



Monthly eNews (July 2026)



Dean Sam Park

Distinguished University Professor
School of Business

Dean's Message

Welcome to our July 2026 e-newsletter!

My warmest [congratulations](#) to all the “Junzi” corporation award winners. At The Hang Seng University of Hong Kong School of Business, we believe that true business success is anchored in the Junzi spirit – prioritising deep ethical values, mutual respect, and long-term societal value in preference to mere financial gain. Your achievements send a powerful signal to our community that doing good and doing well are inseparable.

Our vibrant community continues to thrive, both locally and globally. We connected with prospective students at education fairs in Hefei and Chengdu, while our accountancy students broadened their perspectives through an enriching Silk Roads study tour. Closer to home, we empowered young people through the “IGNITE18” career workshops and co-sponsored a city-wide youth financial challenge.

We are also delighted to congratulate Global Business Management student Rene

Chan (BBA-GBM)—well known to many as the familiar and engaging Master of Ceremonies at our School events—on receiving the prestigious HSBC Scholarship 2025/26 in recognition of his outstanding dedication and achievements.

In this issue, you can also learn how we are strengthening our research capabilities through the appointment of three distinguished new faculty members and the launch of our Brown Bag Research Series.

Finally, Dr Jason Liao's contribution to this month's AI Corner offers an excellent example of how SBUS continues to embrace innovation. I encourage you to read on and discover how we are successfully leveraging artificial intelligence to streamline our admissions workflow.

Highlight of the Month

Building Global Connections: SBUS's Journey Toward Becoming a Leading Business School in Asia



SBUS is actively expanding its global presence in its ongoing effort to become a leading international business school in Asia. Recently, Dean Sam Park completed a successful visit to the UK, where strategic partnerships were established with 5 prestigious universities

15th Junzi Corporation Awards Honours 34 Organisations



The School of Business (SBUS) at The Hang Seng University of Hong Kong (HSUHK) successfully hosted the **15th Junzi Corporation Awards Presentation Ceremony** on 27 July, recognising 34 organisations across a total of 36 awards for their unwavering commitment to ethical business practices.

July Events 【By Four Core Pillars】

Global Mindset



"If I have a business idea but no entrepreneurial experience, where do I start?" That question surfaced repeatedly as prospective students and parents met Dr Li King King, Programme Director of the [Master of Science in Entrepreneurial Management \(MSc-EM\) Programme](#), and colleagues from the Taught Postgraduate Programmes (TPG) Office at the 65th Exhibition Summer 2026 Global Education fairs in Hefei on 27 June and Chengdu on 4 July.



Four final-year students from the BBA-Professional Accountancy (BBA-PA) programme recently participated in the study tour titled ***“The 15th Five-Year Plan for the National Economic and Social Development: Xinjiang-Kazakhstan the Silk Roads Tour.”*** Organised by Belt and Road Pioneer, the tour was led by Professor Phyllis Mo, Head of the Department of Accountancy, alongside Ms Joey Lee, Associate Head of Department of Accountancy.

Entrepreneurial Orientation



Department of Accountancy conducted a 1-hour interactive class demonstration on financial accounting to students of Caritas Ma On Shan Secondary School on 2 July 2026. Dr Lawrence Lei led the session and introduced the fundamentals of accounting to the students.



(只提供中文版本)

由香港恒生大學、青年民建聯、香港財務策劃師學會 (IFPHK)及青年創新發展慈善協會 (YIDC)主辦，並由世界綠色組織 (WGO)擔任支持機構的「全港青年理財精英挑戰 2026 頒獎禮暨立法會議政體驗日」於 2026 年 7 月 4 日在香港恒生大學及香港立法會綜合大樓成功舉辦。

Social Responsibility



The School of Business (SBUS) at The Hang Seng University of Hong Kong recently supported and participated in “IGNITE18: Jumpstart Your Career”, a youth development initiative organised by the FutureGen Youth Foundation. Mr Ricky Lam, Associate Dean (Enterprise and Business Engagement) of SBUS, led three interactive workshops to support secondary school students in career exploration and tertiary study planning.



Awarded the **HSBC Scholarship 2025/26**, **CHAN Yin Lam Rene**, a Global Business Management student, is recognised for his dedication, perseverance, and commitment to continuous learning and community service.

Research Updates (July)



People often think accounting research is all about spreadsheets. We hate to disappoint them. Around here, conversations are just as likely to involve executive tweets, ESG regulations, facial characteristics, investor psychology, or why people make surprisingly irrational decisions. At the Department of Accountancy, curiosity is our favourite research tool, and asking "What if?" is often the first step towards our next project.

Our faculty explore a wide range of topics, including auditing, capital markets, corporate governance, taxation, ESG, and emerging technologies. Another distinctive strength of the Department is its expertise in behavioural and experimental accounting research.

This academic year, we are delighted to welcome three new professorial faculty. Dr. Wenli Huang, whose research on corporate social media disclosure has appeared in leading journals, with forthcoming work in [Management Science](#) (Crowley, Huang, and Lu 2026). Dr. Yachang Zeng, whose innovative research published in UTD journals combines accounting, psychology, and biology to examine topics such as how facial characteristics influence analyst performance and corporate financial reporting, demonstrating how interdisciplinary ideas can generate fresh insights. Dr. Yingwen Guo, whose research focuses on audit quality and pricing as well as tax avoidance.

Our Department has also been privileged to host an inspiring lineup of visiting scholars the past year. Professor Edward Lee, joint editor of Accounting and Business Research, shared his research findings on cross-border institutional spillover effect on firm valuation. Professor Kerstin Lopatta, Chair of the EFRAG Sustainability Reporting Board, shared insights into the future of ESG reporting and sustainability regulation. We also welcomed Professors Agnes Cheng, In-Mu

Haw, Harry Wu Feng, and Liandong Zhang, whose seminars and discussions sparked new ideas and fostered valuable research collaborations.

Looking ahead, in addition to continuing to host visits from internationally renowned scholars, we are excited to launch our new Brown Bag Research Series, providing an informal forum for faculty to share work in progress, exchange ideas, and receive constructive feedback.

AI-Corner

The screenshot shows a web-based application titled "Excel Admission Workflow". It features a sidebar with a search icon and the title. The main content area has a header "Excel Admission Workflow" and a section "Interview Mode" with two radio buttons: "Group Interview" (selected) and "Individual Interview". Below this are input fields for "Students Per Group" (set to 5) and "Time Per Group/Individual (minutes)" (set to 20). There is a table of file paths with "Browse" buttons for each row. The table has five rows with file names and their corresponding paths. At the bottom, there is a "Status" section with a text area showing logs of the workflow execution, and a "Run Workflow" button.

File Name	Path	Action
All Admission_test.xlsx	C:/Users/User/Desktop/Interview/All Admission_AY2026-27(done)	Browse
candidate_y1.xlsx	C:/Users/User/Desktop/Interview/y1.xlsx	Browse
candidate_y3.xlsx	C:/Users/User/Desktop/Interview/y3.xlsx	Browse
assessment_arrangement_templete1.xlsx	C:/Users/User/Desktop/Interview/assessment_arrangement_temp	Browse
template_gen.xlsx	C:/Users/User/Desktop/Interview/template_gen.xlsx	Browse

Status:

```
Generated 15 rows in the new template
Saved new template to C:/Users/User/Desktop/Interview/assessment_arrangement_templeteX.xlsx
Updating master file with interview times and interviewers...
Updated 14 rows in Year 1 sheet
Updated 1 rows in Year 3 sheet
=== Finished generate_assessment() ===
=== Complete workflow finished! ===
```

Run Workflow

Dr Jason Liao, Associate Professor

"An automation tool for our admissions workflow was created. A Python program was built within 2 hours, powered by vibe coding, for our administrative colleagues to streamline UG interview arrangements and update applicant records within the university admission system. It can significantly cut down on repetitive, error-prone manual work and boost overall day-to-day efficiency for them."

★ Join us in August.....

 Hong Kong Summer School in Experimental Economics and Behavioral Economics
(Click [HERE](#) for more details)



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