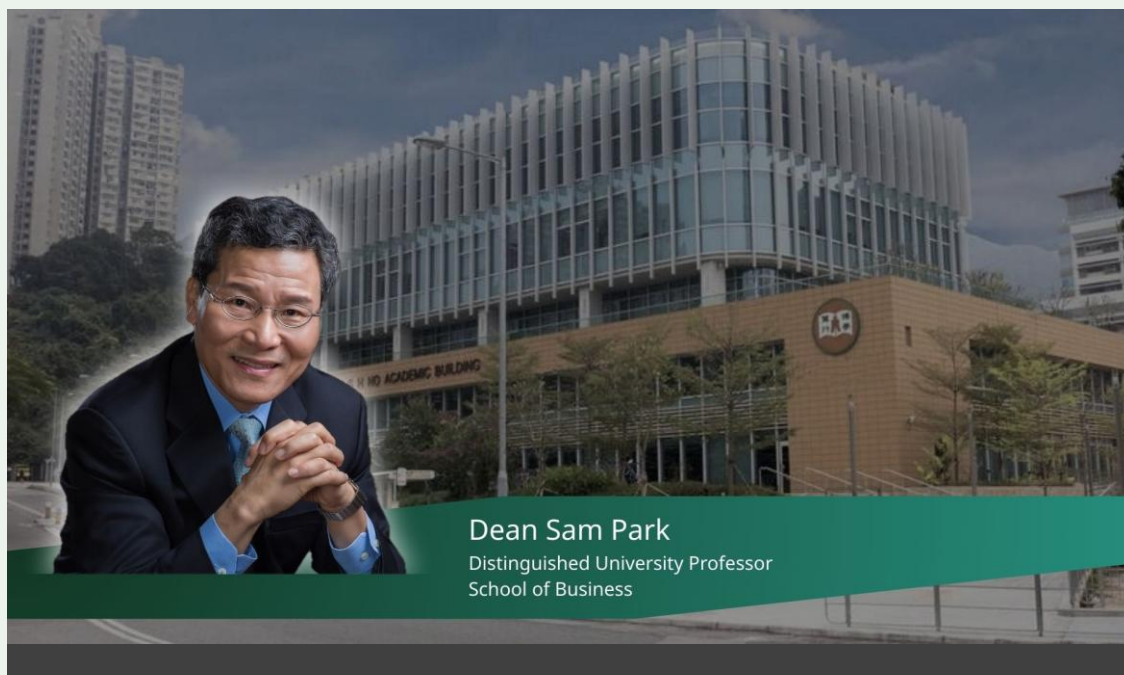




Monthly eNews (February 2026)



Dean Sam Park
Distinguished University Professor
School of Business

As we transform into the AI era, Hong Kong continues to prioritise this transformative technology. In his Budget Speech this week, Financial Secretary Paul Chan outlined substantial government investments to accelerate AI adoption and integration across industries, reinforcing the city's commitment to innovation and technological advancement.

At The HSUHK, SBUS is aligned with this momentum. Starting from March, all faculty members will be provided with Google Enterprise accounts to enhance our digital capabilities and support AI-driven teaching and research.

We have also produced a new [promotional video](#) and [school brochure](#), which highlights our core pillars: **Global Mindset, Technological Competence, Entrepreneurial Orientation, and Social Responsibility**. These materials underscore our dedication to nurturing future-ready business leaders equipped to thrive in a rapidly evolving world.

The refreshed design of this eNews will further emphasise this unwavering commitment.

My recent participation in the EFMD Deans Conference has strengthened our pursuit of EQUIS accreditation. To expand our global outreach and create more exchange opportunities for faculty

and students, I am actively forging new partnerships with prestigious institutions, including the University of Coimbra in Portugal, Corvinus University of Budapest, Comenius University in Bratislava, and Modul University Vienna.

I look forward to sharing the promotional video on YouTube in the coming weeks and kindly invite you to like and share it to help amplify our message.

Exciting Developments from the EFMD Deans Conference and Expands Global Partnerships



HSUHK School of Business New Promotional Video



February events, by the four core pillars

Technological Competence



Dean Park discussed at Google Cloud Education Summit: *“we live in a world where everyone is using AI, human ability stands out even more – because it distinguishes those who are truly capable from those who are not, and that gap is set to widen. Why? Because we add “taste” – we don’t just use tools; we co-create with AI”*

Global Mindset



Leaders from British Chamber, MTR, Research Center for Belt and Road & ICAEW on GoGlobal



Expert insights on purpose-driven entrepreneurship, in cross-border and international contexts.

Entrepreneurial Orientation



Boardroom experiential learning, “how we evaluate and spend the hypothetical HKD10M” on investment opportunities – ACY mentorship



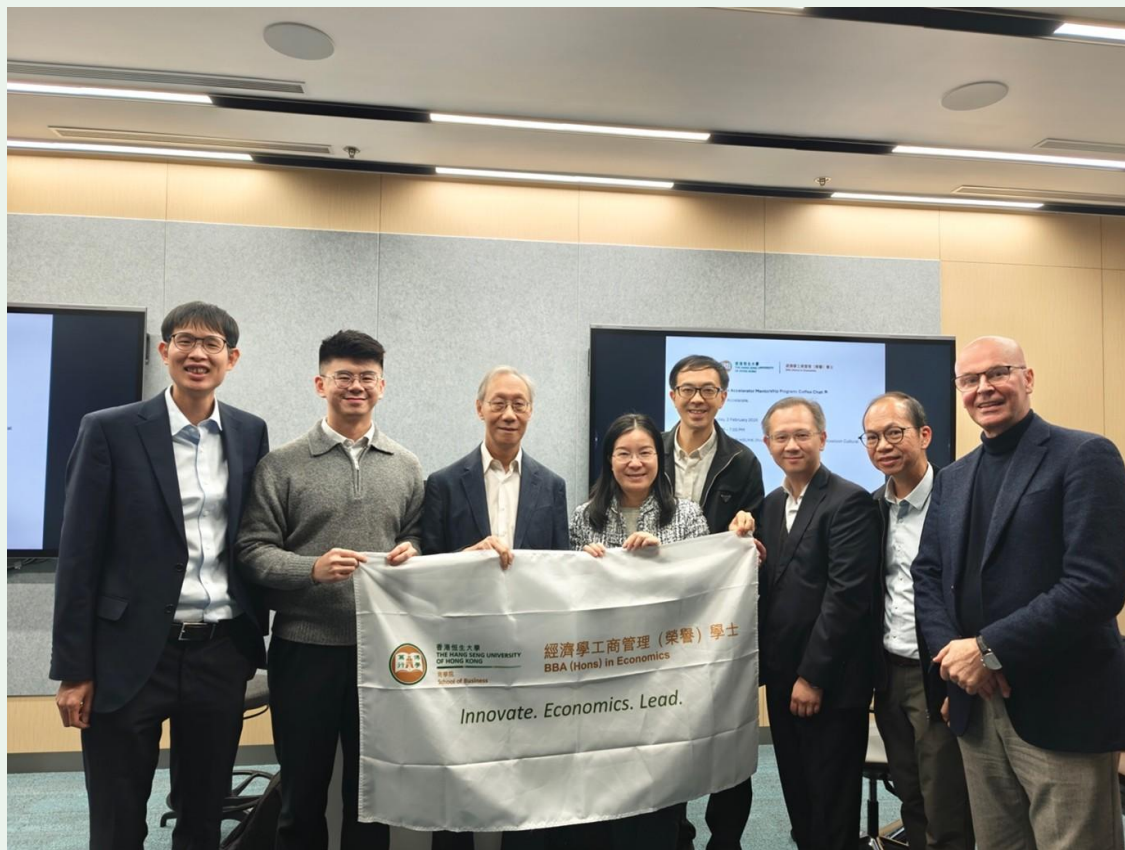
Chief economist 101 – BBA-Econ Career Accelerator mentorship



Creative strategies to stay competitive – MKT alumnus from world one PR



Gain practical perspectives on innovation, leadership, and venture development - MSc – EM Advisors' Programme - Deloitte Advisory, Wizpresso, Hang Seng Bank and HairCoSys



Distinguished mentors supporting HSUHK SBUS – featuring mentors from Aberdeen Investment, Korean Development Bank, Standard Chartered, HKMA, Bank of China, HKTDC, Hang Seng Bank, WeBank, Google, HK Competition Commission, Huawei AI Finance, BNP Paribas. Come join us next! BBA – Econ Career Accelerator mentorship

Social Responsibility



AESIR.hk how AR and VR drive meaningful social impact



Chinese Culture Promotion – Papermaking and civilization



Practical safeguards and professional mindsets – ACY ICAEW ethics training



Pharmaceutical innovation? The unintended real effect of Drug Pricing Transparency Law - ACY mentorship

Research / Publication / Conferences

Published Papers this month



Chen, Linsey ; Cheng, Wui Wing ; Yao, Yiwei. / Liability Framework for Copyright Infringement in the Context of Artificial Intelligence : Insights from Chinese Case Law. In: European Intellectual Property Review. 2026.

(ABDC A Journal)



Sophia Chiyoung Cheong, Jae Hyen Chung, **Boys Will Be Boys, But Robots Can Help Them: Gender, Algorithmic Compliance, and Portfolio Performance**, Economics Letters, 2026, 112874, ISSN 0165-1765, <https://doi.org/10.1016/j.econlet.2026.112874>

(ABDC A Journal)

MSc-EM Programme Newsletter

Click [here](#) to access the January edition of the MSc-Entrepreneurial Management newsletter, in case you missed our highlights from last month.

Join us in March

March is an eventful month, especially we are having School Ceremony, join us with your family and friends to celebrate the success of students and faculty at the event.

Time: 19 March 2026, 5:00 – 8:00pm
Venue: D201 Auditorium, 2/F, Lee Quo Wei Academic Building, Yuen Campus, HSUHK



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