



Monthly eNews (May 2026)



Dean's Message

This month, we celebrated our collective success at the Alumni Gala Dinner, where more than 320 alumni, faculty, donors, and VIP guests gathered on 15 May. At this landmark event, I had the privilege of introducing our strategic direction for the coming years. Whether you were able to attend the Gala or are connecting with us from afar, I want to ensure our entire community is aligned as we chart our future: **Vision 2030**.

As we reflect on our rich history, we must also look boldly forward. The world is being rapidly reshaped by geopolitical shifts, macroeconomic challenges, and the exponential rise of artificial intelligence. To thrive in this environment, higher education must evolve beyond traditional models, shifting toward deeply interactive, hands-on, and lifelong learning experiences.

To navigate these disruptions and cement our position as a market leader, we have proudly launched **Vision 2030**. This ambitious roadmap is designed to strengthen our global footprint and prepare the next generation of societal leaders through three core pillars:

Globally Minded: Cultivating agile leaders capable of navigating a fragmented world.

Technologically Forward: Integrating AI and emerging technologies directly into our institutional DNA.

Socially Responsible: Addressing pressing global challenges, including climate impact and socioeconomic equity.

While we take immense pride in our AACSB accreditation and global rankings, Vision 2030 pushes us to reach even greater heights. It is about delivering a premier, distinctive educational experience coupled with elite, practical opportunities. Together, we are reinventing our institution for the decades ahead.

Thank you for being an essential part of this journey.

***P.S.** Please be sure to turn to the later pages of this newsletter, where we celebrate Joe Ngai, Chairman of our School Advisory Committee and Senior Partner and Chairman of McKinsey & Company, Greater China. We are thrilled to congratulate him on the launch of his insightful new book, “The Next China is Still China: An Insider’s Playbook for Winning in the New Era.”*

Highlight of the Month

SBUS Alumni Gala Dinner



The School of Business (SBUS) of Hang Seng University of Hong Kong (HSUHK) successfully hosted its landmark Inaugural **SBUS Alumni Gala Dinner** on 15 May 2026 at the Grand Ballroom of Harbour Grand Hong Kong. Officiated by **Dr the Hon Moses Cheng, Chairman of the University Council**, and **Professor Simon Ho, President of HSUHK**, this flagship event marks a new milestone for the School's alumni development and institutional advancement. Bringing together over 300 cross-generational alumni, university senior management, faculty members and industry partners, the gala created a warm platform for reunion, networking and celebration within the SBUS community.

Mr Joe Ngai's New Book Launch



The HSUHK School of Business congratulates our School Advisory Committee Chairman, Joe Ngai, Senior Partner and Chairman of McKinsey's offices in Greater China, on the launch of the book in June, *"The Next China Is Still China: An Insider's Playbook for Winning in the New Era."*

May Events 【By Four Core Pillars】

Technological Competence



The School of Business of The Hong Kong University of Science and Technology recently took part in a Wuhan seminar tour co-organised by the Hong Kong International Education Agency. The team visited **Wuhan Technology and Business University** and **Hubei University of Education**, introducing the School's taught

postgraduate programmes and the opportunities for further study in Hong Kong to students who are considering postgraduate education and future career planning.



“AI-adaptor is not enough; AI-native thinking is essential now.” This message, shared during the SSRC Advisory Committee Meeting on 18 May 2026, captured more than a curriculum update, which signaled a wider shift in how the School of Business of HSUHK is preparing students, faculty, and industry partners to respond to a business environment shaped by volatility, technological disruption, and changing workforce needs.



The BBA-FAFT Programme Office of the Department of Economics and Finance organised a Shenzhen Innovation Visit on 19 May 2026, offering students direct exposure to advanced developments in supercomputing and smart city technology.

Global Mindset



On 13 May 2026 at Capital University of Economics and Business (首都經濟貿易大學) and 22 May 2026 at Beijing Forestry University (北京林業大學), School of Business didn't just "introduce programmes"—they engaged in real, forward-looking conversations with students actively shaping their futures.



On **19 May 2026** at **Xiangtan University (湘潭大學)**, our participation in the education fair focused on more than programme promotion. Conversations revealed a cohort of students who were highly pragmatic—keen to understand how postgraduate study could translate into competitive career advantage.



The highly anticipated **CFA preparatory course**, held in May 2026 at HSUHK, has successfully concluded after 10 intensive sessions. Designed to equip students with essential knowledge and skills to excel in the CFA exam and beyond, the course garnered enthusiastic participation and positive feedback from students.



The Department of Marketing was honored to host Mr. Leonard Sim, Singapore Consul (Political), for an engaging sharing session with our students. Mr. Sim provided an informative overview of Singapore's rich history (from the past to the present), thriving economy and diverse religious landscape.

Entrepreneurial Orientation



The MGT Department's annual High Table Dinner, themed "Legacy & Leadership: The Art of Management," was held at the Hong Kong Palace Museum on 21 May. Nearly 100 students, faculty, and mentors enjoyed a memorable evening with inspiring sharing from a practitioner, student showcase and a blend of Chinese and Western musical performances.



Hong Kong, May 18, 2026 – The mentorship programme for the 2025-2026 academic year culminated today with a closing ceremony held on campus. The event saw the presentation of letters of appreciation to dedicated mentors, followed by insightful testimonials from mentees who shared the profound impact of their experiences.



The EAF Department recently answered this with a comprehensive four-day study tour. Sponsored by Home and Youth Affairs Bureau and in partnership with NGO

leaders, the programme immersed students in the region's most vital sectors—from high-tech manufacturing to environmental energy, from entrepreneurial support to academic exchanges.

Research Updates



The Department of Marketing has made a strong **CASE** for advancing business research on four major fronts: **C**onsumer behavior, **A**rtificial Intelligence, **S**trategic Marketing, and **E**thical Decision Making. This acronym represents a nice blend of two timeless fields (consumer behavior and strategic marketing) and two trending topics (artificial intelligence and ethical decision making) of business scholarship. Members of the Department have a strong track record in these areas, having published their work in top-tiered journals, including UTD-24 (Academy of Management Journal, Journal of Consumer Research, Journal of International Business Studies, Journal of Marketing, Journal of Marketing Research) and FT-50 (Journal of Consumer Psychology, Journal of Management, Journal of the Academy of Marketing Science). In particular, two of the UTD articles recently came out in 2026. With solid projects in the pipeline and promising new colleagues ready to contribute, the Department is looking forward to reaching new heights in research—both in terms of academic excellence and practical relevance—in the next academic year and beyond.

★ Join us in June.....

 The 15th Junzi Corporation Awards Presentation Ceremony (Click [HERE](#) for more details)



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