30pm - 2:45pm		Industry Panel 2 - Innovations and Strategies in Management & Marketing Panel Speakers included: <ul style="list-style-type: none">Ms Hilda CHAN, Chief Marketing Officer, Hong Kong Science & Technology Parks CorporationMr Andy CHOW, Head of Customer Solution Architects, Google Cloud Hong KongMr Joe NGAI, Greater China Chairman, McKinsey & Company; Chairman, School Advisory Committee, School of Business, HSUHKDr 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
2:45pm - 3:00pm		Coffee Break

PROGRAMME RUNDOWN

Day 1

24 January 2026 (Saturday)

Hopewell Hotel, Wanchai, Hong Kong

3:00pm - 4:30pm
Session A1:
Salon 1, Level 20

Concurrent Academic Sessions

Session A1: Accounting, Economics & Finance

3 papers from Fudan, CUFE and HSUHK to be discussed

- **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

Session A2:
Salon 2, Level 20

Session A2: Accounting, Economics & Finance

3 papers from Fudan, CUFE and HSUHK to be discussed

- **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

Session B1:
Emerald Pavilion,
Level 21

Session B1: Management & Marketing

3 papers from PKU, Tongji and HSUHK to be discussed

- **Session Chair:** Dr Linda WANG, Head and Associate Professor, Department of Management, School of Business, HSUHK
- **Designated Discussant:** Professor Nan ZHOU, Professor, School of Economics and Management, Tongji University

4:30pm - 4:45pm

Coffee Break

Concurrent Academic Sessions

Session A3: Accounting, Economics & Finance

3 papers from NYU-SH, CUFE and Fudan to be discussed

- **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

Session B2:
Salon 1, Level 20

Session B2: Management & Marketing

3 papers from Hanyang, UCL and HSUHK to be discussed

- **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)

Session B3:
Salon 2, Level 20

Session B3: Management & Marketing

2 papers from HSUHK to be discussed

- **Session Chair:** Professor Yuxin CHEN, Dean of Business, Director of NYU Shanghai Center for Business Education and Research (NYU Shanghai CBER)
- **Designated Discussant:** Professor Byung Hee LEE, ChinaMBA Chair Professor, Hanyang University

6:15pm - 6:30pm

Networking & Short Break

6:30pm - 8:30pm

Forum Planning Session (By Invitation Only)

Hopewell Inn, Level 20

PROGRAMME RUNDOWN

Day 2	25 January 2026 (Sunday) Hopewell Hotel, Wanchai, Hong Kong
9:15am - 9:30am	Registration and Coffee
9:30am - 11:00am Session A4: Emerald Pavilion, Level 21	Concurrent Academic Sessions <u>Session A4: Accounting, Economics & Finance</u> 3 papers from GXU and HSUHK to be discussed <ul style="list-style-type: none">• Session Chair: Professor Michael MANLANGIT, Associate Professor (Financial Education), UCL School of Management• Designated Discussant: Professor Phyllis MO, Head and Professor, Department of Accountancy, School of Business, HSUHK
9:30am - 11:00am Track A: Lobby Cafe, Level 19	Concurrent Young Scholars Roundtable* <u>Track A: Accounting, Economics & Finance</u> Chair: <ul style="list-style-type: none">• Professor Roman MATOUSEK, Head and Professor, Department of Economics and Finance, School of Business, HSUHK Panel Members: <ul style="list-style-type: none">• Professor Rong HUANG, Lidasan Endowed Professor and Assistant Dean, School of Management, Fudan University• Professor Liandong ZHANG, Dean, School of Accountancy, Lee Kong Chian Professor of Accounting, Singapore Management University (SMU)
Track B: Pearl Pavilion, Level 21	<u>Track B: Management & Marketing</u> Chair: <ul style="list-style-type: none">• Professor Ziliang DENG, Professor, National School of Development, Peking University Panel Members: <ul style="list-style-type: none">• Professor Yuxin CHEN, Dean of Business, Director of NYU Shanghai Center for Business Education and Research (NYU Shanghai CBER)• Professor David TSE, Chair Professor, Department of Marketing, School of Business, HSUHK

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

- End of Forum -

ACADEMIC SESSIONS: SESSION A (tentative, subject to modifications)

Session A1 Accounting, Economics & Finance (Venue: Salon 1, Level 20)	
A1.1	More Stringent, More Efficient? Short-Selling Activities and Anomaly Mispricing in China (M.13.A) Junye LI (Fudan University) and Chuyu WANG (Fudan U)
A1.2	AI Investment and Female Participation in Innovation Activities (M.11.A) Chong CHEN (Central University of Finance and Economics), Feng TIAN (The Hong Kong Polytechnic University), Ziang WANG (University of Wollongong in Dubai), and Tao YUAN (Nanjing University)
A1.3	Does Foreign Institutional Capital Promote Green Growth for Emerging Market Firms? (M.10.A) Sophia CHEONG (HSUHK), Jaewon CHOI (Seoul National University), Sangeun HA (Copenhagen Business School), and Ji Yeol Jimmy OH (Sungkyunkwan University)
Session A2 Accounting, Economics & Finance (Venue: Salon 2, Level 20)	
A2.1	Rebuilding Reputation: Do Target Firms Bolster Corporate Social (M.12.A) Boochun JUNG (University of Hawaii at Manoa), Haina SHI (Fudan U), Zhenyu ZHANG (Hong Kong Baptist University), Gaoguang ZHOU (HKBU), and Xindong (Kevin) ZHU (City University of Hong Kong)
A2.2	Does RMB Drive the Dynamic of RCEP Regional Currency FXs? (M.07.A) Feng GUO (CUFE) and Fujun LAI (Yunnan University of Finance and Economics)
A2.3	When Do Investors Respond to Climate Risk Disclosures? The Effects of Risk Disclosure Format and Emissions Disclosure on Investors' Judgments (M.05.A) Feng YEO (HSUHK) and Hun-Tong TAN (Nanyang Technological University)
Session A3 Accounting, Economics & Finance (Venue: Emerald Pavilion, Level 21)	
A3.1	Retail Investing under Complexity: Field and Experimental Evidence (M.22.A) Wendy Ye JIN (NYU-Shanghai) and Yiqing Lü (NYU-Shanghai)
A3.2	Dynamic Corporate Production Management (M.06.A) Xiao ZHANG (CUFE) and Bingqian LI (Nankai University)
A3.3	Strategic Orientation and CEO Risk-Taking Incentives (M.24.A) Rong HUANG (Fudan U), Wenhui LI (Fudan U), Xiaorong LI (Shanghai Jiao Tong University), and Yuxuan WANG (Sun Yat-sen University)
Session A4 Accounting, Economics & Finance (Venue: Emerald Pavilion, Level 21)	
A4.1	Optimal Capital Structure in the Era of Dual Objectives of "Financial and Environmental": A Machine Learning Approach based on Chinese Listed Firms (M.19.A) Zhenyi YANG (Guangxi University), Xiaoang GE (Xiamen U), and Yang LIU (Guangxi U)
A4.2	Strategic Shifting Strategies: A Study of Conforming and Non-Conforming Tax Avoidance (M.02.A) Weiyin ZHANG (HSUHK), K. Hung CHAN (Saint Francis University), and Phyllis MO (HSUHK)
A4.3	Climate Policy Uncertainty and Corporate Climate Lobbying (M.09.A) Daoju PENG (Capital University of Economics and Business), Terry FAN (HSUHK), Jianfu SHEN (PolyU)

ACADEMIC SESSIONS: SESSION B

 (tentative, subject to modifications)

Session B1	Marketing & Management (Venue: Emerald Pavilion, Level 21)
B1.1	Firm's Global Strategies in Geopolitics (M.20.B) Ziliang DENG (Peking University)
B1.2	External Institutions, Governance Capabilities, and Platform Internationalization: China vs. US (M.14.B) Nan ZHOU (Tongji University)
B1.3	After Innovation Convergence: Emerging Market Firms' Subsequent Overseas R&D Investment (M.04.B) Qingwei LI (HSUHK), Siddharth NATARAJAN (NTU), and Sam PARK (HSUHK)
Session B2	Marketing & Management (Venue: Salon 1, Level 20)
B2.1	Firm-Level AI Capability and Strategic Resource Allocation (M.17.B) Seongjin CHOI (Hanyang University), Jiayi ZHOU (Hanyang U), Gyoo-Gun LIM (Hanyang U), and Byung-Hee LEE (Hanyang U)
B2.2	The Approach of Early-Stage Investors to Sustainability Risk at Post-Investment Stage (M.18.B) Jessie CHEUNG (HSUHK), Marilyn Ang UY (NTU), David AHLSTROM (Hong Kong Metropolitan University)
B2.3	Human Learning from Predictive Algorithms: Experimental Evidence from AI Deployment in Cancer Diagnosis (M.25.B) Vivianna Fang HE (UCL), Sihan LI (INSEAD), Phanish PURABAN (INSEAD), and Feng LIN (West China Hospital)
Session B3	Marketing & Management (Venue: Salon 2, Level 20)
B3.1	Beyond the Wheel: How Autonomous Driving Shapes Consumer Vulnerability Perception and Health-related Consumption (M.03.B) Lexie HUANG (HSUHK), Kimmy CHAN (HKBU), Wei-Kang KAO (University of Southern Maine), and Yingying LI (Susquehanna University)
B3.2	Validating Compassionate AI for Reducing Healthcare Worker Burnout: Integrating Boundary Work and Emotion Regulation (M.01.B) Kevin ZENG (HSUHK), David TSE (HSUHK), Liying ZHOU (Guizhou University of Finance and Economics), and Hongyi MAO (Guizhou University of Finance and Economics)

HOPEWELL HOTEL



15 Kennedy Road, Wan Chai, Hong Kong

Main Venue: Emerald Pavilion (Level 21)

Breakout: Salon 1 (Level 20) - Day 1
 Salon 2 (Level 20) - Day 1
 Lobby Cafe (Level 19) - Day 2
 Pearl Pavilion (Level 21) - Day 2

VIP Dinner: Hopewell In (Level 20)
(by invitation only)



CHINA BUSINESS FORUM SECRETARIAT



CBF2026@hsu.edu.hk



sbus.hsu.edu.hk/events/CBF2026



Room D716, 7/F, Lee Quo Wei Academic Building
The Hang Seng University of Hong Kong
Siu Lek Yuen, Shatin, Hong Kong

