



恒生管理學院
HANG SENG
MANAGEMENT COLLEGE

BIZ

7th Issue Dec 2015

SCHOOL OF BUSINESS

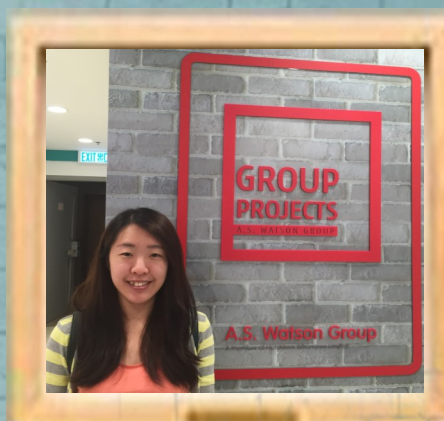




TABLE of CONTENTS

| | |
|--|--|
| P.02..... | <i>Dean's Message</i> |
| News of School of Business | |
| P.03..... | AACSB Accreditation Conference |
| P.04-05..... | School Academic Retreat 2015 |
| P.06-07..... | President's Reception for Parents, Teachers and Students |
| News of BBA Programme | |
| P. 08-09..... | Consultation Day |
| P. 10-11..... | Advisory Committee Lunch Meeting |
| P. 12-13..... | Orientation Day 2015 |
| P. 14..... | Personal Tutor Meeting |
| P. 15..... | Internship Briefing Session |
| P. 16-17..... | Information Day 2015 |
| Department News | |
| <i>Department of Accountancy</i> | |
| P. 18..... | BBA-CG Programme Advisory Committee Meeting |
| P. 19..... | Orientation Day 2015 |
| P. 19..... | Accountancy Reception 2015 |
| P. 20..... | The Deloitte Tax Championship (Case Competition) |
| P. 21..... | Women in the Accounting Profession Competition 2015 |
| P. 21..... | HKICPA and QP Scholarship 2015 |
| P. 22..... | ACCA Hong Kong Business Competition 2015 |
| <i>Department of Economics and Finance</i> | |
| P. 23..... | Orientation Day 2015 |
| P. 24-25..... | Departmental Retreat |
| <i>Department of Marketing</i> | |
| P. 26..... | Orientation Day 2015 |
| P. 26..... | Marketing Lecture Series 2015/16 |
| P. 27..... | Academic Activities: International Conferences |
| P. 27..... | Academic Activities: SME Seminar |
| <i>Department of Management</i> | |
| P. 28..... | Business Experience Sharing Series II |
| P. 29..... | Guangzhou Study Tour |
| P. 29..... | Orientation Day 2015 |
| Student's Corner | |
| <i>Students' Achievements and Activities</i> | |
| P. 30..... | Jumping Man 2015 / 校園見習生 |
| P. 30..... | Hong Kong-Singapore Partnership Forum |
| P. 31..... | The Most Valuable Companies in Hong Kong 2016 |
| P. 32..... | IIBD International Case Competition 2015 |
| P. 33..... | Barclays Apprenticeship 2015 |
| P. 34..... | Outstanding Academic Performance (AD Programme) |
| Staff News and Updates | |
| <i>News of Academic Staff</i> | |
| P. 35..... | First HSMC Teaching Awards 2014/15 |
| P. 35..... | Promotion |
| P. 35..... | Babies Boom |
| P. 36-37..... | New Staff Appointments |
| P. 38-39..... | <i>Dean's Corner</i> |



Greetings from the School of Business!

You may have noticed that various schemes, visions and blueprints for the development of the College have been realized step by step into great views. For instance, the College's HSMC Jockey Club Residential Colleges, which cater for our students' needs physically, academically and spiritually, are among one of the historical milestones we are proud to witness. And for our School of Business in particular, the clean pass of the revalidation of the BBA Programme (BBA-SCM Programme and BTB Programme have also successfully passed the revalidation) has proven the sustainability and qualifications of our academic programmes, and we are also pleased to welcome a large pool of academic staff with professionalism and enthusiasm for education on board in this academic year.

Still, we have many plans ahead. The School of Business is demonstrating its great strengths and vigour for the application of the International Accreditation by the Association to Advance Collegiate Schools of Business (AACSB) and meanwhile exploring the potential opportunity to offer the graduate programmes in business.

I am glad to see our students being nurtured by our enriched and comprehensive programmes throughout the years and one day they can embark their journeys with equipped skills and knowledge learnt in the College. I hope you can share our insights through reading the Biz and all the best for the bright future of HSMC!

Raymond So



To learn more about the AACSB international accreditation, which recognises quality management education, Professor Raymond So, Dean of School of Business, and Dr Brossa Wong, Associate Dean of School of Business, attended the AACSB Annual Accreditation Conference in Shanghai, China from 23 to 27 May 2015.

The Conference comprised of the Accreditation Business Seminar, Annual Accreditation Conference, Assurance of Learning Seminar and Accreditation Introduction Workshop.

With these highlighted events, participants were updated on the eligibility of achieving the business accreditation standards. For instance, the updated "15 Standards" of business accreditation, which cover the fields of requirements of intellectual contributions, sustainability of professional engagement, students' learning as well as teaching, were on deliberation.

(Middle) Dr Eileen Peacock, Senior Vice-President and Chief Officer, Asia Pacific, AACSB International



(Middle) Prof Tsang-Sing Chan, Shun Hing Chair Professor of Marketing, Lingnan University. He was the Speaker of the Session (A1) Standard One: Mission, Impact and Innovation.





The first School Academic Retreat was successfully held at the Regal Riverside Hotel on 19 June 2015 (Friday), with the participation of over 30 academic staff.

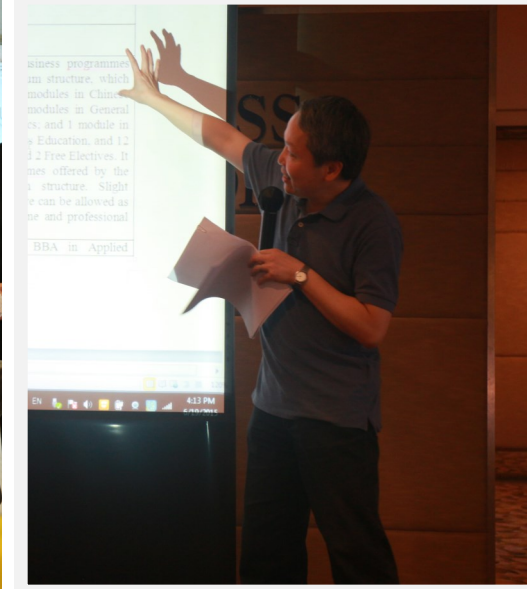
After the buffet lunch, the academic staff formed groups to discuss specific topics and share their views on school academic plan, key profile indicators, academic programmes development, research development and international and local accreditations. Each group was also invited to give a presentation after discussion, while the participants listened attentively and acknowledged others' opinions.

It was a pleasure to see the Retreat has served as a great platform to facilitate interactions between departments under the School of Business. The participants have been exchanging thoughts on the long-term development in educational goals while enjoying a relaxing Friday.



Exchange of ideas between participants through group discussions and presentations.

Participants were warmly welcomed at the reception.





Snapshots

The President's Reception for Parents, Teachers and Students 2015 was held on 10 October 2015 (Saturday) at the Fung Yiu King Hall, HSMC.

Professor Raymond So, Dean of School of Business and Director of BBA Programme, warmly welcomed the parents and students, introduced them to the Programme Directors/ Representatives and updated information of the four Programmes (BBA, BBA-CG, BBA-FA and BBA-MGT) offered by the School of Business.

There were great interactions between teachers and parents in the question and answer session. The guests were well-informed of the various aspects of the Programmes including their professional recognitions, career prospects, opportunities of further study, internship, student exchange programmes and campus facilities.





Snapshots

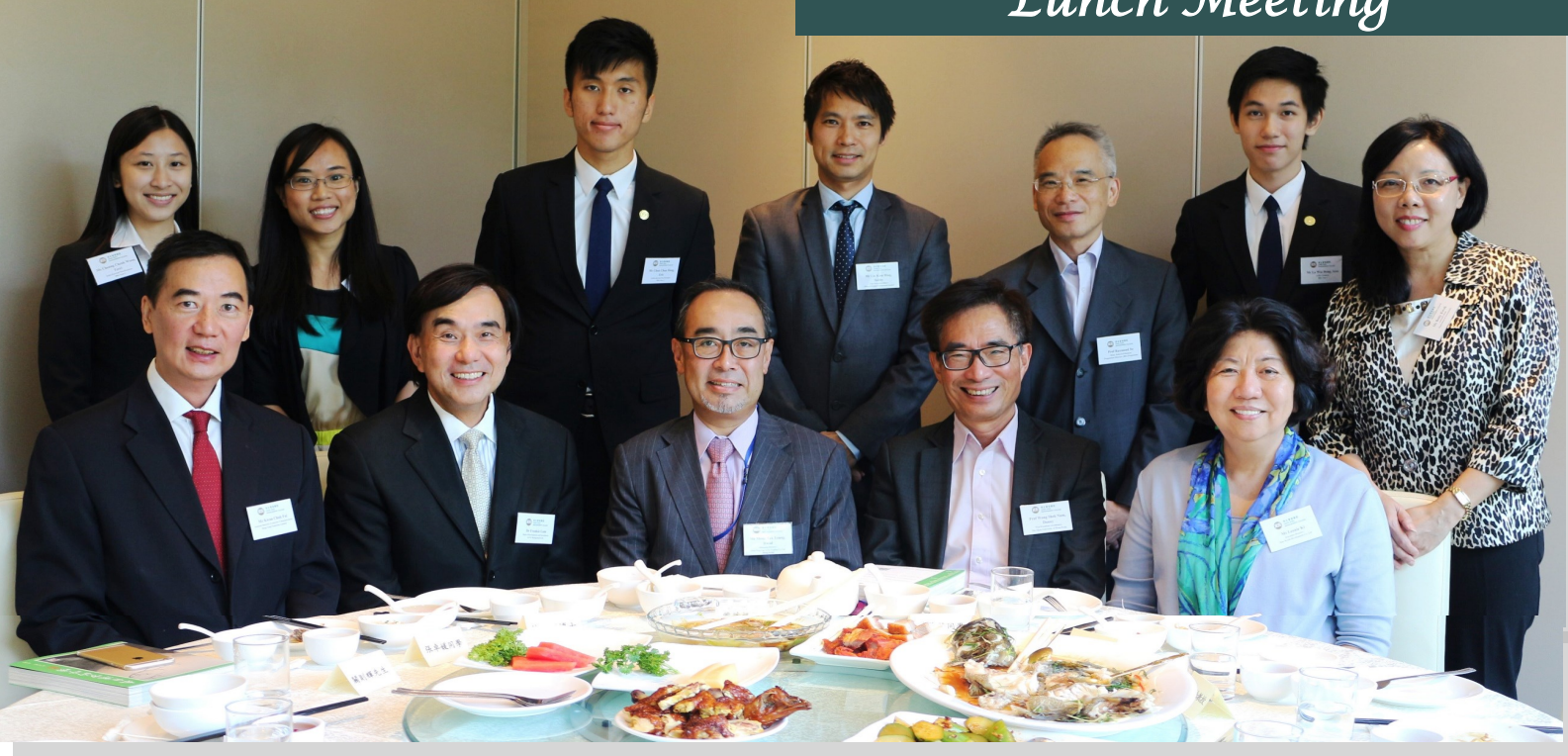


The Consultation Day 2015 for the BBA Programme was successfully held on 4 July 2015 (Saturday).



Featuring distinctive exhibition booths and information seminars, it was hoped that the guests could keep abreast of updated information of the 11 degree programmes. The Bachelor of Business Administration (Honours) (BBA) Programme invited Professor Raymond So (Programme Director) and Dr Felix Tang (Associate Programme Director) to give information seminars. Guests were well-informed about the BBA curriculum, admission criteria, outbound exchange, internship opportunities and professional bodies recognitions.

There were also great interactions between guests and the student helpers from the Student Association of Business Administration (SABA).





| Advisory Committee Members (2013-2016) | Title and organization |
|---|--|
| Prof Danny WONG Shek Nam (Chairperson) | Vice-President (Academic) The Open University of Hong Kong |
| Prof CHEUNG Wai Man | Professor Department of Decision Sciences and Managerial Economics The Chinese University of Hong Kong |
| Ms Leonie KI | Managing Director New World China Enterprises Projects Ltd. (Hong Kong) |
| Mr LIU Kam Hing, Bobby | Chief Executive Officer Milton Holdings International Ltd. |
| Mr David MONG Tak Yeung | Managing Director Shun Hing Electronic Trading Co Ltd. (Hong Kong) |

| Newly Appointed Members (2015-2018) | | |
|---|-----------------------------|---|
|  | Mr KWAN Chuk Fai, JP | Assistant Director Corporate Communications Hang Lung Properties Ltd. |
|  | Dr Frankie LAM | Head of Development and Investment LCW Management Limited |

The BBA Programme Advisory Committee Lunch Meeting was successfully held on 27 July 2015 (Monday) at the campus of HSMC.

This year, two new members, Mr Kwan Chuk Fai, JP and Dr Frankie Lam, are appointed as Advisory Committee Members and attended the lunch meeting with Prof Danny Wong, the Chairperson, and three existing members, Mr David Mong, Mr Bobby Liu and Ms Leonie Ki.

All the committee members have generously shared their insights, drawing references to the updated information of the BBA Programme including its academic structure, statistics and students' achievements. Their professional advice was highly appreciated, contributing to the development of the College and the Programme.

They also engaged the student representatives from the Student Association of Business Administration (SABA) in discussion on various social issues and inspired them with thoughts of a global vision on business opportunities and good personalities such as perseverance and responsibility.





The BBA Programme Orientation was held on 20 August 2015 (Thursday) at the College Hall.

After the warm welcoming speech and programme introduction delivered by Professor Raymond So (Dean of School of Business and BBA Programme Director), the members of the Student Association of Business Administration (SABA) presented their fabulous campus life at HSMC with awesome performances and videos.

The great moments captured the group sharing between teachers and students which encouraged the freshmen to embrace their campus life with excitements and expectations.





To provide a platform for BBA students to share their campus lives and learning experience and seek advice from their tutors, the BBA Programme Office held the personal tutor meeting in Semester 1, 2015/16 on 5 November 2015 (Thursday). Participants engaged in vivid discussions with their tutors on their exchange, internship experience and their views on career planning. Moreover, while the tutors rendered assistances to the students, they also gained insights from the students' feedbacks on programme and education. Both parties enjoyed the great time during the meeting.



To provide detailed information of the enrolment of the module, ITN3001 Field Experience (Job Placement), the BBA Programme Office conducted a briefing session for Year 2 or above BBA students on 19 November 2015 (Thursday).

Dr Lawrence Lo, the Internship Coordinator of the BBA Programme, kicked off with the introduction to the crucial guidelines for the application, such as the approval criteria, requirements and fulfillments. Besides, with the support of the representatives from the Career Planning Development under the Student Affairs Office, the participants were well-informed of the application procedures for College Internship, Minimum Wage Ordinance and Employment Law.

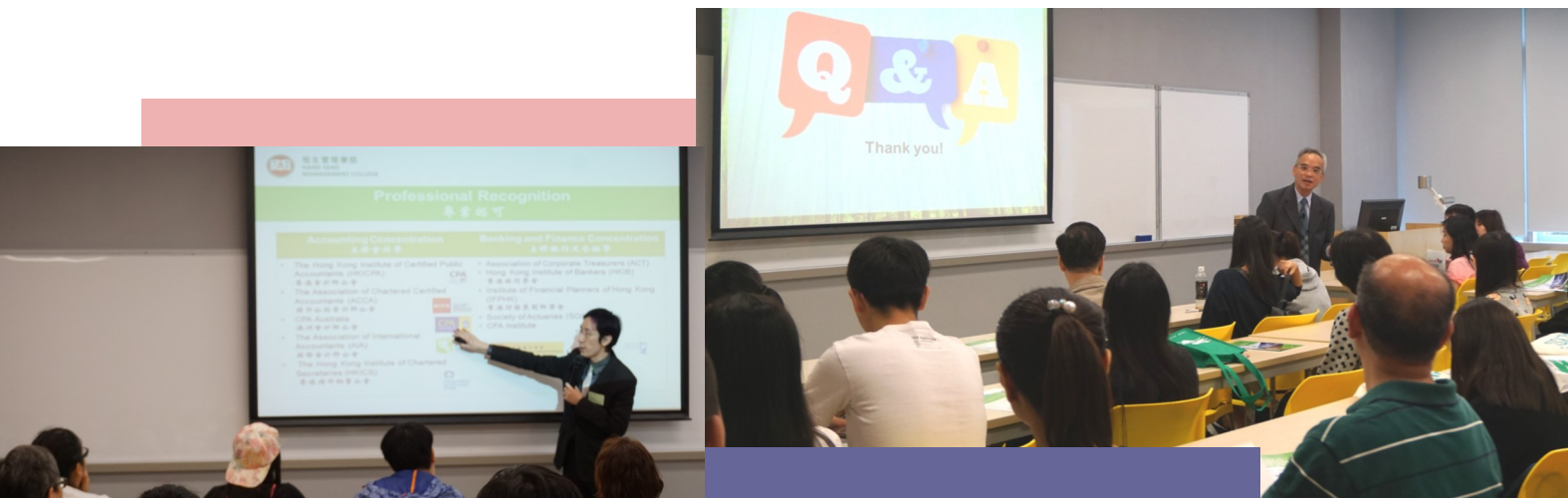
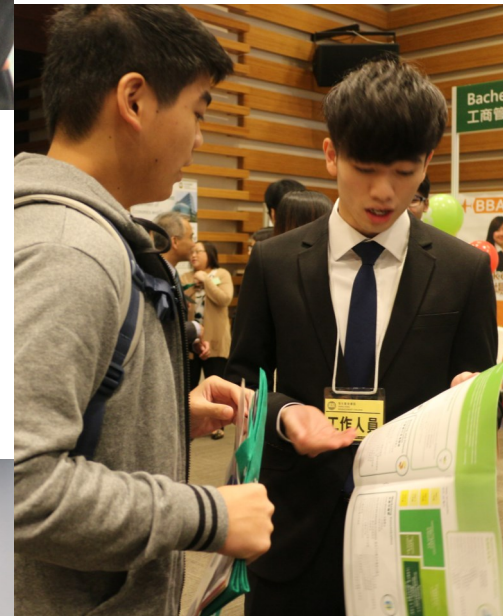


Dr Lawrence Lo provided internship details to students.





The Information Day held on 21 November 2015 (Saturday) was both informative and fun-packed. The BBA Programme set up booths and organised two sessions of seminars given by Professor Raymond So and Dr Felix Tang to introduce the characteristics of the Programme such as the curriculum, overseas exchange opportunities, internships and scholarships. This year, with the campus tours, excellent students' performances and delicious barbecued food, the guests were greatly entertained by a carnival-like atmosphere wafting the College.



Professor Raymond So and Dr Felix Tang conducted seminars to introduce the characteristics of the BBA Programme.



Orientation Day 2015

The College's Orientation Day was held on 20 August 2015 (Thursday) to welcome the new students from the BBA-CG programme and the BBA programme with Accounting Concentration (BBA-ACC), with about 60 students participated in the event. The Accountancy Department gave a briefing on the details of the BBA-CG programme, the accounting concentration structure and relevant College policies. Students also enjoyed a lot the refreshment, friendship and interactions with the teaching staff.



BBA-CG Programme Advisory Committee Meeting

The BBA in Corporate Governance (BBA-CG) Programme's Advisory Committee Meeting 2014/15 was successfully held on 15 June 2015 (Monday) at the campus.

It was the first meeting for the whole team to meet in person for a programme overview. Dr Brossa Wong, BBA-CG Programme Director, expressed gratitude to the members for their unwavering support, insightful sharing and enthusiasm in encouraging and guiding young people. Student representatives from the Students' Association of Corporate Governance (SACG) were also encouraged to grasp this valuable opportunity to interact with members. They shared their views on different issues related to the College life, social issues and job prospects.



Accountancy Reception 2015

The Department of Accountancy hosted its first Accountancy Reception on 31 August 2015 (Monday). It aims at providing an orientation to BBA Year 3 and 4 students with Accounting Concentration. It also addressed issues relating to their curriculum such as the pre-requisites for modules, graduation requirements of the programme, pathways to enter the accountancy profession, the traits of different professional bodies and some useful hints on job-hunting including a briefing on the Big-4 recruitment process. Moreover, a recent graduate has been invited to share his past experience in accomplishing the study, attempting the professional examinations, and securing the job offer.



The Deloitte Tax Championship (Case Competition)

The Deloitte Tax Championship, organized by Shanghai Deloitte Tax Ltd. and Deloitte Tax Research Foundation is a key event for university students in Greater China Region. This year's competition has attracted participants from 66 top universities in 30 cities. The Regional Competition was held on 29 August 2015 (Saturday). It comprised a simulated business case study and an intense quiz on tax regulations and practice knowledge.

This has been the very first time for our College to participate in the competition as an invited institution. A team of four Accounting students representing HSMC competed with the other 10 teams from universities in Hong Kong and Macau. After going through two rounds of intense competition, our team has ultimately won the third place.

For more details, please visit: <http://www2.deloitte.com/cn/en/pages/tax/topics/deloitte-tax-championship.html>



(behind) Dr Julia Liu, the advisor and the Assistant Professor of Accountancy Department

(front row, from left) Team members from BBA Year 4 with Accounting Concentration: Ms Angel Liu Yuen Kwan, Mr Daniel Wong Pok Leung, Mr Alexander Lee Yiu Chun and Ms Flossie Wai Yi Chun.



Women in the Accounting Profession Competition 2015



Two students, Mr Ricky Wong Cheuk Yin and Ms Sally Ho Wing Hei from BBA Year 4 with Accounting Concentration, participated in the "Women in the Accounting Profession Competition 2015" organized by the Association of Women Accountants (Hong Kong) Limited in May 2015. Ricky and Sally won the second runner-up prize in the Competition and secured two valuable internship opportunities in two companies in which two of the judges are serving. To outshine other rivals, Ricky and Sally have provided a detailed analysis on the career development of women accountants in Hong Kong through an interesting presentation with some interesting and professional self-made video clips.

For more details, please visit: <http://www.awahk.hk/en/events/newsflash/2014/06/01/2015-WAP-competition/>

HKICPA and QP Scholarship 2015



Four students from BBA Programme with Accounting Concentration received the awards from the HKICPA on 19 September 2015 (Saturday). The awardees of the QP Scholarship 2015 are Ms Aman Wong Pui Man (4th right, graduated in 2014/15) and Mr Nelson Kan Tsz Wa (3rd right, graduated in 2014/15) while the award-ees of the HKICPA Scholarship 2015 are Ms Lin Hei Man (2nd left, Year 4, 2015/16) and Mr Lee Alexander Yiu Chun (3rd left, Year 4, 2015/16)

For more details, please visit: <http://www.hkicpa.org.hk/en/become-a-hkicpa/scholarships-and-awards/>



ACCA Hong Kong Business Competition 2015

Four Year 4 students from the BBA Programme with Accounting Concentration, Ms Bonnie Yu Hoi Lam, Ms Bernini Leung Chin Wai, Ms Christie Lam Man Ting and Ms Claudia Chong Oi Shan, won as the first runner up in the ACCA HK Business Competition 2015. What's more, they were honorably awarded two more prizes including the Best Proposal Award and the Most Creative Team. Credits also go to their Advisers, Ms Betty Kwok, Dr Heather Lee, Mr Chris Cheng and Dr Eden Chow, who have given the participants rehearsal, advice and great supports.

For more details and the participants' sharing, please visit:

<https://www.facebook.com/video.php?v=977573788984760&set=vb.125574000851414&type=2&theater>

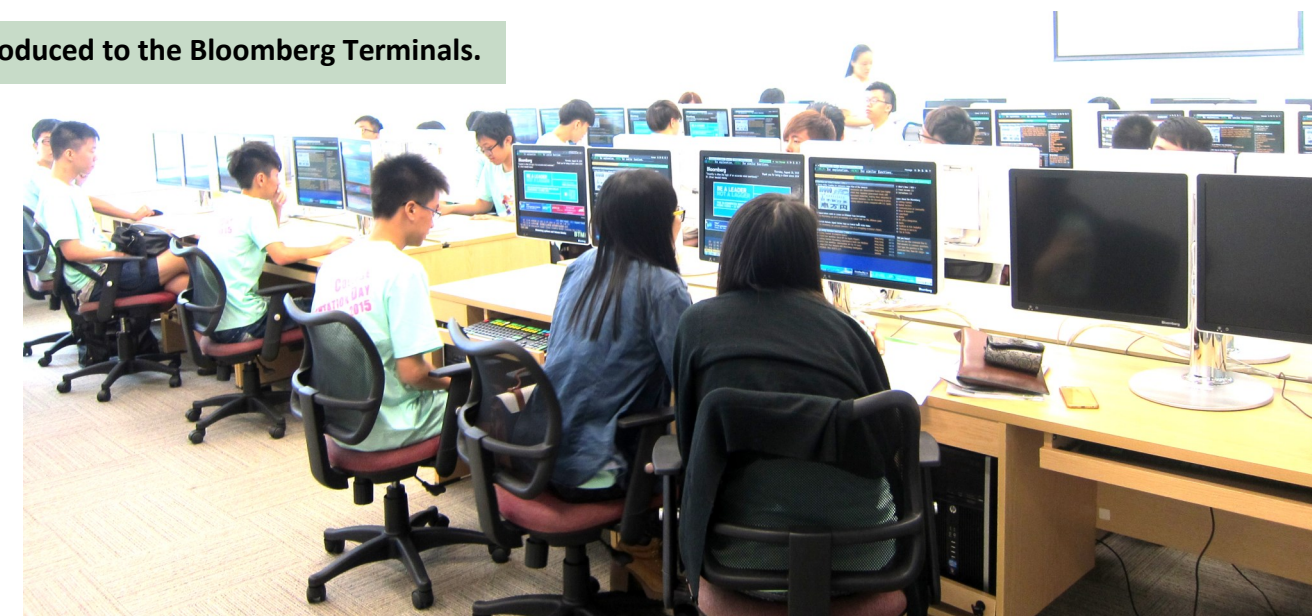


The Orientation for the BBA in Financial Analysis (BBA-FA) Programme and the BBA Programme with Banking and Finance Concentration (BBA-BAF) was held on 20 August 2015 (Thursday). Dr David Chui, the Programme Director of BBA-FA, officiated the event with a warm welcome and introduced the BBA-FA programme and BBA-BAF concentration programme curriculum and uniqueness, while other academic staff shared with students on programme challenges, external environment and the job market, and psychological readiness for a new life stage.

As far as the students are concerned, the games at the Financial Trading Laboratory would be the highlight of the orientation. Students were brought to the Financial Trading Laboratory to get hands-on experience on Bloomberg Terminals. Mr Bosco Yim, Financial Trading Laboratory Manager, ran the session and led a short competition to lift the excitement even further. Some students shared that they were very amazed by such a platform where many different sorts of data could be obtained, and supporting staff took the chance to meet and chit-chat with the students.

The rich content of the orientation filled up the heads of new students with necessary programme information, whereas the lunch buffet filled up their stomach instead. Teaching and supporting staff took the chance to meet and chat informally with the students.

Students were introduced to the Bloomberg Terminals.



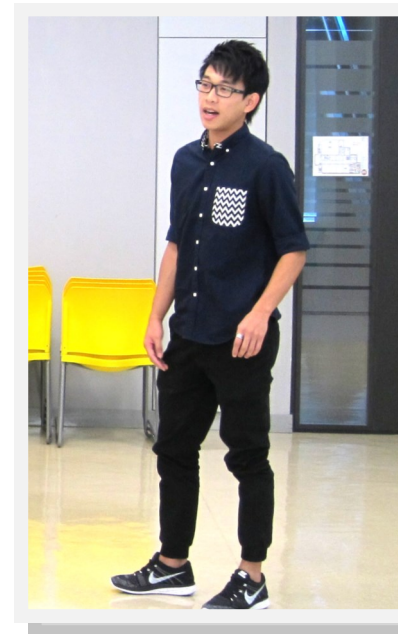


Departmental Retreat

The bi-annual Economics and Finance (EAF) departmental retreat was held on 25 August 2015 (Tuesday) for the purpose of reflection on the previous year, exercise of team building as well as discussing our strategic development in relation to the School and the College.

The retreat was well attended by members and a special welcome was given to the five new members joining the department. Dr David Chui (Head of the Department of Economics and Finance) gave an introductory speech to set the retreat going, followed by Dr Nigel Wilkins and Mr Alex Su sharing their first year teaching experiences in HSMC. One of the key focuses of this retreat is to convene a discussion on the impending Association to Advance Collegiate Schools of Business (AACSB) accreditation. Taking stock on the current EAF Department position in meeting the required AACSB standards, there were some breakout sessions to discuss practically how staff of the EAF Department can upgrade themselves to meet such standard.

The retreat also touched on areas for strategic development and drive on research. Some of the discussions on this retreat were the building blocks for the strategic direction for the Department. The retreat finished with a working lunch together to continue discussions.



Members are having a fruitful sharing and discussion session.





Orientation Day 2015

The orientation day for new BBA students with Marketing concentration was held on 20 August 2015 (Thursday). This year, apart from meeting students who were directly promoted from year 2 of our College, we also welcomed students admitted from other tertiary institutions.

The event began with Dr Haksin Chan greeting the new students, followed by Mr Alex Lau introducing the recommended study plan and Marketing modules. Dr Susanna Kwok and Dr Lawrence Lo then gave a quiz on marketing knowledge. Students actively participated in discussions with their teachers while enjoying snacks and drinks in the gathering.



Dr Haksin Chan (Head of Marketing Department) greeting new students.



Dr Haksin Chan at the International Conference on Marketing, Logistics, and Management in Sapporo, Japan.



Dr Felix Tang at the 2015 Global Conference on Asian Business in Phuket, Thailand.



Dr Kenneth Kwong at the 18th Academy of Marketing Science World Marketing Congress in Bari, Italy.



Dr Fanny Chan at the presentation at American Academy of Advertising Global Conference in Auckland, New Zealand.

Marketing Lecture Series 2015/16



Topic: “Does Third-party Logistics Create a Synergistic Effect on Firm Performance?”

Speaker: Dr Kenneth Kwong
(Assistant Professor, Department of Marketing, HSMC)

Date: 29 October 2015 (Thursday)



Topic: “The Effect of Prior Disclosure of Product Placement in Movies,”

Speaker: Dr Fanny Chan
(Assistant Professor, Department of Marketing, HSMC)

Date: 29 October 2015 (Thursday)



Topic: “Investigating International Marketing Relationships: A Study of Sino-Anglo Import-Exporting Behaviour”

Speaker: Professor Bradley R. Barnes
(Assistant Dean of Research, Professor, International Management and Marketing, Sheffield Business School, UK)

Date: 3 November 2015 (Tuesday)

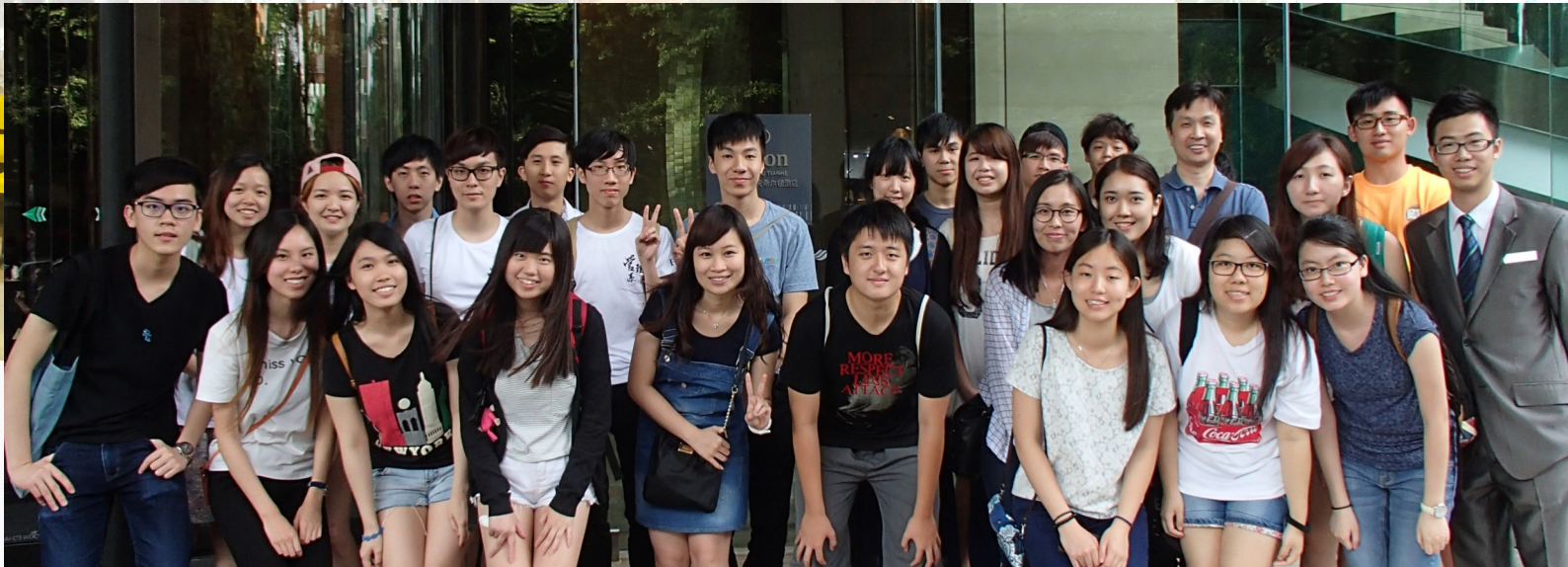
SME Seminar : Branding Strategy in the Era of Mobile Networking



On 29 October 2015 (Thursday), an SME seminar on “Branding Strategy in the Era of Mobile Networking” was held at the Hong Kong Central Library. Dr Susan Kwok of the Department of Marketing spoke the topic “Brand Building in the Interactive Digital Ecosystem.” The seminar was co-organised by The International Institute of Management, Hang Seng Management College, the Support and Consultation Centre for SMEs of the Trade and Industry Department and The Hong Kong General chamber of Small and Medium Business.



In order to have better understanding on the service industry, the Department of Management and the Student Association of Management (SAM) have jointly organized a study tour to Guangzhou from 28 to 29 May 2015. Through the visit to Guangzhou Baiyun International Airport and Hilton Hotels & Resorts, students could have an in-depth understanding on the dynamic hospitality industry, which include human resources management and operation management. Crisis management is also another critical issue that students may learn from this fruitful trip.



Business Experience Sharing Series II

The second seminar of the Business Experience Sharing Series was held on 24 April 2015 (Friday). Two entrepreneurs who have offered valuable internship to our students were invited as guest speakers.

Mr C. M. Leung, the Managing Director of Lung Cheong Digitech (H.K.) Company Ltd., shared some ups and downs when operating his business. Through the product samples, participants have gained a comprehensive understanding on product development of different industries.



Mr C. M. Leung and Mr Eric Wong were giving impressive sharing on their road to the entrepreneurship and how to manage the business.

While Mr Eric Wong, the Chairman of Ericorps Creation (HK) Ltd., has inspired our students through his successful experience. He pointed out some of the personalities that lead him to success and encouraged students to strive for excellence.

It was our pleasure to receive all the advisable guidance from the guest speakers in the sharing session.



Orientation Day 2015

The Orientation Day of the BBA in Management Programme (BBA-MGT) was successfully held on 20 August 2015 (Thursday). Prof Irene Chow, the Department Head of the Management Department and Programme Director of the BBA-MGT Programme, delivered a warm welcoming speech to the freshmen while the teaching staff expressed their expectations towards the new academic year. In order to cultivate the sense of belongings, some senior students from the BBA-MGT programme were invited to share their own learning experience and school life in HSMC. All the BBA-MGT members enjoyed the great time during the orientation.



Jumping Man 2015 校園見習生



Congratulations to Ms Rachel Chan Ting Ting (Year 4 BBA-MKT), Ms Karen To Ka Wai (Year 4 BBA-MKT), Mr Daniel Wong Pok Leung (Year 4 BBA-ACC), Mr Felix Chan Chun Hong (Year 4 BBA-BAF) and Mr Nick Chan Chun Wah (Year 4 BBA-ACC), who formed the team "Free Riderssss" and won Champion in Jumping Man 2015 organised by CTgoodjobs and the partnering organisations - Orbis and Tencent.

The team has demonstrated their brilliance and strategies in the three missions of making marketing plan, advertisements and presentations for the three organisations respectively, outshining the rivals and winning HK\$30,000 plus the internship opportunities.

For more details, please visit: <http://www.ctgoodjobs.hk/events/jumping-man-2015/>



Hong Kong – Singapore Partnership Forum

Mr David Poon Tin Wai (1st right), a BBA Year 4 student with Marketing Concentration, served as an intern at the Hong Kong Economic and Trade Office (Singapore). During his internship, he attended the "Hong Kong – Singapore Partnership Forum" on 24 July 2015 (Friday) and encountered President Simon Ho amidst the forum. He was honorably invited to take a photo together with Dr Jonathan K S Choi (2nd left), Permanent Honorary President of The Chinese General Chamber of Commerce (CGCC) and The Hon Mrs Carrie Lam (2nd right), Chief Secretary for Administration, HKSAR.



The photos captured and the interview articles from the Most Valuable Companies Hong Kong 2016 ceremony.

Ms Elaine Shiu Yin Ning, a Year 4 student from the BBA Programme, has erected her jewellery business, the SHANHU LTD, and become a young entrepreneur leading the market of coral industry in the Asia-Pacific. This year, it is an unprecedented honour for her company to receive the award of "The Most Valuable Companies in Hong Kong 2016".



SHANHU LTD.

A Rare and Precious Jewel

A strong belief in herself and a deep understanding of customer behaviour has made a growing business for young entrepreneur ELAINE SHIU YIN NING.

Shanhu Ltd., a wholesale company in the business of selling Sardinian coral from Italy, has since inception captured the hearts of jewellery lovers and amazed fans worldwide.

"In 2012 I encountered the Italian jewellery company Enzo Liverino S.R.L., a well-known entity with over 120 years of expertise in coral. They in many ways represent the coral industry and guarantee top quality. Seeing huge market potential in Asia, I started Shanhu in Hong Kong as a base, becoming the only coral distributor from Enzo Liverino S.R.L. within the Asia-Pacific," says founder Elaine Shiu.

What Customers Want

Throughout the last few years, the demand for coral has increased substantially, particularly with Chinese culture, which associates it with luck because of its red color. This resulted in coral becoming lucrative luxury jewelry.

"While demand increases and we at times experience shortage, our top priority is ensuring the very best quality for our customers," says Shiu. "One way we do this is by dividing the quality of coral into seven levels, so customers know exactly what they acquire, as well as its inherent quality. As understanding the market is crucial to growth, we perform market research on a regular basis to better grasp traditions, attitudes and trends within the population, such as Buddhist use of coral to make '108 bead necklaces' for praying, etc.

"Among many plans for further



Elaine Shiu Yin Ning,
Shanhu Ltd. CEO.

integration and market expansion, we are heavily engaged in cooperation plans with Chinese companies located in first tier cities, to gain a larger market share in China," says Shiu. Throughout, Shanhu maintains a close relationship with Enzo Liverino S.R.L., reinforcing the product's Italian origin and association with top quality.

Social Responsibility

"I was interviewed by Oriental Daily regarding the identification and separation between natural and artificially dyed coral. This important aspect sets us apart from many competitors. We consider this a crucial process in today's industry because of a significant portion of artificially dyed coral in the market, which customers may buy unknowingly. It is therefore important to us to guarantee that our products are 100% natural.

"We are working closely with the World Jewellery Confederation (CIBJO) to protect the industry. Together, we published the CIBJO Coral Blue Book in

September. This internationally recognized legal book regarding coral aims to protect the industry against artificially dyed coral by mitigating existing loopholes and establishing a common legal framework, greatly benefitting our customers and maintain the reputation of the industry as a whole. A crucial concept to our business model is that we not only focus on profit. We take corporate social responsibility very seriously, with a goal to educate customers in the identification of artificially dyed coral."

Success Secrets

"I think my strength lies in my attitude to work. As a young promising professional, I am extremely willing to learn more and further develop. I regularly visit jewellery and gem fairs all around the world, such as Italy, Basel, Germany, China, and Taiwan. Through these experiences I have learned a lot and enhanced my professional network.

"I also consider my young age to be an asset in the sense that I am not afraid of challenges, and that through difficulties I attain key knowledge and experience to further my positive development – both as a person and as a businesswoman. Moreover, I believe it is crucial to grasp every opportunity, follow your dreams, and never give up. It is much better to have tried and failed than to have not tried at all."

Tenacity and exuberance aside, Elaine Shiu believes attentiveness to customer a vital trait in today's service-oriented business world. Her vast network of mentors, partners and colleagues has as she says, greatly contributed to her success. There remains a long way to go, but at least for Shanhu, it will be a bountiful journey. ■

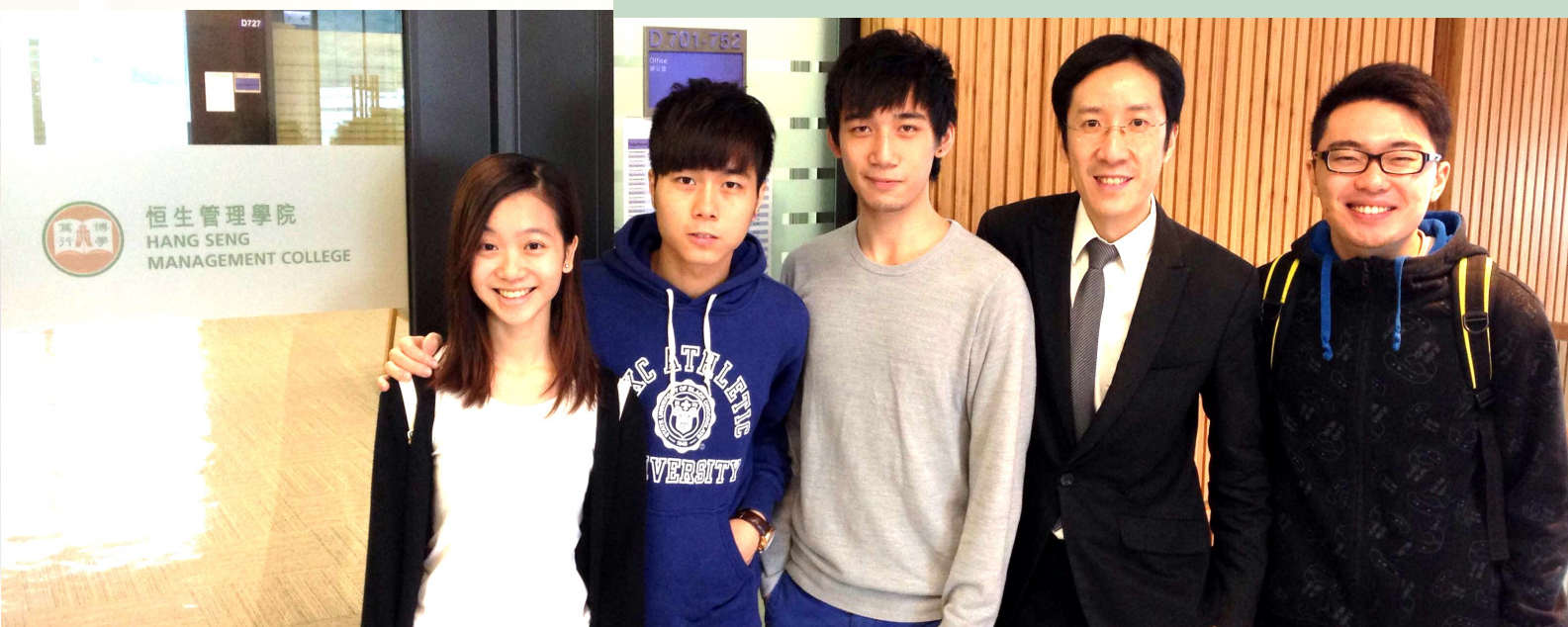
For additional information please visit www.shanhu.com.hk

IIBD International Case Competition 2015

Three Year 2 students from BBA in Financial Analysis (BBA-FA) Programme, including Mr Ho Shing Him, Mr Lee Chun Hin and Ms Cheng Nga Man, together with Mr Chan Yin To from Year 3 BBA Programme with Banking and Finance Concentration, had made great achievements in the IIBD International Case Competition 2015, which was organised by Wing Lung Bank International Institute for Business Development (IIBD) and the Chinese Businesses Case Centre, School of Business, Hong Kong Baptist University.

They had contended with students teams from 15 universities in 8 countries and accomplished a case analysis report solving a real world business problem in the 1st Round of the competition.

(from left), Ms Cheng Nga Man, Mr Chan Yin To, Mr Lee Chun Him, Dr Felix Tang (Advisor of the Competition) and Mr Selwyn Ho Shing Hin



PARTICIPANTS' REFLECTION

“It is the first time for our team to participate in such an international case competition. The theme for this year was “e-Business: Leveraging the Digital Edge – Amazon Fresh”. We had done an in-depth analysis on the online groceries market such as the competitiveness of Amazon Fresh when comparing with other established retail chains like Safeway. It was an interesting topic and we have learnt many things about the operations of the online grocery and tried to apply the theories learnt in the lectures. Last but not least, we would like to give thanks to the College for granting us this valuable opportunity and Dr Felix Tang for his encouragement and guidance.”

Barclays Apprenticeship Programme 2015

Mr Anthony Pang Man Yin, a graduate (2014) from BBA programme with Banking and Finance Concentration has been serving as Barclays' first Hong Kong based apprentice. It is a valuable and honorable opportunity for our student to engage in such a multi-national banking and financial services as the Barclays.



ANTHONY'S REFLECTION

“Working in a prominent investment bank is challenging, but enjoyable. So glad that I can work in Barclays and be the first apprentice in Hong Kong. In this apprenticeship program, I need to rotate job duties and thus I could be exposed to different sectors within the Finance teams such as the Financial Control, Taxation and Product Control.

Apart from working, it features lots of activities including monthly events (Junk Trip in August, Bubble Football in September, and Halloween Party in October), team gatherings (movie night, birthday lunch and BBQ) and volunteer work (charity walk, Barclays Citizenship etc.). Every moment in Barclays is filled with pleasure.

Now, I am studying for CIMA and CFA, and planning for ACCA and Master's Degree afterwards. Looking back, I do believe that my study life in HSMC has fully equipped me for my career in finance industry. I would like to thank the professors who are very helpful and knowledgeable. I wish my fellow schoolmates could have a bright future.”

Associate in Business Administration Programme (AD Programme): Outstanding Academic Performance 2014/2015

To further recognise AD students' outstanding academic achievements, students who obtained a G.P.A 3.5 or above in an academic year would be eligible for the award of the Certificate of Commendation. This honour will also be recorded in the academic transcript.

In 2014/15, 21 AD students were granted the award. Let's extend our sincere congratulations to the students who achieved this award.

List of Awardees

| | |
|--------------------|----------------|
| CHENG Man Ni | LEUNG Tsz Wai |
| CHEUNG Ho Yin | LIANG Shuqing |
| CHONG Wing Kit | MOK Hoi Yuet |
| CHOW Ka Man | TAM Hei Wa |
| CHUNG Tsz Yan | TO Lok Man |
| LAI Hau Wai Howard | WONG Cho Yan |
| LAI Wai Hin | WONG Cho Yi |
| LAM Yuen Yau | YEUNG Kit Yee |
| LEE Chi Pang | YIU Hing Ching |
| LEE Yun Hing | YUEN Cheuk Yin |
| LEUNG Ka Yan | |

Congratulations

First HSMC
Teaching
Awards 2014/15



Dr Felix Tang

Associate Professor, Department of Marketing Lecturer, Department of Accountancy



Ms Joey Lee

GREAT NEWS

Promotion



Dr Ben Cheng

Associate Professor



Dr Felix Tang

Associate Professor



Dr Victor Lau

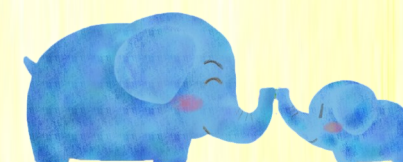
Associate Professor

Department of Economics and Finance Department of Marketing Department of Management

Babies Boom



(From Left) Dr Dongmei Li (Department of Marketing) with her daughter, Ms Patricia Ng's (Department of Management) daughter and Dr Ting Ting Xie's (Department of Marketing) child, Roselyn, in her 6 months.



Department of Accountancy



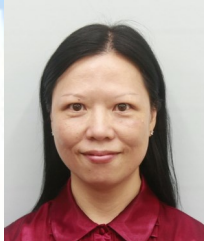
Dr CHEN Wei, Jerry
Assistant Professor



Dr LAW King Wai, Justin
Assistant Professor



Dr LUO Kim Wan, Rebecca
Assistant Professor



Dr WONG Wai Yee, Pauline
Assistant Professor



Dr CHEONG Tsun Se, James
Assistant Professor



Dr LI Jing, Victor
Assistant Professor



Dr SHEN Jianfu, Jeff
Assistant Professor



Dr SO Chiu Ki, Jackie
Assistant Professor



Ms SHI Shanshan
Senior Lecturer



Mr CHAN Ka Fung, Tony
Lecturer I



Ms WANG Zhichen, Stacy
Lecturer I

Department of Economics and Finance



Dr KWOK Wing Chun, Kaz
Lecturer I

Department of Management



Dr HUI Tak Yin, Ray
Assistant Professor



Dr LIAO Yi, Eko
Assistant Professor



Dr NG Wing Fung, Frank
Assistant Professor



Dr LAW Chiu Ming, Raymond
Senior Lecturer



Mr WANG Chongwei
Lecturer I

Department of Marketing



Dr LEUNG Kim Ping, Thomas
Associate Professor



Dr XIE Tingting
Assistant Professor



Dr YANG Xin, Morgan
Assistant Professor



Ms Lo Wai Ping, Maggie
Lecturer I (Part time)



Public Services

- Member, Executive Committee of SAS User Group, Hong Kong
- Reappointed as a Member of Small and Medium Enterprise, HKSAR
- Reappointed as the Chairman, Finance Committee, Hong Kong Housing Authority, HKSAR
- Appointed as a Guest-Editor of a special issue on Empirical Finance in Asia Pacific of the Journal of Financial Studies (indexed inEconLit and TSSCI), the official journal of the Taiwan Finance Association
- Appointed as a Member of Standing Committee on Disciplined Services Salaries and Conditions of Service (SCDS), HKSAR
- Appointed as a Member, Panel of Arbitrators under the Labour Relations Ordinance, HKSAR

Services in the Education Sector

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



Professor Raymond So spoke at the 2015 Hong Kong Institute of Human Resources Management Pay Trend and Benefits Seminar.



Professor Raymond So was a guest host at the InvestHK's Press Conference on Hong Kong's record FDI ranking in UNCTAD World Investment Report 2015.

The Director-General of Investment Promotion at Invest Hong Kong, Dr Simon Galpin (left), and Prof Raymond So, announce the results of the United Nations Conference on Trade and Development's World Investment Report 2015.



Professor Raymond So delivered a talk on "Asian Infrastructure Investment Bank and a New World Order" at Hong Kong University on 4 November 2015 (Wednesday).

Feel Free to give us some comments!



**Thank You
for your
reading !**



Contact Us:
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Hang Seng Management College,
Hang Shin Link, Siu Lek Yuen, Shatin, N.T.

(If you have any opinions, please email biz@hsmc.edu.hk)

