



# School of Business

# BIZ

# Newsletter



## Dean's message

Welcome to the School of Business!

Since the launching of the BBA Programme in 2010, the School of Business has provided our students with a liberal and professional learning environment. We are proud of having quality academic programmes and students, the excellent support from our dedicated staff members, and many partnerships in Hong Kong and around the world.

The School of Business is now exploring the application for International Accreditation by the Association to Advance Collegiate Schools of Business (AACSB) and the possibility to offer graduate programmes in business. We are also looking forward to our next move, the application for the Programme Area Accreditation (PAA), which would be a big step for the HSMC toward obtaining the University title.

I am truly honoured and delighted to be a member of this enthusiastic team. The School of Business is continuing to search for excellence. With the support from our School members, we would continuously explore the diversity of quality higher education.

I hope that the Biz would give you new insights into our School. I look forward to working with our stakeholders to take our students and School to a new height of success!

Professor Raymond W. So, JP

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## News of School of Business

### School of Business

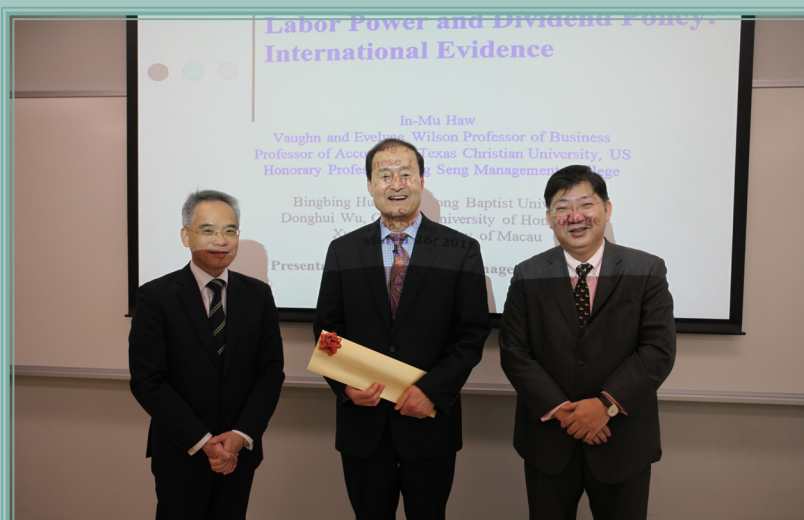
### HKQF Conference



On 26 November 2014, Professor Raymond So and Dr Felix Tang participated in the Hong Kong Qualifications Framework (HKQF) Conference, which aims to explore global trends and issues of developing qualifications frameworks (QF), to promote dialogues among countries and regions with advanced QF systems, and to kick-start the technical alignment between the Hong Kong QF and the European QF through keynote speeches, roundtable discussions and parallel panel sessions.

### Distinguished Lecture: Labor Power and Dividend Policy: International Evidence

On 26 March 2015, the School of Business and the Department of Accountancy were honoured to invite Professor In-Mu Haw, Honorary Professor, Department of Accountancy of Hang Seng Management College, to deliver a Distinguished Lecture on "Labor Power and Dividend Policy: International Evidence". The research investigates how the relative legal strength of labor vs. shareholders influences corporate payout policy. Using a sample of 246,689 firm-year observations from 42 economies, Professor Haw finds that labor power is associated with significantly lower dividend payouts in weak shareholder protection countries. The study offered a new perspective on labor power and dividend policy. The presentation progressed very lively and attracted a lot of dynamic and interesting discussions. Participants were inspired by Prof Haw's findings and insightful comments.



President Simon Ho and Professor Raymond So presented a souvenir to Professor Haw (middle).

## BBA Programme

## Personal Tutor Meeting



The BBA Personal Tutor Meeting was held on 30 October 2014 at the College Auditorium. It aims at providing a platform for BBA students to share their campus lives and learning experiences and for tutors to render advice as appropriate. The meeting began with welcome remarks delivered by Dr Felix Tang, Associate Programme Director of the BBA Programme, followed by a relaxing tea gathering. Students had a vivid discussion with their tutors on their hostel lives, extra-curricular activities and personal development issues. Students and Tutors both had a great time.

## Inauguration of the 5th SABA (Session 2015/16)



The 5th Inauguration Ceremony of the Student Association of Business Administration (SABA) (Session 2015/16) was successfully held on 17 March 2015. The catchphrase for the year is "Navigate towards Success, Create for Consecration". Serving more than 2,500 student members from all academic years of HSMC, the 5th cabinet endeavors to serve student members by organizing a wide-range of activities to equip them for future challenges and to expand their social circles.



## Departmental News & Events

### Accountancy

#### Briefing Session of Professional Bodies

In order to provide our students with more information regarding the accountancy-related professional bodies, the Department of Accountancy organised a briefing session on 19 November 2014.

Representatives from FOUR professional bodies introduced their institutes/associations and professional qualification requirements, including the Association of Chartered Certified Accountants (ACCA), CPA Australia (CPAA), Hong Kong Institute of Certified Public Accountants (HKICPA) and Hong Kong Institute of Chartered Secretaries (HKICS).

More than 140 students joined the event and most of them found the briefing informative and actively involved in the Q & A session.



#### Staff Development Seminar

On 8 December 2014, the Department of Accountancy organised a Staff Development Seminar and invited the Honourable Professor Jeong Bon Kim (金正本教授), Department Head and Chair Professor of Accountancy at the City University of Hong Kong, to present his most recent research study on the relation between a firm's adoption of extensible Business Reporting Language (XBRL) and the breadth of share ownership of the firm.

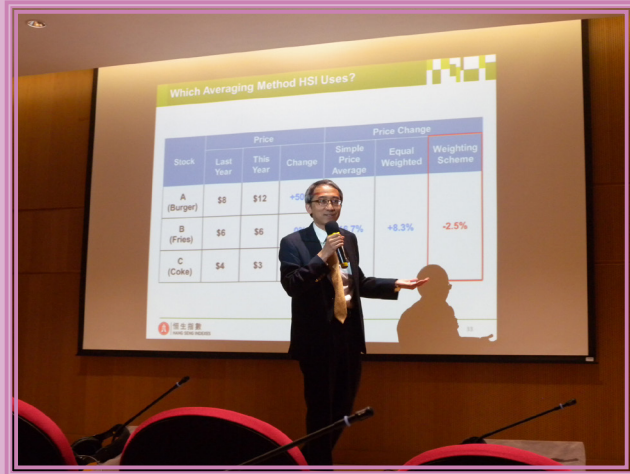
In the Seminar, Professor Kim shared the functions of XBRL with the audience and how XBRL facilitates a transparent information environment, which helps to reduce the time required by the financial information users to access and process the financial data of different companies. Throughout the presentation, Professor Kim and our colleagues had many interesting and fruitful discussions on different aspects of accounting research. All our colleagues found the Seminar informative and inspiring.



## Economics &amp; Finance

## Talk: Insights into Index Industry

The Department of Economics and Finance (EAF) invited Mr Vincent Kwan, Director and General Manager of Hang Seng Index Company Limited (HSI) and his colleague Ms Viviane Ho to share experience and expertise in the index industry with our students and staff on 5 March 2015. Mr Kwan introduced the history of the index industry in Hong Kong and briefly explained the impacts of various types of methods on index valuations and the averaging method which HSI currently adopts. There were a lot of dialogues and interactions among Mr Kwan, the students and academic staff.



## Talk: Invest in Your Future (運用好「投」腦 - 股票篇)

On 2 April 2015, the Department of EAF was honoured to have invited Mr Peter Yau, Manager of the Investor Education Centre (IEC), a subsidiary of the Securities and Futures Commission (SFC) to deliver a seminar to students on investment. Mr Yau introduced the Hong Kong stock market and various types of stocks to students, such as Blue Chips and Red Chips. To let students get the gist of investment, Mr Yau cited real-life examples, brought students by way of illustration at the talk and introduced an interesting booklet "Start Money management Early" to students for reference. During the Q & A session, students proactively raised their queries about the stock market and sought for tips on how to manage their money wisely. All in all, the talk was well-received and students' awareness on risk and investment was greatly enhanced.





## Departmental News & Events

### Marketing

### Junzi Corporatopm Award Presentation Ceremony 2014

In a celebratory atmosphere, the 2014 Junzi Corporation Award Presentation Ceremony was successfully held on 6 January 2015.

For the fourth consecutive year, the College, has organised and supported the quest of a meaningful large-scale public survey—the Junzi Corporation Survey. Organising parties include Marketing Department of the School of Business, Journalism and Communication Department of the School of Communication, Communications and Public Affairs Office, the 4th Marketing Society and the Students Association of Journalism and Communication.

The Survey evaluates the extent to which corporations' actions are in accordance with the Confucian concepts of Junzi and its five virtues, namely "Ren", "Yi", "Li", "Zhi", "Xin" (仁、義、禮、智、信). With rigorous questionnaire design and data analysis, the survey was conducted near MTR stations and in shopping malls all over Hong Kong. It reflects the genuine perception of the Hong Kong public regarding business ethics.

We were greatly honoured to receive guests from various academic and business backgrounds, including Dr David Wong BBS JP as our officiating guest, Ms Susanna Chiu, 2013 President of the Hong Kong Institute of Certified Public Accountants, Professor Alan Tse, Professor of Department of Marketing of The Chinese University of Hong Kong, along with representatives from awarded enterprises who came to receive their awards and share their insights on business ethics. Prof Simon S M Ho (President), Prof Gilbert Fong (Provost), Dr Karen Chan [Vice-President (Organisational Development)], Prof Scarlet Tso [Associate Vice-President (Communications and Public Affairs)], Dr Tom Fong [Associate Vice-President (Student Development and Campus Services)], Prof Lau Ho Fuk (Professor Emeritus of Department of Marketing) and Deans from all Schools welcomed and congratulated the awardees.

This year there was a total of 22 awards. Fourteen companies received the Junzi Gold Award while three of them also received the Exemplary Business Award. The Ren Award, Yi Award, Li Award, Zhi Award, and Xin Award were awarded respectively to companies with the highest score in specific virtue areas.



### Lecture Series

The Department of Marketing invited three local and overseas scholars to present their research in the first semester of 2014/15.



#### Research Seminar 1

Date : 24 October 2014

Topic: What does your selfie say about you?  
Using online social media to predict personality  
and design marketing communications

Speaker: Dr Lin Qiu,  
Nanyang Technological University,  
Singapore

#### Research Seminar 2

Date: 30 October 2014

Topic: Unpacking the Creative Benefits of  
Multicultural Experience: the role of cognition,  
emotion, and motivation presented

Speaker: Dr Angela Leung,  
Singapore Management University,  
Singapore



#### Research Seminar 3

Date: 20 November 2014

Topic: Understanding Counterfeit Consumption  
in Hong Kong and Mainland China

Speaker: Dr Tian Vane-Ing,  
The Open University of Hong Kong,  
Hong Kong





## Departmental News & Events

### Talk: Real Life Marketing Practices



On 5 February 2015, Ms Vivian Wong, Product Manager of DKSH, a leading marketing expression services group in Asia, shared her working experience in the marketing field with more than 50 HSMC students. The event was co-organised by the Department of Marketing and the Student Affairs Office.

### Tea Gathering for Prospective Marketing Students



On 26 March 2015, the Department of Marketing introduced the Marketing Concentration and career prospects of marketing graduates to prospective Marketing students.

### Student Sharing: Start-up Business

On 2 April 2015, two of our year 4 BBA Marketing students (Mr Nova ALTESSE and Mr CHONG kam Mun, Stephen) and their business partner Mr CHAN Miu Cheong, Desmond, an HSMC alumnus, shared their successful experience in planning for and running a start-up company. Their insights and stories kept the audience engaged throughout their presentation and the Q&A session.



## Management

## Conference: Entrepreneurship and Innovation: Gateway and Barriers

A conference on “Entrepreneurship and Innovation: Gateway and Barriers” funded by the Research Grants Council was hosted by the Department of Management on 16 March 2015, with the major objective to provide scholars, educators, and entrepreneurs a platform for discussion on the impact of entrepreneurial and innovative theory and practices. It was featured by two prominent keynote speakers from local and overseas universities as well as a panel of academic speakers to share their ideas and experience in the plenary sessions. Besides, a panel of local entrepreneurs with more than 30 years of business experience shared their views of possible approaches to survive the industry downturn.

In the roundtable discussion, guests and faculty members from departments together with facilitators bridged the gap between the theoretical and practical approaches. To explore possible practices and strategies of the industry to capture market opportunities, a day trip to a factory in Dongguan, PRC was organised on 17 March 2015. The factory management team shared their experience on recent product development and operations.

The conference was well-attended and the feedback was positive.

For details, please refer to : <https://ei.hsmc.edu.hk/main.php>





## Achievements & Activities

### Accountancy

#### ACCA Hong Kong Business Competition 2014

Congratulations! A team of BBA students was shortlisted for the Top 20 of the ACCA Hong Kong Business Competition 2014 (Degree's category) and awarded as one of the Judges Commendation teams. This is the second consecutive year in which our degree students were shortlisted for the competition.

The competition aimed at equipping accounting and business students with basic accounting knowledge, business analytical skills and communication skills required by employers.

We are proud of the students who made great effort and showed their talents in the competition.

Students received a certificate from the ACCA in the prize presentation ceremony, held in Conrad Hong Kong on 22 November 2014.



Team members: (from right to left) Ms WONG Kwan (BBA-3), Ms CHEUNG Man Yin (BBA-3), Ms POON Ka Wai (BBA-3) and Ms YEUNG Po Yee (BBA-3).

#### HKICPA QP Case Analysis Competition 2014

A team of BBA students entered the final round of the HKICPA QP Case Analysis Competition 2014. The team members included Mr NG Cheuk Hei (BBA-3), Mr LEUNG Chun Wai (BA-Eng-3), Mr YUEN Kai Hou (BBA-3) and Ms AU Hiu Yan (BBA-3).

In the final round of the competition, the team was required to give a short oral English presentation on their analytical reports which had been submitted in the second round.

The oral presentation and prize presentation ceremony was held on 29 November 2014. Our students presented their analytical reports in front of the adjudicators, university students and over 100 guests.



## Achievements & Activities

### The 18th ACCA Community Day 2015

The 18th ACCA Community Day 2015 was successfully held on 18 January 2015 in Central. The event aimed to raise funds for Enlighten – Action for Epilepsy, Harmony House and Jubilee Ministries. A total of HK\$1.2 million was raised this year. Over 800 participants from different accounting firms, multinational companies and institutions were connected for one goal - contributing to our community.

HSMC Accounting Society had the honour to be invited as one of the participants to the race competition for the Tertiary Cup this year. The exciting rickshaw race was the highlight of the day, which was filled with resounding cheers and sweat of the participants. Although the HSMC Team missed the medal by finishing the race in the fourth place, all the team members had a great day by gaining connections with different people in the profession as well as our community.

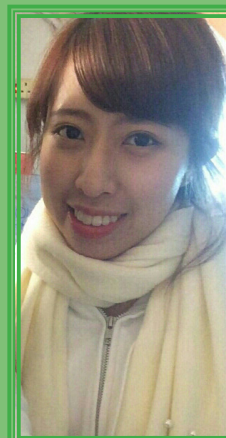


## Economics & Finance

### Bloomberg Champions Program

# THE BLOOMBERG CHAMPIONS PROGRAM

An Offsite Internship Initiative



Ms Lavender WONG and Mr Daniel CHAN, Year 3 students with a Banking and Finance concentration, have been appointed Bloomberg Champions of the HSMC. The Bloomberg Champions Program is a one-year offsite internship initiative offered by Bloomberg to institutions with installation of the Bloomberg Terminals on campus. The Program will equip the interns with the know-how and skills to fully adapt Bloomberg to the needs of the institution. Congratulations to Lavender and Daniel!



## Staff Updates

### Economics & Finance

#### Appointment of Financial Risk Manager



Mr LEE Wai Choi  
Senior Lecturer

Mr LEE Wai Choi was accredited as a Financial Risk Manager (FRM) in December 2014. The FRM is a qualification for risk management professionals, particularly for managers who are involved in analysing, controlling, or assessing potential credit risk, market risk, and liquidity risk as well as non-market related financial risks.

### Marketing

#### Prestigious Corporate Brands Awards 2014



Dr Haksin Chan (left) presented an award trophy to the representative of Eu Yan Sang International (余仁生[香港]有限公司) on 25 November 2014.

Dr Haksin Chan, Head of the Department of Marketing, was invited as a panel judge of the Prestigious Corporate Brand Awards (PCBA) 2014. The PCBA was organised by CUHK Business School's MSc in Marketing Programme and Ming Pao Daily. The purpose of the PCBA was to acknowledge the outstanding brand-building and brand-management performances of corporations and also to reinforce the important contributions that branding makes in the economy and in corporation development.



## Dean's Corner



### Public Service

- Appointed as a Member, Panel of Arbitrators under the Labour Relations Ordinance, HKSAR.
- Appointed as a Member of Standing Committee on Disciplined Services Salaries and Conditions of Service (SCDS), HKSAR.
- Member, Executive Committee of SAS User Group, Hong Kong.
- Reappointed as the Chairman, Finance Committee, Hong Kong Housing Authority.
- Reappointed as a Member of Small and Medium Enterprises Committee, HKSAR.



### Service in the Education Sector

- Reviewer, Multi-Year Research Grant (MYRG) of the University of Macau.

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