



Monthly eNews (April 2026)

Dean's Message

As we approach the conclusion of another vibrant semester at SBUS, I am struck by the incredible momentum our community has maintained. While April is traditionally a season of academic focus and final assessments, it has also been a landmark month for our industry engagements. We have proven that at SBUS, the pursuit of academic excellence goes hand-in-hand with real-world impact.

A Month of Global Connectivity and Innovation

Our campus has served as a bustling hub for industry pioneers and future leaders alike. Highlights from our recent calendar include:

- **Regional Leadership:** We proudly hosted near 200 participants for the **Belt and Road Pioneer Summit & Competition**, fostering cross-border collaboration right here on campus.
- **The AI Revolution:** From **Sun Life's** insights on AI in Finance to **HKT's** masterclass on Data Monetization and **CTF Life's** Mini Hackathon, we are ensuring our curriculum stays ahead of the technological curve.
- **Professional Excellence:** We were honored to host the **Accountancy Symposium**, officiated by the former Deputy CEO of **HKEX**. Additionally, the **Royal Institution of Chartered Surveyors (RICS)** provided a vital briefing on our new Real Estate Finance and Investment Minor.
- **Public Policy & Talent:** We gained exclusive perspectives on the **HKSAR Budget and Tax policy** from the Financial Secretary's Office, while our students achieved a **1st Runner-Up** finish at the **HKMA/HCMS Future HR Talents Hackathon**.
- **Research Excellence:** This month, we celebrate **Lexie** for the final acceptance of her paper in the **Journal of Marketing Research (UTD)**—a testament to the high-caliber scholarship within our faculty.

Navigating the Future: The Dean's Distinguished Speaker Series

A particular highlight of the month was welcoming **Dr Rocky Tung**, Executive Director of the **Financial Services Development Council (FSDC)**. Addressing a capacity audience of over 300, Dr. Tung provided a masterclass on the forces shaping Hong Kong's financial landscape—from global competitiveness to technological disruption.

What moved me most, was the dialogue that followed. Whether they were first-year undergraduates or final-year postgraduates, our students asked questions about **career resilience in the age of AI** and how Hong Kong can maintain its edge as

a global talent hub.

My Message to You: The Path Forward

In this rapidly shifting landscape, the takeaway is clear: to thrive, you must be **Globally Minded** and **AI Ready**. Being comfortable operating across borders and alongside emerging technologies is no longer an advantage - it is a necessity.

At SBUS, we are committed to ensuring you don't just "stay employed," but that you lead. As you navigate your future career paths, remember that your ability to adapt, your curiosity for data & AI, and your international perspective will be your greatest assets.

Let's carry this energy into the final weeks of the semester.

**Professor Sam Park, Distinguished University Professor & Dean,
School of Business (SBUS)**

Highlight of the Month

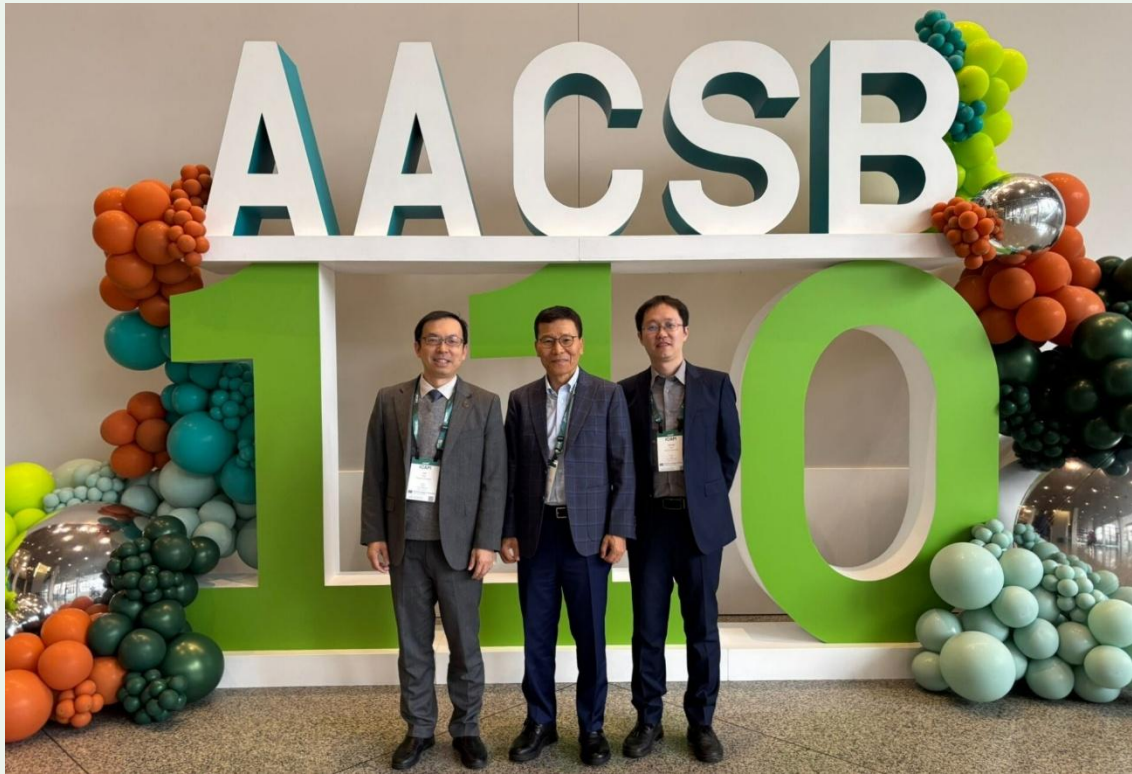
Dean's Distinguished Speaker Series



The School of Business at The Hang Seng University of Hong Kong held a session of its Dean's Distinguished Speaker Series on 10 April 2026, bringing together over 300 attendees, including faculty members, students, and external guests, for a discussion on Hong Kong's evolving role as an international financial centre.

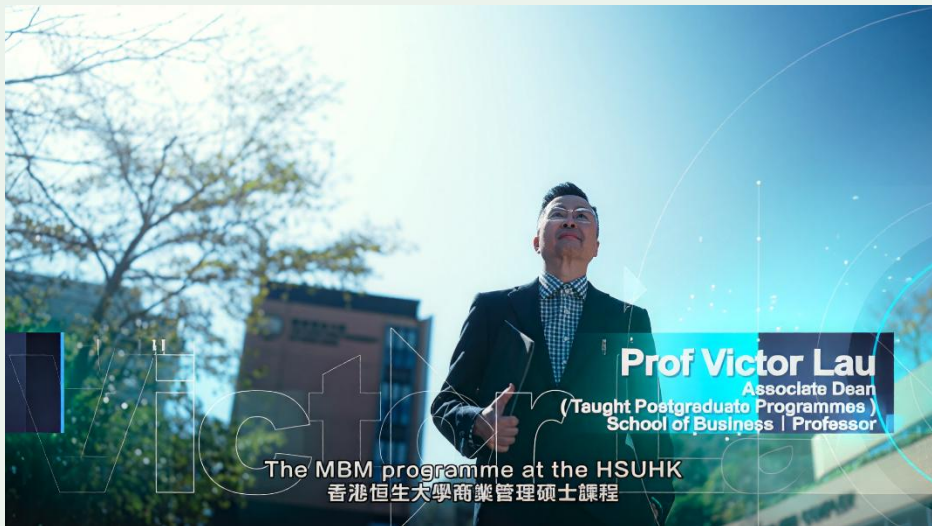
The School was pleased to welcome **Dr Rocky Tung, Executive Director of the Financial Services Development Council**, as the distinguished speaker for this session. The event attracted strong interest from the University community and industry guests.

Dean's Inspiring Journey at AACSB ICAM 2026 in Seattle: Innovation, Impact, and Global Partnerships



From April 13 to 15, 2026, our Dean represented us at the prestigious **AACSB International Conference and Meetings (ICAM)** in Seattle, Washington—an extraordinary gathering of **over 1,200 business education leaders** from more than 60 countries. This landmark event sparked transformative learning, collaboration, and innovation, placing our institution at the heart of global business education advancement.

MBM Promotional Video



We are thrilled to unveil the brand-new promotional video for our MBM programme! Watch the full video to discover how our curriculum equips future leaders and get a glimpse into the dynamic learning environment at the School of Business

April Events 【By Four Core Pillars】

Technological Competence



The Department of Economics and Finance hosted a technical seminar, titled **"Transform Data to Revenue with AI."** Moving beyond the theoretical hype of Artificial Intelligence, the session provided a masterclass in how large companies convert raw information into measurable business impact.



EAF joined hands with Sun Life to organize an artificial intelligence applications workshop for its students. Led by speaker **Danny Woo**, the session offered participants an overview of AI agents and large language models, including Gemini, Manus and Doubao.



A team of three talented students from the Department of Management (MGT) proudly represented the HSUHK Business School (SBUS) at **the Future HR Talents Hackathon 2025/2026**. Competing against formidable teams from HKU, PolyU, CityU, HKBU, and HKMU, the HSUHK team delivered an outstanding AI-enabled solution to secure the ***first runner-up prize***.

Global Mindset



Organized by the Belt and Road Pioneer, the **2026 "My Interfaces with the Belt and Road Initiative" Integrated Ability Competition** concluded successfully at The Hang Seng University of Hong Kong on 25 April 2026.



The School of Business of The Hang Seng University of Hong Kong (HSUHK) recently visited **Nanchang, Jiangxi**, and set up a **postgraduate programme consultation booth** at Jiangxi Science & Technology Normal University.



From Visibility to Credibility: School of Business strengthens Mainland presence at the **China International Education Exhibition Tour 2026**



HSUHK School of Business participates in the **Unimy Grad Fair 2026** in Kuala Lumpur, showcasing postgraduate opportunities in Hong Kong



A group of students from the Department of Accountancy had the privilege of attending the **HKICPA × IFAC PAIB Conference**, themed **"Forging What's Next: PAIBs at the Helm of Change."**



The Department of Accountancy at The Hang Seng University of Hong Kong (HSUHK) successfully hosted the **ACY Symposium 2026**, a landmark event that brought together academic and industry leaders to delve into **"Hong Kong as the Strategic Hub for Mainland Enterprises' Global Expansion: Innovation, Connectivity, and Collaboration."**



The Department of Economics and Finance hosted a compelling briefing seminar themed ***"Invest in Your Future: The Premier BBA for Finance and Banking & Real Estate Finance and Investment (RICS Accredited)."***



A research talk seminar, titled ***"Necro-Branding, Elvis Presley, and Research Advice"***, was held on 23 April 2026, featuring Prof. Chris Baumann from Macquarie Business School, Macquarie University.

Entrepreneurial Orientation



WiSA of the School of Business successfully hosted the seminar ***"Hong Kong's Evolving Tax Policy Landscape"***, delivered by **Ms Lusan Hung**, Head of Budget and Tax Policy Unit, Financial Secretary's Office.



A research seminar titled ***"From Theory to Practice: How Social Media Affordances Enable Neurodivergent Employee Participation in Workplace Decision-Making"*** was held on 15 April, featuring **Dr Xi Wen (Carys) Chan**,

Associate Professor of Organisational Behaviour and Human Resources at Griffith Business School.



The Marketing Department successfully hosted its second **company visit** of the year on 23 April 2026, bringing a team of enthusiastic students to **WPP Media**, one of the world's leading media and communications groups.

Social Responsibility



The School of Business recently concluded an interactive interpersonal communication training programme titled **"Coffee with Strangers" Chatters Training Programme**, successfully equipping some elite business students with essential communication competencies to enhance their interpersonal connections and social service capabilities.



The Department of Marketing is delighted to collaborate with **CTF Life** to launch the **brand-new Marketing Mini-Hackathon** this summer. At a project briefing, **Mr. Larry Tin** and **Mr. Michael Chan** from CTF Life shared valuable insights.



Students from **FIN1001 Personal Finance and the Society** brought energy and learning to a local elderly centre through a **unique service-learning activity**. Using interactive game booths, the students helped seniors better manage their finances in retirement and raising their awareness of common scams.



The Department of Marketing successfully hosted **"From Newbies to Aces: Level Up Together"**, a special event designed for MKT/GB Year 1 students. The occasion served as a relaxed gathering filled with engaging teacher–student interactions and inspiring moments that empowered newcomers.

Research



The school is thrilled to congratulate **Dr Lexie Huang** on her recent publication in UTD this month. The UTD track only elite journals across various business disciplines, Dr. Huang has just placed her work among the most influential research being produced globally.

Published Papers this month



Cheng, L. T. W., Shen, J., & Sharma, P. (2026). Demystifying the interactive impact of analyst certification and investor relations quality on media coverage and firm value. *Journal of Business Research*, vol 210. <https://doi.org/10.1016/j.jbusres.2026.116161>.

(ABDC: A)

Chang, X., **Kwok, W.**, Li, T., Wong, G., & Yao, J. (2026). How do misvalued firms deploy internal cash flow? *Journal of Business Finance and Accounting* 53, 921-944. <https://doi.org/10.1111/jbfa.70042>

(ABDC: A)*

Chang, Z., **Fan, K. Y.**, Jing, K., Lin, S., & Deng, C. (2026). **The unintended socioeconomic consequences of housing demand shock: evidence from the home-purchase restriction policy in China.** *International Journal of Housing Markets and Analysis*, 1-22.
(JCR Q2; ABDC B)

Zeng, K. I., & **Fan, K. Y.**, **Yang, M. X.** (2026). Acting to know: Extending Vorholzer and Brattström's theory of moral ambiguity in entrepreneurial action through externalized moral resolution. *Academy of Management Review*, 1-3.
<https://doi.org/10.5465/amr.2025.1031>

(UTD)

Zhang, Y., Zhang, X., Xiang, Y., & **Yang, M. X.** (2026). Regulatory Environmental Awareness and Corporate Greenwashing: The Contingent Roles of Political and

Economic Stakeholder Claims. Business Strategy and the Environment, Advance online publication.

<https://doi.org/10.1002/bse.70652>

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★ Join us in May.....

👉 🦋 **SBUS Alumni Gala Dinner 2026:** Co-Creating the Future of School of Business (Click [HERE](#) for more details)



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