



Monthly eNews (August 2026)



Dean's Message

Welcome to the August edition of our School of Business eNews. As we commence a new academic year, it is my great pleasure to extend a warm welcome to all new faculty members and students joining our vibrant scholarly community.

This month has been marked by several significant milestones. On 29 August, we celebrated the inaugural Welcome Dinner and Launch Ceremony for our MBA (in Chinese) programme. We are thrilled to welcome a pioneering cohort of nearly 220 students. I encourage our new students to build robust capabilities and harness AI responsibly to drive future business transformation.

Aligning with our digital focus, I had the privilege of attending a milestone event at Preface AI, where we signed MOU to officially launch our new Business AI Co-creation Lab (BAICL). As HSUHK SBUS embarks on an ambitious journey to become an 'AI-native' business school, this lab will merge our academic acumen with industry expertise to assist enterprises in translating AI into practical value.

I am equally delighted to share exceptional news regarding our students, who

recently won the prestigious CUPP 2026 competition, organised by Cyberport and LSE. Securing a prize of HK\$100,000 against formidable university teams, this success firmly demonstrates that our flagship focus on FinTech is bearing fruit. I extend my warmest [congratulations](#) to the team and sincere gratitude to our faculty leads: Roman, Andy and Jason.

I strongly encourage you to review the diverse events detailed in this month's eNews and to read our newly published [BIZ magazine](#) to discover more about our latest academic, alumni, and industry initiatives.

Highlight of the Month

HSUHK holds inaugural welcome dinner and launch ceremony for first MBA (in Chinese) cohort



The School of Business (SBUS) at The Hang Seng University of Hong Kong (HSUHK) held the inaugural Welcome Dinner and Launch Ceremony for its Master of Business Administration (in Chinese) programme (MBA (in Chinese)) on 29 August 2026 at The Rosewood Hong Kong, welcoming the first cohort of students into the University community.

School of Business at The Hang Seng University of Hong Kong and Preface AI Form Strategic Partnership to Establish Business AI Co-creation Lab



The School of Business at The Hang Seng University of Hong Kong (HSUHK) today announced a strategic partnership with leading technology training and AI company Preface AI to establish and operate the Business AI Co-creation Lab (the “Lab”). The official Memorandum of Understanding (MOU) was signed during the Preface Dev Con Event held on 23 August 2026 in Hong Kong.

Welcoming Global Talent: SBUS Strengthens Academic Excellence Through New Faculty Connections



On 28 August, the School of Business (SBUS) welcomed 13 new faculty members across the Departments of Accountancy, Economics and Finance, Management, and Marketing. Joining SBUS from leading universities in Asia, Europe and North America, the new academics bring a wealth of expertise, international perspectives and research strengths that will further enrich the School's teaching, research and academic community.

August Events 【By Four Core Pillars】

Technological Competence

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We are delighted to announce that our students, Gabrielle Eloise Ilustrisimo Inoceno (Gabby), Man Ki Kuen (Sunny), and Wong Tin Vargas (Owen), have won the CUPP 2026 competition, jointly organised by Cyberport and the London School of Economics and Political Science (LSE).

Global Mindset



The Department of Economics and Finance took students on a four-day learning journey to Singapore from 3 Aug to 6 Aug. Mixing campus exchange, frontline finance, and city immersion, the trip gave participants a real-world look at how FinTech and AI are reshaping banking, regulation, and sustainable development across one of Asia's smartest cities.



The Department of Economics and Finance organized the Hong Kong Summer School in Experimental Economics and Behavioral Economics from Aug 17-20, 2026.



Faculty members from the Department of Management, Dr Linda WANG, Dr Stephen HWANG, Dr Seonghoon KIM and Dr Qingwei LI, attended the 86th Annual Meeting of the Academy of Management (AOM 2026), held in Philadelphia, USA, from 31 July to 4 August 2026. During the Conference, the SBUS management faculty members also met with members of the Department's Academic Advisory Board (AAB) over a luncheon gathering, where they exchanged insights on research and higher education developments while strengthening academic and professional connections. Academic Advisory Board (AAB) Members in the Luncheon:

- Professor Sea-Jin CHANG (NUS Business School, National University of Singapore)
 - Professor Xiao-Ping CHEN (Foster School of Business, University of Washington)
 - Professor Alvaro CUERVO-CAZURRA (D'Amore-McKim School of Business, Northeastern University)
 - Professor Tony TONG (Leeds School of Business, University of Colorado Boulder)
 - Professor Yan Anthea ZHANG (Jones Graduate School of Business, Rice University)
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Entrepreneurial Orientation



The Department of Marketing hosted an unforgettable evening on 31 July 2026, bringing together our BBA-GB alumni and members of the MKT Alumni Club.

Since the launch of the BBA-GB programme in the 2020/21 academic year, our alumni community has flourished steadily. On this special night, we were delighted to welcome 20 BBA-GB alumni (from 2022 to 2026). The event was a celebration of enduring connections and professional growth, marking another milestone of BBA-GB.



The Hang Seng University of Hong Kong (HSUHK) Department of Marketing is thrilled to celebrate a phenomenal achievement by our business students at the prestigious CTF Life U-Talent Summer Case Competition.



The Start-up and SME Resource Centre (SSRC) organized “The SSRC Business Consultancy Case Presentation Competition” on 31 July 2026 at HSUHK. Two BBA-GBM students from the Department of Management, namely SHEK Cho Chi, George and LIU Kaiting, Jack (BBA-GBM Year 2 students), won the 1st runner-up recognition, while two BBA-PA students from the Department of Accountancy, namely CHAN Hoi Ying and CHAN Kwan Yiu (BBA-PA Year 2 students), won the 2nd runner-up recognition.



The Department of Accountancy organised an Academic Session for new senior-year entrants of the BBA-PA and BBA-CGC programme on 13 August 2026 (Thursday).

Dr Rita Yip, Programme Director of BBA-PA, and Dr Johnson Shum, Programme Director of BBA-CGC, provided an overview of the key features of both programmes, including the programme structure, study plans, and graduation requirements.



The Department of Management (MGT) was delighted to welcome our new students at Orientation Day 2026 on 24 August.

The programme began with an introduction to the Department, its faculty members, academic programmes, and the wide range of learning opportunities available at HSUHK. Through these sessions, freshmen gained valuable insights into their upcoming university experience and the support resources available to them throughout their studies.



The Department of Economics and Finance brought BBA-Financial Analysis and FinTech (BBA-FAFT) Year 1 and Year 3 senior intake students together for a full-day Mathematics for Financial Analysis Taster Programme on 25 August 2026. Packed into three back-to-back 2.5-hour sessions from 09:15 to 18:00 in campus, the programme gave participants a confident head-start on the quantitative foundations that run through their whole university study.

Social Responsibility



Three students from SBUS joined the Community Action Challenge 2026 (社區服務挑戰賽 2026) and advanced to the final round with their team, “Dream Builders 築夢.”

The Student Achievement Showcase and Award Presentation Ceremony was held on Saturday, August 29. On the day, the team set up an interactive booth to showcase and share their service outcomes with the public

Research Publications (August 2026)



Chew, S.H., & **Li, K. K.** (2026). Source Preference, Belief Bias, and ESG Investment: Virtue Stock Affinity versus Sin Stock Aversion. *Journal of Behavioral and Experimental Finance*, Volume 51,101210. 10.1016/j.jbef.2026.101210 (ABDC: A)

Chi, N. W., Sayre, G. M., **Wong, Y. Y.**, & Li, K. L. (2026). Coping with inauthenticity: A social interaction perspective linking daily surface acting with deliberate drinking after work. *Journal of Occupational and Organizational Psychology*, 99(3). <https://doi.org/10.1111/joop.70134> (ABDC: A*)

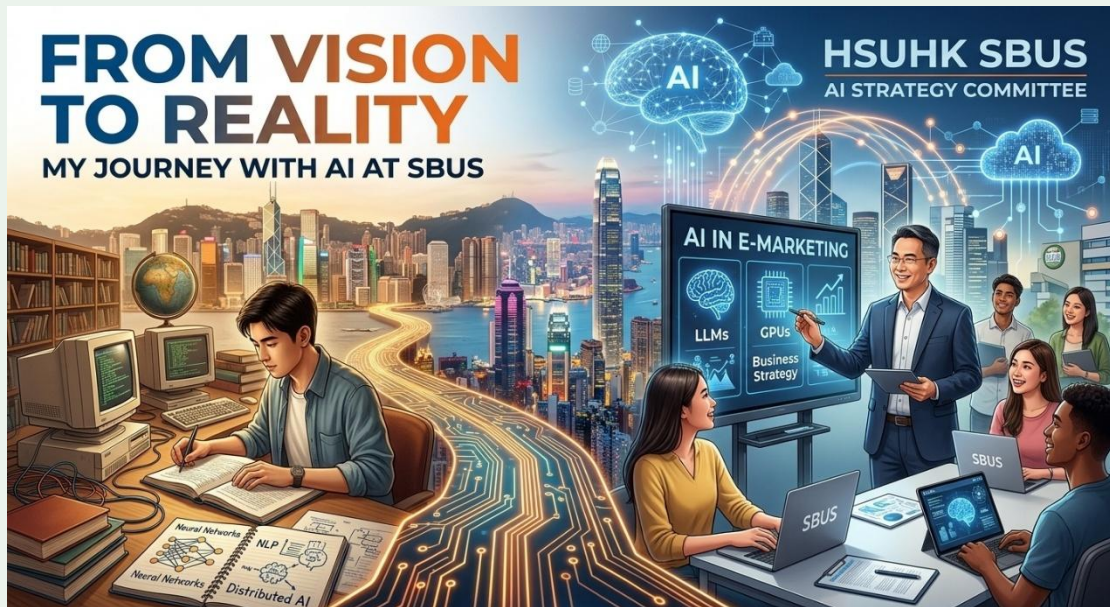
Crowley, R., **Huang, W.** & Lu, H. (2026). Executive Tweets. *Management Science*. <https://doi.org/10.1287/mnsc.2024.05510>. (UTD)

Guo, Y., He, M., & **Zhang, W.** (2026). Exposure to Water Risk and Firm Valuation: Evidence from Geographic Proximity to Cancer Village. *China Accounting and Finance Review*, Forthcoming. <https://doi.org/10.1108/CAFR-02-2025-0018> (ABDC: A)

Liao, E. Y., Hui, C., & Ke, X. (2026). Visioning to transform: a systematic review of leader vision research from a motivational perspective. *European Journal of Work and Organizational Psychology*, 1-17. <https://doi.org/10.1080/1359432X.2026.2680419> (ABDC: A)

Mozheiko, S., Shi, X. & Tong, T. W. (2026). Ecosystem orchestration: Mechanisms, regimes, and theories of the firm foundations. *Academy of Management Annals*. <https://doi.org/10.5465/annals.2025.0078> (FT50)

Zhang, W., **Guo, Y.**, Xu, L., & Yang, H., (2026). The Effects of Prosocial CEOs on Auditors' Risk Assessments: Evidence from Audit Pricing. *The International Journal of Accounting*, Forthcoming. <https://doi.org/10.1142/S1094406026500071> (ABDC: A)



In the E-Marketing module, a key highlight of the learning journey is the opportunity for students to individually script, design, and produce an AI-powered promotional video using cutting-edge industry tools. Through comprehensive situational audits and multimedia production logs, students learn to develop executive-level digital strategy blueprints. This hands-on experience ensures they gain both deep theoretical knowledge and highly relevant, career-ready AI skills, effectively bridging the gap between classroom-based e-marketing concepts and real-world corporate AI applications.

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