

HSMC REVIEW 2012-2013



恒生管理學院
HANG SENG
MANAGEMENT COLLEGE

Contents



Message from the Chairman, Board of Governors	2
Message from the Acting President	4
Message from the Chairman, Steering Committee on Campus Expansion	6
Vision, Mission and Strategic Objectives	8
Governance and Administration	10
Highlights of the Year	14
Feature Stories	20
Teaching and Learning	26
Students and Graduates	34
Scholarships and Internships	42
Global Connections and Exchange Programmes	46
Campus Development	56
Finance	60
Facts and Figures	61
Academic and Research Activities	62
Giving to HSMC	72






Message from the Chairman Board of Governors

In just over three years, Hang Seng Management College (HSMC) has made significant progress with expanding the scope and enhancing the quality of its academic programmes, teaching faculty and facilities. This rapid development has supported a fourfold increase in the number of students – from about 1,000 in 2010 to almost 4,000 in 2013 – benefitting from the College's focus on providing a well-rounded education.

Riding on its recent success, HSMC is moving closer to attaining university status in the next few years. High-quality teaching, academic research and scholarly work all contributed to positioning the College as a leading tertiary institution for business and management-related studies. To this end, HSMC will continue to invest resources in building international networks for student exchange programmes and in working with industry leaders to create internships and employment opportunities.

In early 2013, the Board and Council members joined faculty representatives and senior management for a strategic planning day to formulate HSMC's first Five-Year Strategic Plan 2013-2018. The Plan will guide the College as it charts its way to achieving our long-term goals. Under the overarching aims of becoming a university and producing civic-minded graduates with strong business skills, key areas of focus for the next five years include devising new teaching programmes, enhancing the quality of teaching and research capabilities, and encouraging high ethical and professional standards among students.





Following the stepping down of Dr H S Chui as President of HSMC in January 2013, the College conducted an international search to identify a successor. On behalf of the Board of Governors and College Council, I wish to warmly welcome Prof Simon Ho as the new President of the College, and to express sincere thanks to Prof Gilbert Fong, Provost and Dean of the School of Translation, for his strong support in taking on the role of Acting President during the interim period.

My heartfelt gratitude also goes to Mrs Margaret Leung, former Chairman of the Board of Governors and College Council, for her great leadership and tireless efforts in building the foundation for the College in its early years; and to all Board and Council members as well as academic and administrative staff for their immense contributions.

HSMC's mission is to nurture future leaders with strong work ethics, drive for excellence and a sense of social responsibility. With the dedication and hard work of academic and administrative staff and the continuing support of the government and the local community, the College will forge ahead to achieve its strategic objectives.

Ms Rose Lee Wai Mun
Chairman
Board of Governors

Message from the Acting President



Bumper Year

It was a bumper year for Hang Seng Management College in 2012–2013. In campus development, we witnessed the completion and occupancy of Sites A, B, and D, which means that the College has the essential facilities, in both teaching and student life, to meet the challenges of university education in the 21st century.

Site A boasts a three-storey, 4,000-square-metre library with the latest in technological development, housing a total of more than 160,000 print and electronic books, journals and databases, and many group discussion rooms (all equipped with a monitor) and self-study carrels for student use. The building also features a coffee shop, a conference hall with the most recent simultaneous interpreting technology, a trading floor, a wealth management centre and a decision science laboratory. As a teaching block, there are many classrooms flanked by ample break-out areas for student-to-student and faculty-student interaction.



Site B, opened in late December 2013, is a student-centred building. It has an indoor heated swimming pool, a multipurpose sports hall, a gym, a dance room, a music room with a drum set and a synthesiser for band playing, and other facilities geared towards student activities. The third floor of the building is entirely dedicated to student society offices, which are adjacent to a roof-top garden with eye-soothing greenery. There are also two restaurants for student and staff use.

Site D was ready for use in September 2013, in time for the start of the academic year 2013–2014. It houses classrooms, administrative and faculty offices, a radio broadcasting studio and an auditorium with a portable stage and a capacity of more than 400 people. In line with the new campus' green and environmental-friendly leanings, gardens with trees and bamboo groves are installed on the fourth floor and the roof top.

In 2012, the year of double cohort, the College took in more than 2,121 new students. The first degree intake stood at 1,656, a record for self-financed tertiary institutions. Not only did the high intake provide a critical mass for the College to build on, it also fulfilled our social responsibility in providing college-level places for the unusually high number of high-school graduates. Moreover, the public examination results of our first year intake were among the highest in the self-financed sector, thus enhancing both the quality of our student body and the College's prestige.

HSMC aims to nurture our students to become qualified and valuable members in the workplace. In light of this we have instituted a graduate employment campaign and a wide-scope internship programme. In 2012–2013 we have successfully provided more than 400 internship places for our students, allowing them to try their hands at working in the real world. To enable our students to develop a global perspective in their education, we have signed exchange agreements with more than 10 tertiary institutions (increasing to 18 in 2013–2014) in Europe, America, China and other parts of Asia to expand the breadth of our students' academic, linguistic and cultural experiences.

In staff recruitment, we have added close to 70 administrative and support staff and hired 34 new teachers and professors through local and international recruitment. The administrative and teaching teams are growing in size and strength.

In 2013 we completed a five-year strategic plan entitled "Roadmap to University" to devise the future pathway for the College; measures are now well under way to achieve the plan's missions and objectives. The road to university title may be long, tortuous and challenge-filled, but with the support of our Board of Governors and the College Council, and the concerted effort by our staff and students, I am confident we will clear the hurdles and succeed with flying colours.

Prof Gilbert Fong Chee Fun
Acting President



Message from the Chairman Steering Committee on Campus Expansion

The HSMC dream continues, and Act Two plays on

Our College is progressing steadily towards the realisation of our dream. Our campus development plan aims to provide an integrated environment that supports the intellectual curiosity, social well-being and spiritual life of the vibrant learning community of HSMC.

Act One

The Academic Building (Block A) has been in operation since September 2012. The Building, equipped with a Library and Learning Commons, Conference Hall (with simultaneous interpretation facilities), Financial Trading Laboratory (with real time access databases and financial trading software used in different financial markets), Wealth Management Training Centre, Decision Sciences Technology Laboratory, Translation and Interpretation Laboratory and, serves as an academic hub for intellectual and social exchange in the College. With the completion of Block A, Act One of the play has come to a close.





Act Two

Act Two begins with the Sports and Amenities Centre (Block B), the Academic and Administration Building (Block D), the Clock Tower and Open Plaza (Site C), together with the reclamation of the Emergency Vehicular Access (Site E).

Act Three

The construction of the Student Residence Halls in Site F and the revitalisation of the current staff and student quarters into a large academic composite complex will close the play with a fulfilled ending.

Dear Students, the stage is ready and you are the protagonist of this stage. The world is looking earnestly at your performance. Keep aspiring and dreaming! Be confident, professional and play well! HSMC serves as an experiential platform for your future stage, where you can transform your aspirations into reality.

Dear Students, dare to dream on

As the Chairman of the Steering Committee on Campus Development, I have seen dedication, commitment and hard-work from all parties over the years. In particular, my appreciation goes to the Project Teams who have helped to design and build our campus, to provide the hardware to support the academic, intellectual and social exchange in the College. Also, my grateful thanks are due to the Board of Governors and College Council for their full support to the campus expansion project. My heartfelt appreciation to all indeed.

It is my hope that the local community will continue to show support to our College, to help on-coming generations fulfil their aspirations for higher education. HSMC, as a young and private tertiary institution, can envisage lots of challenges ahead. With your support, HSMC will be able to develop further. I look forward to your continuous support to our College.

Mr Martin Tam Tin Fong
Chairman
Steering Committee on Campus Expansion



Vision, Mission and Strategic Objectives



VISION

To be a leading private university, recognised for excellence in teaching, learning and research, especially in the areas of business and management.

MISSION

To advance knowledge and understanding of human activities, especially those related to business and management; to nurture innovative and enterprising leaders for a knowledge-based economy; to provide an education which focuses on theoretical exploration, professional knowledge and skills as well as business ethics; and to be committed to free enquiry and responsible scholarship.



STRATEGIC OBJECTIVES

- 1.** To afford a modern and stimulating campus environment to facilitate and support teaching and learning activities.
- 2.** To develop and offer innovative academic programmes which respond to changing community needs.
- 3.** To provide a holistic and challenging educational experience for students.
- 4.** To cultivate students' global perspective through internationalisation.
- 5.** To develop strategic partnerships with industries and businesses.
- 6.** To create internship opportunities for students to gain practical experience in the workplace.
- 7.** To encourage and support dynamic research, initially focusing on regional relevance and gradually broadening to more extensive horizons.
- 8.** To strengthen governance structure.
- 9.** To enhance quality control through internal and external monitoring.
- 10.** To explore new ways and sources of funding to augment the financial base of the College.





GOVERNANCE

AND ADMINISTRATION



Governance and Administration

Board of Governors (As at 31 August 2013)

Chairman

Mrs Margaret LEUNG KO May Yee SBS, JP
梁高美懿女士 SBS, JP

*Former Vice-Chairman and Chief Executive,
Hang Seng Bank
(Until 31 January 2013)*

Ms Rose LEE Wai Mun

李慧敏女士

*Vice-Chairman and Chief Executive,
Hang Seng Bank
(With effect from 1 February 2013)*

Members

Mr Patrick CHAN Kwok Wai

陳國威先生

*Executive Director and Chief Financial Officer,
Sun Hung Kai Properties Limited*

Mr Nixon CHAN Lik Sang

陳力生先生

Head of Retail Banking and Wealth Management, Hang Seng Bank

Dr Moses CHENG Mo Chi GBS, OBE, JP

鄭慕智博士 GBS, OBE, JP

Senior Partner, Messrs P C Woo & Co, Solicitors and Notaries

Dr HO Tzu Leung

何子樑醫生

*Director, The S H Ho Foundation Limited
Director, Bethlehem Management Limited*

Mr Roger LUK Koon Hoo BBS, JP

陸觀豪先生 BBS, JP

*Honourary Professor, Faculty of Business Administration,
Council Member and Treasurer, The Chinese University of Hong Kong*

Mr Martin TAM Tin Fong

譚天放先生

*Founder & CEO, Able Mart Limited
FHKIA, Registered Architect,
Former Executive Director,
Sun Hung Kai Properties (China) Limited*

Mrs Patricia WONG LAM Sze Wan

黃林詩韻女士

Chairman, Sotheby's Asia

Prof Richard WONG Yue Chim

王于漸教授

*Professor of Economics, Philip Wong Kennedy Wong Professor
in Political Economy, School of Economics and Finance,
The University of Hong Kong*

Mr Silas YANG Siu Shun

楊紹信先生

Chairman of Regional Asia Board, PricewaterhouseCoopers

A vote of thanks to the former Chairman:

Mrs Margaret LEUNG KO May Yee SBS, JP

梁高美懿女士 SBS, JP

Former Vice-Chairman and Chief Executive, Hang Seng Bank



College Council

(As at 31 August 2013)

Chairman

Mrs Margaret LEUNG KO May Yee SBS, JP

梁高美懿女士 SBS, JP

*Former Vice-Chairman and Chief Executive, Hang Seng Bank
(Until 31 January 2013)*

Ms Rose LEE Wai Mun

李慧敏女士

*Vice-Chairman and Chief Executive, Hang Seng Bank
(With effect from 1 February 2013)*

Members

Mr Nixon CHAN Lik Sang

陳力生先生

Head of Retail Banking and Wealth Management, Hang Seng Bank

Dr CHUI Hong Sheung JP

崔康常博士 JP

*Former President, Hang Seng Management College
(Until 31 December 2012)*

Prof Andrew CHAN Chi Fai SBS, JP

陳志輝教授 SBS, JP

*Head, Shaw College and Director, EMBA Programme,
The Chinese University of Hong Kong*

Prof Gilbert FONG Chee Fun

方梓勳教授

*Provost, Hang Seng Management College
(Also in the capacity of Acting President,
with effect from 1 January 2013)*

Dr Karen CHAN

陳羅潔湘博士

*Vice-President (Organisational Development),
Hang Seng Management College*

Mrs Louise LAM

林周露兒女士

Head of Human Resources, Hang Seng Bank

Prof CHAN Tsang Sing BBS

陳增聲教授 BBS

*Shun Hing Chair Professor of Marketing,
Department of Marketing and International Business,
Lingnan University*

Miss TONG Hing Min

唐慶綿女士

Mr CHENG Kam Por

鄭錦波先生

Sole Proprietor, KP Cheng & Co, Certified Public Accountant

Dr Brossa WONG Yeuk Ha

黃若霞博士

*Associate Dean and Associate Professor of School of Business,
(Elected Staff Representative)
Hang Seng Management College*

A vote of thanks to the former President,
Hang Seng Management College:

Dr CHUI Hong Sheung JP

崔康常博士 JP

Former President, Hang Seng Management College





College Officers

(As at 31 August 2013)

Acting President and Provost
Dean of School of Translation

Prof Gilbert FONG Chee Fun
方梓勳教授

Vice-President (Academic and Research)

Prof LEE Tien Sheng
李天生教授

Vice-President (Organisational Development)

Dr Karen CHAN
陳羅潔湘博士

Associate Vice-President (Curriculum)

Prof LAU Ho Fuk
劉可復教授

Associate Vice-President (Public Relations)
Dean of School of Communication

Prof Scarlet TSO Hung
曹虹教授

Dean of School of Business

Prof Raymond SO Wai Man
蘇偉文教授

Dean of School of Humanities

Prof Thomas LUK Yun Tong
陸潤棠教授

Director of Finance

Ms Alice WONG Nga Lai
黃雅麗女士

Director of Student Affairs

Ms Linda NG Mei Li
伍美莉女士

College Librarian

Ms Sarena LAW Yuk Lin
羅玉蓮女士

Registrar

Mr Cornelius MAN Chi Kwong
萬志光先生



HIGHLIGHTS

OF THE YEAR



Highlights of the Year



HSMC Opening Ceremony (14 September 2012)

The Opening Ceremony 2012/13 was held on 14 September 2012. The Ceremony was officiated by the President, and attended by the Provost, Vice-Presidents, Deans, Programme Directors, Chairpersons, Administration Heads, Registrar, Director of Student Affairs, academic and administrative staff as well as new students.

Tree Planting Day (24 October 2012)

To foster green awareness and encourage participation in creating an environmental-friendly campus, a 'Tree Planting Day' was held on 24 October 2012 at the main entrance of the Academic Block A. Mr Martin Tam, Chairman of Steering Committee on Campus Expansion and member of the Board of Governors, Dr H S Chui, the then President, members of the Senior Management Team and representatives of the Student Union and Student Associations officiated at the Ceremony.



Memorandum of Understanding (MoU) with Local Self-Financing Degree Programme Providers (24 October 2012)

Witnessed by the Deputy Secretary for Education, Ms Michelle Li, Executive Director of the Hong Kong Council for Accreditation of Academic and Vocational Qualifications (HKCAAVQ), Prof Y K Fan and Chairman of the Federation for Self-financing Tertiary Education, Prof T S Chan, the College signed a MoU on 24 October 2012 with 4 local self-financing degree programme providers, namely, The Open University of Hong Kong, Caritas Institute of Higher Education, Chu Hai College of Higher Education and Tung Wah College. Under the MoU, the partner institutions will mutually recognise and allow credit transfer of their students. This collaboration also encourages reciprocal student exchange among the 5 institutions.



Graduation Ceremony 2012 (26 October 2012)

The Graduation Ceremony for over 280 graduates, officiated by Mrs Margaret Leung, the then Chairman of the Board of Governors, was held on 26 October 2012. There were 140 graduates who completed their Associate Degree in Business Administration, and 143 graduates who fulfilled the academic requirements for the conferment of a Bachelor's Degree in Business Administration.

Grand Opening of the New Academic Building (23 November 2012)

The Grand Opening Ceremony of Block A, the New Academic Building, was held on 23 November 2012. The College was honoured by the presence of Mrs Carrie Lam Cheng Yuet Ngor GBS, JP, Chief Secretary for Administration of the HKSAR Government, as the officiating Guest-of-Honour. The officiating party also included Mrs Margaret Leung, the then Chairman of the Board of Governors and College Council of HSMC, Board members, Mr Lam Wo Hei of Wong & Ouyang (HK) Ltd and Mr Yue Pok Lim of Kaden Construction Ltd.



Alumni Day 2012 (24 November 2012)

The Alumni Day 2012 was held on 24 November 2012. Over 100 alumni and their family members participated in the event. A campus tour was arranged to introduce to participants the latest campus development and expansion plans.



HSMC Information Days 2012/13 (1 December 2012 and 6 July 2013)

To promote the College's academic programmes to prospective students, the College held two Information Days during the year, on 1 December 2012 and 6 July 2014 respectively on campus. Information seminars and booths introducing the academic programmes were organised by the Registry, with the assistance of academic staff and students. The Registry recorded over 3,500 potential students and their parents visiting on the Information Days.



Staff Retreat for Administrative Staff (4 January 2013)

In order to enhance team spirit and foster staff development of the administrative units, a Staff Retreat for Heads and senior staff of administrative units was held on 4 January 2013. The programme featured team building games, group discussions on challenges facing the different administrative units, introduction to problem-solving skills and sharing of new ideas to improve services to staff and students.



The 2nd Junzi Corporation Survey Award Presentation Ceremony 2012 (16 January 2013)

The 2nd Junzi Corporation Survey Award Presentation Ceremony was held on 16 January 2013. 18 companies from six different industries were honoured with the Gold, Silver and Bronze awards, based on the results of the Junzi Corporation Survey, a large scale public survey co-organised annually by the HSMC Department of Marketing and Management, and the Marketing Society to investigate the extent to which corporations in Hong Kong are being perceived as taking up corporate social responsibilities in accordance with Chinese Confucius values of a Junzi.

Strategic Meeting Day (2 February 2013)

A Strategic Meeting Day was organised on 2 February 2013 for members of the Board of Governors and College Council to meet with the senior management team of the College, to hold in-depth discussions on HSMC's positioning and strategic directions forward.





Opening Ceremony of the Chinese Language Centre and the English Language Centre (25 February 2013)

The Opening Ceremony of the Chinese Language Centre and the English Language Centre was held on 25 February 2013. The two language centres are well-equipped with multi-media teaching and language learning resources. The purpose-built consultation rooms are designed for group discussion, tutorials and consultation sessions.



Job Fair (8 March 2013)

A Job Fair, organised by the Student Affairs Office on campus, was held on 8 March 2013 which brought together 32 employers from a range of industries, including accounting, banking, airline, tourism, property management, logistics, trading and retailing sectors. A wide array of opportunities, ranging from graduate employment, internship to part-time job, was available there. Close to 1,000 students visited the Fair to get the first-hand employment information, submit applications and meet with industry players face-to-face.



Opening Ceremony of the Decision Sciences Technology Laboratory (14 March 2013)

The Opening Ceremony of the Decision Sciences Technology Laboratory was held on 14 March 2013. The Laboratory is equipped with advanced computers and software to foster collaborative learning.



Scholarship and Academic Award Presentation Ceremony 2011/12 (10 April 2013)

The Scholarship and Academic Award Presentation Ceremony 2011/12 was held on 10 April 2013. Students attaining outstanding academic performance were presented with scholarships on academic awards. Those achieving significant improvement were also honoured with a certificate of commendation.



Hang Seng Management College Appreciation Dinner (12 April 2013)

An appreciation dinner hosted by Ms Rose Lee, Chairman of the Board of Governors and College Council, was held on 12 April 2013 at the Penthouse of the Hang Seng Bank Headquarters. Ms Lee expressed her gratitude to Mrs Margaret Leung, former Chairman of the Board of Governors and College Council and Dr H S Chui, President Emeritus of HSMC, for their leadership and contributions throughout the years. Gratitude was also extended by Prof Gilbert Fong, Acting President of HSMC, to members of the Board of Governors and College Council, as well as to all HSMC staff for their good work and contributions.

Web Accessibility Recognition Scheme Silver Award (15 April 2013)

The College won the Silver Award of 'Web Accessibility Recognition Scheme' organised by the Office of Government Chief Information Officer and the Equal Opportunities Commission. The College is commended for its conscientious effort to adopt effective website designs that facilitate access to web contents and online services for everyone, including the disabled. Representatives from the IT Services Centre and the School Website Coordinating Committee of the College attended the Awards Presentation Ceremony at Central Government Offices on 15 April 2013.



Homecoming Chit Chat 2013 (19 April 2013)

An alumni event, 'Homecoming Chit Chat 2013', was organised by the Alumni Affairs Office on 19 April 2013. Over 120 alumni, students and staff participated in the event. Three alumni were invited to share their school life memories and work experience with the participants.

The Inauguration of Putonghua Education and Assessment Centre (25 June 2013)

With the collaboration agreement signed with the State Language Commission of China, the Putonghua Education and Assessment Centre was formally established at HSMC on 25 June 2013, as the 12th Putonghua assessment centre in Hong Kong.



FEATURE

STORIES



HSMC Business Translation Index

The Hang Seng Management College Business Translation Index (HSMCBTI), a free web-based multilingual database of business terminology (www.hsmcbti.com), was launched in January 2014.

Building on the College's expertise in translation, business and journalism, the HSMCBTI provides users with one-stop access to up-to-date and reliable translations of business terms and buzzwords. Users can do any of the following:

1. browse around 300,000 expressions in a wide range of domains
2. suggest new entries for the multilingual database
3. like, dislike or comment on an entry
4. invite other users to translate terms that are not found in the system

As a strategic move, the development of the HSMCBTI will enable the College to stand out as a pioneer that develops technology for business translation in the higher education sector.





English Enhancement

The Department of English offers a number of core modules ranging from general English to business English to all students in various degree and associate degree programmes. Apart from these core modules, the Department also offers non-credit-bearing modules in English Enhancement for students who strive to hone their English skills, or prepare themselves for IELTS and other international recognised examinations. In view of learner differences, an English Bridging Course is also in the pipeline, subject to College approval.

With the increasing number of students, the Department of English pledges to enrich students' English learning experience. In addition to the core and non-credit-bearing courses, the Department has in place add-on services such as English Consultation Hours, Reading Chatgroups, Simulated Interviews, Self-access Corner and the Multi-media Zone in collaboration with the English Language Centre. Online English self-access learning programme is also available for students to learn English any time and anywhere. Currently, the English Language Centre runs a wide variety of short courses, workshops and activities, ranging from skill-based courses to cultural courses throughout the semester. A number of workshops, namely World Englishes and Self-sell Pitch, are well-received. Guest speakers, such as those from the British Council, are invited to give talks to students to widen their exposure. The English Language Centre also launched the first-ever English Summer Course in July 2013 and will continue to run the Summer Course annually.

Overall, the Department of English seeks to immerse students in an English environment as much as possible and a great deal of efforts have been made to enhance students' language proficiency.



HSMC Putonghua Education and Assessment Centre

The use of Putonghua has become more important and widespread in Hong Kong as there are closer social and economic ties between Hong Kong and the Mainland. The prevalence rate of Putonghua in Hong Kong has first time exceeded English and become the city's second most popular language, according to the 2011 Population Census. Good command of Putonghua has been in greater demand in Hong Kong's workplace in recent years.

The State Language Commission (SLC) has set up test centres with over ten universities and colleges in Hong Kong since 1996 for organising the National Putonghua Proficiency Test for students and the community.

In September 2012, HSMC submitted an application to the SLC for establishing a HSMC Putonghua Education and Assessment Centre. With the support of SLC, the Centre was officially established on 25 June 2013, as the 12th Putonghua assessment centre in Hong Kong. A Signing Ceremony of the Inauguration of the Centre was held on the same day with the presence of honourable guests including Mr Zhang Shiping, Director of Mandarin Training and Testing Centre of SLC and Mr Zhang Zongming from the Department of Educational, Scientific and Technological Affairs, Liaison Office of the Central People's Government in the Hong Kong SAR as well as representatives of the Putonghua assessment centres of other local institutions.

The HSMC Putonghua Education and Assessment Centre is set up to provide its learners with quality Putonghua training courses and Putonghua proficiency tests. Students, upon completion of their studies at HSMC, would possess a higher level of Putonghua proficiency and related certificates recognised by the Mainland and Hong Kong community. This would help them to lay a good foundation for their future career development.

The Centre had its first Putonghua proficiency test held in November 2013 with 75 candidates. Over 15% of these 75 candidates were able to attain a Level 2 Grade A and were commended by the College. As from 2014, the Centre will organise a test biannually.

The Centre will also offer various Putonghua proficiency enhancement courses to meet the different needs of learners. In order to promote Putonghua in the College, the Centre will hold the First Putonghua Poetry Competition in April 2014.

Looking ahead, the Centre will progressively launch immersive courses on language and culture, conduct college-wide Putonghua proficiency assessment and establish Putonghua proficiency requirements for graduation. Subject to the approval of SLC, the Centre will expand its service, offering Putonghua-related courses, to the public.



Junzi Corporation Survey 2012

The Junzi Corporation Survey, initiated by the Hang Seng Management College, was first introduced in 2011. It is a large scale public survey conducted by professors from the Department of Marketing and Management and students from the Marketing Association of the College. It focuses on the business ethics of corporations based on Confucius virtues, namely, 'Ren' ('仁'), 'Yi' ('義'), 'Li' ('禮'), 'Zhi' ('智'), 'Xin' ('信'), and evaluates the extent to which a corporation has put these standards (virtues) into practice in their daily operation.

The survey, conducted from mid-June to August on an annual basis, reflects the perceptions of Hong Kong public on corporate's social responsibilities. A total number of 1,640 valid samples were collected for the Junzi Corporation Survey 2012, followed by rigorous statistical analysis. Assessment criteria and questionnaire of each award were set up in accordance with the above-mentioned five Confucius virtues. Award winners were highly recognised by the public as corporations that live up to its corporate social responsibility.

It was the College's honour to have Dr Kelvin Wong, the Chairman of the Hong Kong Institute of Directors and the Executive Director and Deputy Managing Director of COSCO Pacific Limited, to serve as the Chairperson of the Junzi Corporation Survey 2012 Advisory Committee. The College was also glad to have the involvement of Prof Alan Tse Ching Biu of the Department of Marketing, The Chinese University of Hong Kong, as an academic member of the Advisory Committee. Prof Tse provided valuable comments on the survey design and conceptualisation. Based on the survey result, 18 companies from six different industries were honoured with the Gold, Silver and Bronze awards. The award ceremony was held on 16 January 2013 at the HSMC's campus where the awards were presented to the company representatives, who viewed the Survey very positively. Some company representatives commended that the Junzi Corporation Survey was very meaningful as the awards they received reflected the collective contribution of their staff and management, as well as represented a recognition of their service by the public, which is a great encouragement to the entire organisation.





Winners of Hong Kong Junzi Corporation Survey Award 2012

Utilities

Hong Kong Tramways, Limited (Gold)
Cathay Pacific Airways Limited (Silver)
The "Star" Ferry Company, Limited (Bronze)

Media

Radio Television Hong Kong (Gold)
South China Morning Post Publishers Limited (Silver)
Hong Kong Economic Times Holdings Limited (Bronze)

Financial Service

Hang Seng Bank Limited (Gold)
Standard Chartered Bank (Silver)
The Hongkong and Shanghai Banking Corporation Limited (Bronze)

Retailing

CEC International Holdings Limited (Brand: 759 Store) (Gold)
Kai Hing Trading Company (Brand: Kai Hing Supermarket) (Silver)
JHC Group (Brand: Japan Home Centre) (Bronze)

Hospitality & Tourism

The Hong Kong and Shanghai Hotels, Limited
(Brand: The Peninsula Hong Kong) (Gold)
Marriott International, Inc (Brand: JW Marriott Hotel) (Silver)
InterContinental Hong Kong (Bronze)

Catering

Tao Heung Holdings Limited (Gold)
Pacific Coffee Company (Silver)
Starbucks Corporation (Bronze)

Junzi Awards

Ren Award	CEC International Holdings Limited (Brand: 759 Store)
Yi Award	Hong Kong Tramways, Limited
Li Award	CEC International Holdings Limited (Brand: 759 Store)
Zhi Award	Cathay Pacific Airways Limited
Xin Award	Hong Kong Tramways, Limited



TEACHING

AND LEARNING



Academic Team (2012/13)

The College has four Schools and each School is managed by a Dean. Under the four Schools, there are 11 Departments, each managed by a Chairperson and assisted by an Administration Head.



School of Business

Dean

Prof Raymond SO Wai Man

BBA, MBA (CUHK),
PhD (Louisiana State University),
CertCMPCL (Harvard Business School),
LLB (Tsinghua University)

Accountancy

Chairperson

Dr Brossa WONG Yeuk Ha

ProfDip (PolyU), MSc (University of London), PhD (Xiamen)
FCCA, FCPA, FTIHK
(Also Associate Dean, School of Business)

Administration Head

Mrs Phoebe YAM Woon Cheung

BCom (Concordia University), MBA (Heriot Watt University)

Economics and Finance

Chairperson

Dr David CHUI Kam Hung

BSc (University of London),
MBA (CASS Business School, London),
PhD (University of London)

Administration Head

Dr Kenneth CHUNG Hoi Ki

MA (University of Sheffield),
PGDE (CUHK), MCS (Lutheran Theo. Seminary),
PhD (Shanghai University of Finance and Economics)

Marketing and Management

Chairperson

Prof LAU Ho Fuk

BCom, MCom (CUHK), MBA (Columbia University in the
City of New York), PhD (National University of Ireland)

Administration Head

Mr Eric CHEE Yiu Fai

BBA (CUHK), PGCE (HKU), MBA (University of London)

Mathematics and Statistics

Administration Head

Dr CHOY Siu Kai

BSc, MSc, PhD (HKBU)

Supply Chain Management

Chairperson

Prof LEE Tien Sheng

BSc, MSc (Chiao-Tung University),
MBA, PhD (University of Missouri - Columbia)

Administration Head

Dr Collin WONG Wai Hung

BEng, MPhil, PhD (CUHK)



School of Translation

Dean

Prof Gilbert FONG Chee Fun

*BA (CUHK), MA (York University),
MA, PhD (University of Toronto)*

Translation

Chairperson

Prof Gilbert FONG Chee Fun

BA (CUHK), MA (York University), MA, PhD (University of Toronto)

Administration Head

Dr Shelby CHAN Kar Yan

BA, MA (CUHK), PhD (University of London)



School of Communication

Dean

Prof Scarlet TSO Hung

*BA (Chu Hai College),
PGCE, MA (University of Essex),
PhD (Chu Hai University)*

Journalism and Communication

Chairperson

Prof Scarlet TSO Hung

*BA (Chu Hai College),
PGCE, MA (University of Essex), PhD (Chu Hai University)*

Administration Head

Mr James CHANG Chih Yu

*LLB (Taiwan National Chengchi University), MA (Taiwan Tamkang University),
MA (Leeds University), PhD Candidate (National Taiwan Normal University)*



School of Humanities

Dean

Prof Thomas LUK Yun Tong

*BA (CUHK), MA (York University),
PhD (University of Michigan)*

Chinese

Chairperson

Prof Alex CHEUNG Kwong Yue

BA, MA, PhD (National Taiwan University)

Administration Head

Dr Rebecca LEUNG Mo Ling

BA (CUHK), PGCE (HKU), MPhil, PhD (CUHK)

Computing

Administration Head

Mr Willy YUE Ho Yin

BEng, MPhil (CUHK), PGDE (HKBU)

English

Chairperson

Prof Thomas LUK Yun Tong

BA (CUHK), MA (York University), PhD (University of Michigan)

Administration Head

Mrs Anora WONG YU Kam Wan

BA (Hons) (The University of Lancaster), MA (University of Hull)

General Education

Chairperson

Prof Kenneth LEUNG Wai Yin

MA, PhD (The University of Minnesota)

Administration Head

Dr Victor CHAN Chi Ming

*BEcon, MPhil (HKU),
PGDE, MA (CUHK), PhD (Ritsumeikan Asia Pacific University)*



Academic Programmes

HSMC offers a range of academic programmes in business management and related disciplines and seeks to provide quality education for students' all-round development. Each programme is overseen by a Programme Director assisted by a Deputy Programme Director and/or Programme Co-ordinator.

DEGREE PROGRAMMES

School of Business

Bachelor of Business Administration (Honours)

Programme Director: Prof Raymond SO Wai Man, Dean of School of Business

This Bachelor of Business Administration (BBA) programme is up-to-date and carefully designed to equip students for working in the business world. It focuses not just on theories but also practices in the market. We have built a strong corporate network in Hong Kong to provide internship opportunities so that students will gain valuable practical work experience before graduation.



Bachelor of Business Administration (Honours) in Supply Chain Management

Programme Director: Prof TS LEE, Vice-President (Academic and Research) and Chairperson of the Department of Supply Chain Management

Supply Chain Management is vital to all industries, yet very few local universities are offering related programmes at present. Graduates of the BBA in Supply Chain Management (SCM) programme are trained to master the knowledge of business operations. They will become the driving force to support the operations of the industrial sector as well as the logistics management of import, export and serving sectors.

School of Communication

Bachelor of Journalism and Communication (Honours)

Programme Director: Prof Kenneth Leung Wai Yin, Department of Journalism and Communication

This programme is the first degree programme in Hong Kong that combines finance and business with journalism and communication. Students are provided with the opportunities to learn from industry experts as well as internship experience in various media. The unique curriculum gives them a solid foundation to excel in the media, public relations and corporate communications.



School of Humanities

Bachelor of Arts in English (Honours) [Introduced in September 2012]

Programme Director: Prof Thomas LUK Yun Tong, Dean of School of Humanities

This programme is unique in Hong Kong in the sense that English studies are combined with business and general education. Students are trained to be not only linguistically but also culturally competent. They will be equipped with the ability to adapt to a diverse range of situations and develop areas of expertise and skills for the workplace.

School of Translation

Bachelor of Translation with Business (Honours)

*Programme Director: Prof Gilbert FONG, Acting President and Provost,
Dean of School of Translation*

This programme is the first of its kind in Hong Kong. Its curriculum combines translation with business, focusing on practical application, creativity and theory in the business context. It emphasises financial translation, business law translation, computer-aided translation and interpreting training. Graduates are trained to be professional translators and interpreters with immediate employability.

Associate Degree Programme

Associate in Business Administration

Programme Director: Mr Eric CHEE Yiu Fai, Principal Lecturer of Department of Marketing and Management

This Associate Degree programme provides students with an opportunity to develop essential generic skills and at the same time, a sound foundation in business studies. It is specially designed for students who wish to prepare themselves to pursue a career in the business field.

Preparation work for five new Degree programmes was undertaken in 2012/13 and they are expected to be launched in 2014/15.



Academic and Scholarly Activities

BJC Talk Series

To broaden students' exposure and strengthen their analytical ability, the School of Communication launched a talk series as from October 2012 inviting professionals from various sectors to share their views and ideas on their own specialty areas:

- 'Analysis on the 18th National Congress' by Mr Lui Ping Kuen, Bruce, an experienced journalist specialising in News of China
- 'Popular Culture and Hong Kong Society' by Prof Fung Ying Him, Anthony, Dean of School of Journalism and Communication, CUHK
- 'Importance of Effective Communications in Corporate Governance' by Ms Emma Ho, an outstanding entrepreneur
- 'Radio Broadcasting as a Platform for Social Discussion' by Ms May Chan, Director (News and Public Affairs) of Hong Kong Commercial Broadcasting Company Limited
- 'Crisis Management: The Importance of Communication in Enterprises' by Mr Wilson Shao, Managing Director, Ngong Ping 360
- 'Financial PR in Greater China, a Prosperous Industry' by Mr Andrew Fung, Founder and Managing Director of PR Concepts Co
- 'A Sharing of Anchoring Experience' by Mr Kenneth Ng King Tsun, Senior News Anchor of Television Broadcasting Limited
- 'Debate, Communication and Education' by Mr Alex Shiu, Ms Eva Choi and Mr Wayne Chu, Honourable HSSC Alumni





Seminar by Emeritus Professor of Sociology, The Chinese University of Hong Kong – Professor Lau Siu Kai (14 December 2012)

Prof Lau Siu Kai, Emeritus Professor of Sociology of The Chinese University of Hong Kong visited HSMC on 14 December 2012 and delivered a seminar on 'The Building of Governing Forces in HKSAR'. The seminar was coordinated by the Department of General Education and was well received by the academic and administrative staff of the College.

Academic Planning Retreat (18 January 2013)

The 2nd Academic Planning Retreat featuring the theme 'Roadmap to University and Beyond' was held on 18 January 2013. More than 50 academic staff members participated in the event. The focus was to formulate a five-year strategic plan to guide the College's development into a private university in the next few years. Seven strategic focus areas, i.e. programme development, teaching and learning quality enhancement, research performance, student development and services, image building and external relations, financial and manpower planning, College facilities and services, were proposed; and participants went into different groups to discuss the specific action plans for these strategic focus areas in the next 3-5 years. The result of the discussion became the initial draft of the College's Five Year Strategic Plan 2013-18.



Research and Publications

The College continues to provide financial support to encourage academic staff to participate in and present their research papers at local and overseas conferences. During the year 2012/13, the College provided a total sponsorship of HK\$660,000 to support the presentation of 51 papers by its academic staff at local and overseas conferences. Academic staff are also encouraged to engage in publications. Please refer to the section "Academic and Research Activities" for details of the conferences attended by academic staff and the list of academic publications for 2012/13.

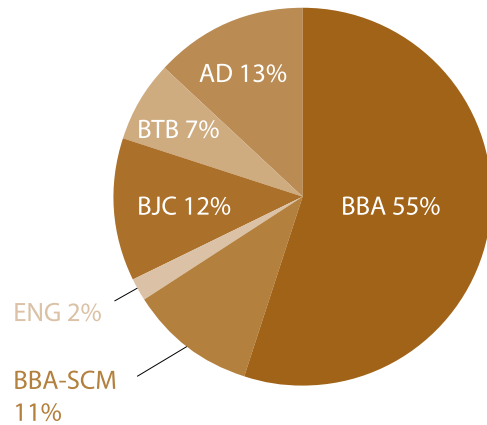


STUDENTS AND GRADUATES

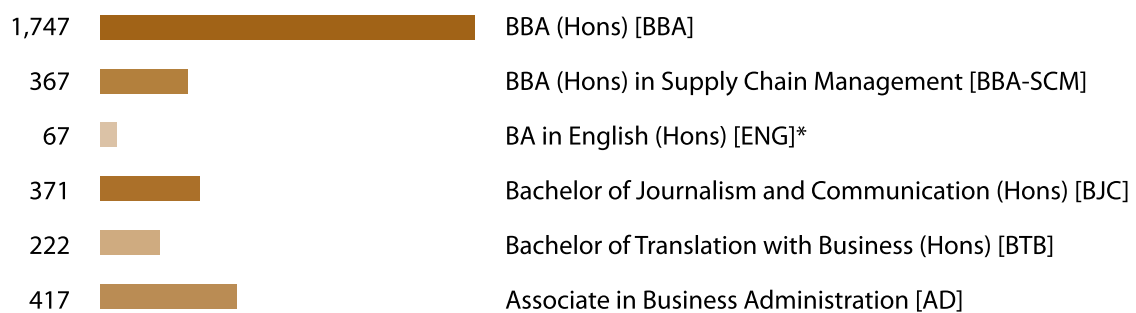


Student Enrolment

Total Number of students: 3,191 (As at 31 August 2013)



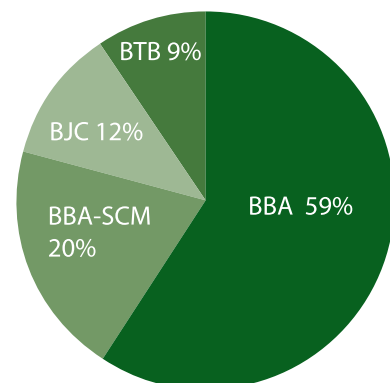
Number of Students by Programme



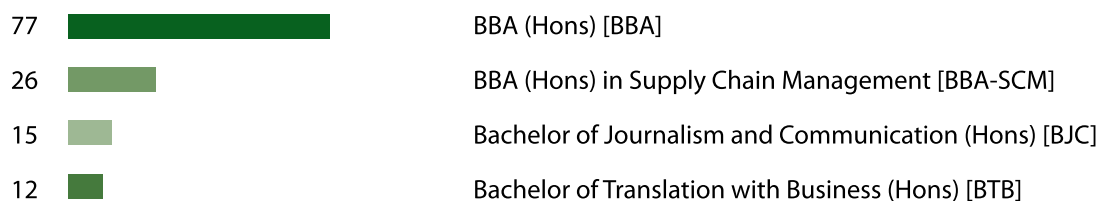
*Year 1 students only

Degree Programme Graduates

Total Number of degree programme graduates: 130 (As at 31 August 2013)

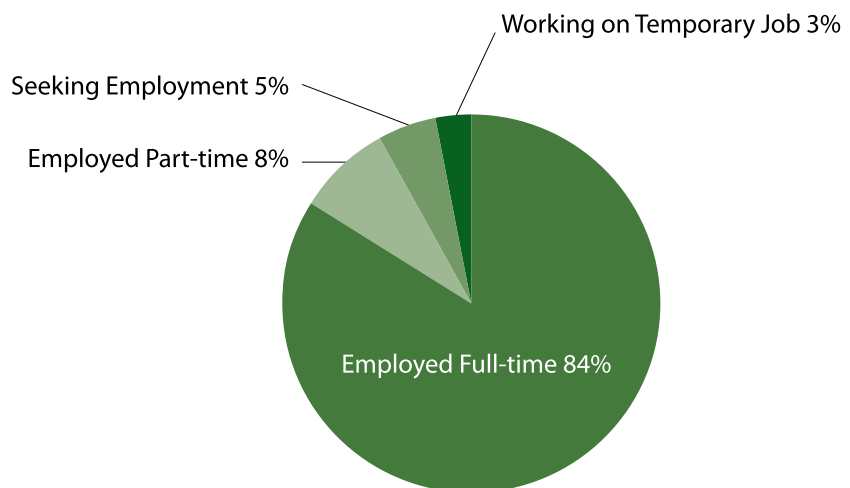


Number of Graduates by Programme

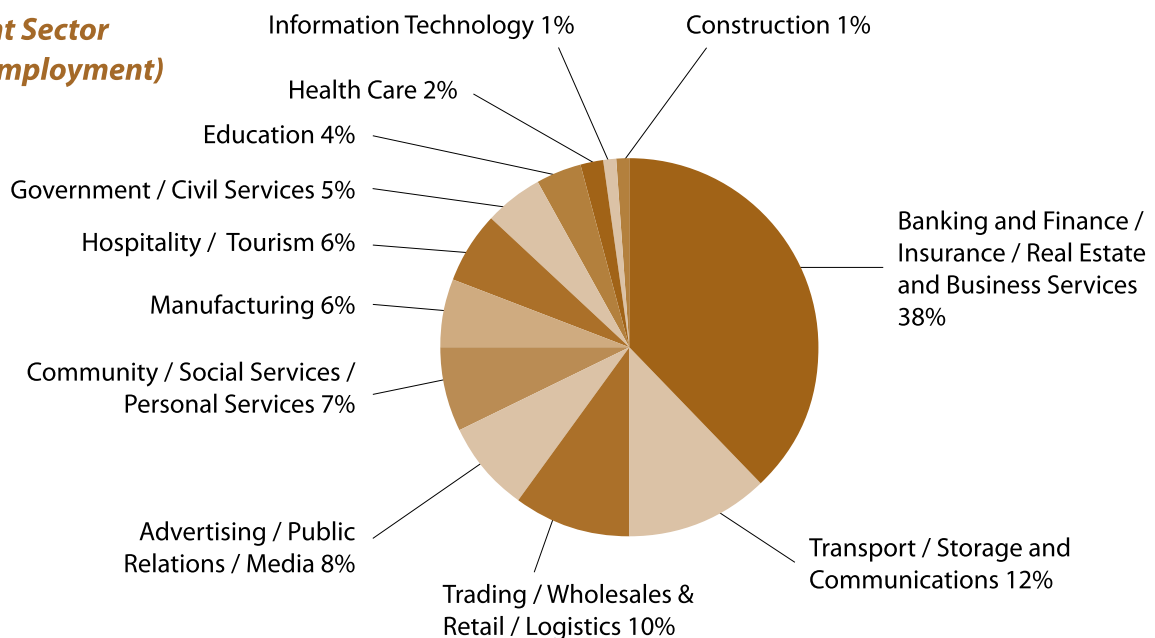


Employment Statistics

Employment Status



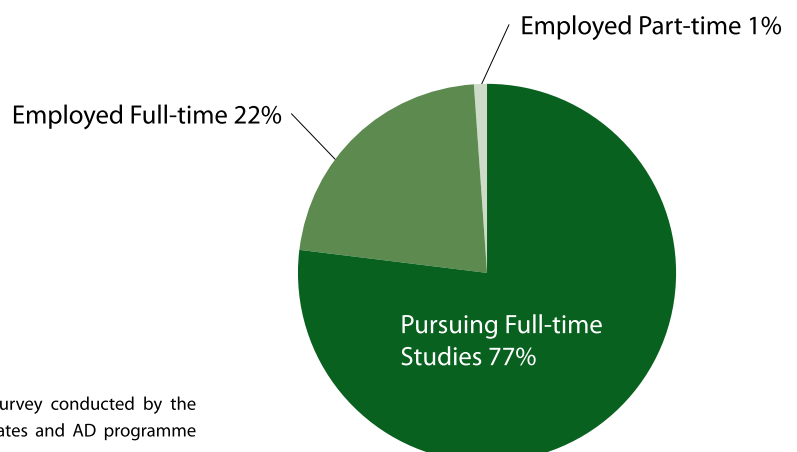
Employment Sector (Full-time Employment)



AD Programme Graduates

Percentage of AD Programme Graduates in Further Studies / Employment

Total Number of AD Programme graduates:
94 (As at 31 August 2013)



The above statistics are extracted from the Graduation Employment Survey conducted by the Student Affairs Office. The response rates of degree programme graduates and AD programme graduates were 78% and 88% respectively.

What Students and Graduates Say

STUDENTS



Wong Wai Lun

Bachelor of Business Administration (Honours), Year 3 (2012/13)

(Participant of the Mainland Internship Programme in Kingboard Chemical Holdings Limited)

"In addition to having a better understanding of the roles and duties of an Internal Audit Department through the internship, I am more aware of the importance of having a professional attitude. I realise that I should not only be conscientious, but also possess good team spirit and communication skills in order to be an effective auditor. Besides, I have experienced a different working environment and culture by stationing in the Mainland. The experience has enhanced my knowledge and is invaluable to my pursuit of career goals."

Yuki Lau

Bachelor of Business Administration (Honours), Year 3 (2012/13)

(Mentee, Careers Mentorship Programme)

"I am grateful for being able to participate in the Careers Mentorship Programme for two consecutive years and to learn from my mentors. Mr Benny Yim, my mentor last year, was very supportive and provided me with valuable advice on my career and personal development. Mr Sidney Leung was my mentor in 2012-13. He was kind and often shared with me his working experience in different industries. Moreover, he arranged a company visit for me, which allowed me to get a glimpse of the real working environment and various training activities in the banking industry. It was a rare and special experience for a student like me. I sincerely encourage my fellow students to join this Careers Mentorship Programme, as it is helpful to us for our future career development."



Tony Hui

Bachelor of Journalism and Communication, Year 1 (2012/13)

(President, Students' Union of HSMC 2012/13)

"To be or not to be, that is the question" Hamlet - Shakespeare

"Being the president of Students' Union is the most memorable moment of my life. It is a good opportunity for me to grow up, to work hard, to play, to learn. During the term of my position, I learn to face the audience and the world. To do the things right, to do the right things, stay foolish and stay hungry conclude my feelings."

Coco Chan

Bachelor of Journalism and Communication, Year 1 (2012/13)

(Student Ambassador, Student Ambassadors Programme)

"Professional, proactive and presentable, this is how the HSMC student ambassadors are trained. They walk confidently through the campus and fluently introduce the College in front of guests with a friendly smile. I was one of the HSMC student ambassadors last year, and I am still one of them, as I believe every HSMC student is the best representative of our College."



GRADUATES

Joseph Chan

Bachelor of Business Administration (Honours) - Accounting 2013

"As I started my accounting professional training in one of the most famous auditing firms, I realised how much holistic and innovative education I had received from HSMC. In my years at HSMC, I witnessed not only the growth of myself but also the evolution of our campus. As a result, I am now equipped with academic and professional knowledge as well as professional morals and ethics. The College not only provided me with academic knowledge but also shaped me into a proactive and conscientious person. It is my honour to be a graduate of HSMC, a place which gave me confidence and enthusiasm to move ahead into the next stage of my life. It is not easy to find the right words to express the gratitude in my heart to the College and my professors, especially those professors with the endurance and patience to nourish me in my evolution from an energetic boy to a young professional. I wish to become a responsible citizen and an outstanding accountant in the coming years and this will be my most humble way to repay my alma mater."



Kwan Lok Yan

Bachelor of Business Administration (Honours) - Banking and Finance 2013

"Entering into a new stage, we, as fresh graduates, have to face new challenges and cope with all kinds of changes at the workplace every day. I suddenly realise that working life is so much more complicated than our college life and this has made me reminisce about my years in HSMC and the faces I have left behind. Thanks to all the support and kindness of the professors and staff, and of course that of my schoolmates in HSMC, I have grown in maturity with a future that I very much look forward to. One professor has explained to us the root problem of the 2008 financial tsunami: it is all about human greed and fraudulent accounting. Integrity is the most important of all virtues. This is a lesson which I will always remember. While personal success will come and go, integrity is something that stays with us forever – just like the fact that I am forever a member of HSMC."

Carmen Yau

BBA (Honours) - Marketing 2013

"Time flies! I cannot believe that we, once little birds, are now flying away from the nest. Although my schoolmates and I have all gone on our separate paths in pursuing our dreams, the sweet memories of HSMC always remain fond and true. What we have received at HSMC is not merely knowledge – we have entrusted our future to our professors and in return, they have dedicated their knowledge and also their kind hearts and time to us. An inseparable bond has been established between us – students and professors."

Words cannot express my boundless gratitude for this family of students and scholars. I hope all of you could share my sincere thankfulness to HSMC, for everything it has given us. May I take this opportunity to thank all the professors for their dedication, and I hope that all undergraduates would cherish their years at HSMC."



Lam Tang Yu

BBA (Honours) in Supply Chain Management 2013

"HSMC has certainly changed my life and improved my competitiveness at the workplace. I think HSMC is a really good platform to prepare students for their career and their life as a professional. Upon the completion of my studies with the SCM programme, I have successfully obtained my dream job and started working in an established local firm. A college degree is, without any doubt, an entry ticket to the competitive job market, and I am truly grateful for having the opportunity to study in this programme. I feel blessed that I could have a chance to study in HSMC and especially in the Department of Supply Chain Management, where all the students are positive, friendly and hardworking. We always studied together and over time we have become good friends. It is, therefore, my honour to be able to graduate together with all of my good friends this year."

Stephanie Lai

Bachelor of Journalism and Communication (Honours) 2013

"I started my life here five years ago, at the Hang Seng School of Commerce, and I am happy to have witnessed its change from a secondary school to a tertiary institution – Hang Seng Management College.

This year, Cable TV, TVB and other local media hired many of my classmates from BJC (1st cohort of BJC graduates). This was great news for the College and our Programme. It demonstrates that major employers in the industry recognise the abilities of BJC graduates.

Our College has set itself apart from other private tertiary institutions in Hong Kong through its investments in unique facilities and resources for students of journalism and communication. Our hardware, the BJC Studio and its equipment, is comparable to the equipment actually used in the media, so that we can develop a real sense of what it is like to work in the industry. Our 'software', i.e.,

our lecturers and professors, are all journalists, practitioners and senior scholars with professional expertise. The sharing of their experiences has enlightened us and informed us of the issues and challenges we will face in our careers, that is something we could never have learned from books alone.

BJC professors are not only our teachers but also our friends and mentors. They are willing to share and discuss their thoughts and lives with us as friends. I am proud and happy to be a student of this College, particularly in BJC. I spent my most memorable and fruitful years here, and the experience has really changed my life!"



Norris Ng and Ray Tse

Bachelor of Translation with Business (Honours) 2013

"The most treasured aspect of our HSMC days is the relationship between professors and students. We would like to take this opportunity to thank all our professors, because they taught us to be better students, more importantly, to be better people. They are not only our teachers but also our friends. We cherished every opportunity offered by the School of Translation, especially the

overseas immersion programme during the summer school session of the University of Westminster. The stint in London allowed us to understand British culture in the most direct and effective way. Exchange programmes like these are rare, so we are exceedingly

grateful for this fantastic opportunity and proud of what we have gained during the trip.

We are privileged to witness the robust development of HSMC over the last few years. We feel that we are forging ahead in tandem with the College. As we grow and develop day by day, so does our alma mater. Time flies, but we wish that it could have slowed down a bit during our final year, the last phase of our days in school. We wanted so much to enjoy every precious moment in the College. HSMC is the place where we have made friends for life and together we shared many wonderful and unforgettable moments, and we look forward to more in future. We will cherish this place – our HSMC, the friends and the fond memories forever.

Today, we are ready to step out of the campus, which used to be our comfort zone. Yet we need not fear, because we believe that we are well equipped to face the challenges in the future.

Once again, thank you very much, HSMC."

Pang Ka Yan

Associate in Business Administration 2013

"Greetings! It is such a pleasure to share my experience here. Over the past two years, I have had a busy but joyful campus life in HSMC. Though the life of an AD student is an assiduous one as we need to put in a lot of effort in order to get a degree offer, I will miss the days when I studied hard and yet played hard with my friends. My days serving in the ADSU will always be one of my most precious memories in life. Through organising activities, hanging out and sharing secrets with my cabinet members, I have built a bond with them. We looked out for one another and worked as a team – we are like family. What I have gained here is not just knowledge from textbooks, but also friendships, wisdoms and life-lessons. I am grateful for all the opportunities the College has offered me. I would like to thank my teachers for their passionate teaching and invaluable advice. I would also like to thank my friends for making my campus life a wonderful one. Today, we are graduating from HSMC and all of us are ready to start a new chapter in life. Each moment at HSMC was a lesson to me and each has made me who I am today – they will forever be on my mind. Lastly, allow me to wish you all a happy life and a bright future."



Student Activities



Student Ambassadors Programme 2013 – Orientation and Training Camp



The 3rd Inauguration of the Students' Association of Business Administration



Executive Committee of HSMC Students' Union 2012/13



Executive Committee of the Students' Association of Supply Chain Management 2012/13



Canyon Challenge Day



The 2nd Inauguration of the Students' Association of Journalism and Communication 2012/13



College YMCA's Global Study Programme



Job Fair 2013



Careers Mentorship Programme 2012-13



The 1st Students' Association of English 2012/13



Executive Committee of the Students' Association of Translation with Business 2012/13



Band Society's Band Show



SCHOLARSHIPS AND INTERNSHIPS





Scholarships

HSMC offers various scholarships to students through its scholarship scheme. The scheme has attracted high calibre candidates to the College, rewarded and recognised high-achieving students.

In 2012/13, the College awarded scholarships to 267 students amounting to a total of HK\$4,049,500. The HSMC Scholarship scheme includes:

Degree Programme Scholarships

Number of Awardees

• Academic Achievement	18
• Academic Excellence	21
• Distinguished Awards	53
• Dr Kong Footcare Limited Scholarship	4
• Fuji Xerox (Hong Kong) Limited Scholarship	2
• Hong Kong Quality Assurance Agency - Business and Community Supporting (BCS) Fund	11
• Lee Ting Chang Scholarship	2
• Main Power Electrical - Education Fund Scholarship	6
• The Taxation Institute of Hong Kong - CTA Scholarship	2
• Scholarship for School of Translation Dean's List and Best Progress Award	18

Associate Degree Programme Scholarships

Number of Awardees

• AIA (Challenge District) Scholarship	2
• C H Chan Scholarship	11
• China South City Scholarship	6
• Dr Stephen Ho Scholarship	1
• N M Ho Scholarship	2



Self-financing Post-secondary Scholarship Scheme (Education Bureau, HKSAR Government)

A total of 108 HSMC students were awarded the following scholarships / awards under the EDB Self-financing Post-secondary Scholarship Scheme for their meritorious performance.

Scholarships

- Outstanding Performance Scholarship
- Best Progress Award
- Talent Development Scholarship
- Reaching Out Award

Number of Awardees

59
19
14
16

Internships

In 2012/13, HSMC students participated in various internship programmes with over 350 job openings offered by a total number of 90 organisations in Hong Kong and the Mainland. Among the job offers, 85 were provided by the organisations in the Mainland in summer 2013.

Participating organisations:

HONG KONG

- Baker Tilly Hong Kong Limited
- Bank of China (HK) Limited
- Cargotec Asia Limited
- CEVA Logistics (HK) Limited
- China Translation & Printing Services Limited
- DBS Bank (HK) Limited
- German Pool (HK) Limited
- Hang Seng Bank Limited
- HKSAR – Census and Statistics Department / Inland Revenue Department / Marine Department
- Hong Kong Disneyland
- Hong Kong Tramways Limited
- Hopewell Holdings Limited
- KP Cheng & Co Limited
- Legislative Council Secretariat
- MTR Corporation Limited
- Shun Hing Group
- The Commercial Press (HK) Limited
- The Harbourview Hotel
- The Kowloon Motor Bus Co (1933) Limited
- TNT Express Worldwide (HK) Limited

MAINLAND CHINA

(Coordinated through designated Mainland internship programmes)

- 中央電視臺
- 中國石化廣西石油分公司
- 中國移動通信集團北京有限公司
- 中國電信廣西公司
- 四川航空股份有限公司
- 北京銀行
- 建滔化工集團
- 陽光城集團福州公司
- 華南城管理有限公司
- 廣西投資集團有限公司



GLOBAL

CONNECTIONS
AND EXCHANGE
PROGRAMMES



In 2012/13, HSMC succeeded in expanding its network in exchange collaboration with overseas institutions. New partners were developed while relations with existing ones were solidified. The College received a number of visitors from overseas institutions in 2012/13 to facilitate discussions on exchange collaboration. Some members of the College travelled overseas for Signing Ceremony of Academic Collaboration Agreement, courtesy visits to partners and for attending international conferences / exhibitions to enhance visibility of the College.

Global Partnerships

As at August 2013, the number of overseas partners reached 11 with locations covering regions in Asia, Europe and the United States. Efforts have been made to secure collaboration in different regions to provide exchange opportunities in a diverse manner.

The list of exchange partner institutions as at 31 August 2013 is shown as follows:

Asia

- Shanghai University of International Business and Economics, China
- University of International Business and Economics, China
- Inha University, Republic of Korea
- Pukyong National University, Republic of Korea
- SolBridge International School of Business, Woosong University, Republic of Korea
- Yong In University, Republic of Korea

Europe

- HAAGA-HELIA University of Applied Sciences, Finland
- Laurea University of Applied Sciences, Finland
- Edinburgh Napier University, United Kingdom

North America

- Cottey College, Missouri, USA
- Lipscomb University, Tennessee, USA



Visits from Overseas Institutions



Republic of Korea

Delegations from two institutions from the Republic of Korea, namely, the Pukyong National University (PKNU) and the Ajou University (Ajou), paid a visit to HSMC on 25 January 2013 and 11 March 2013 respectively.

a The PKNU delegation consisting of Dr Jeong-Gi Um, Assistant Vice-President for International Affairs (centre); Mr Hyunggu Nam, Team Manager of the Office of International Relations (third from right) and Ms Eunhee Kim, Manager of International Programmes - Europe & Asia (far right) met with HSMC Student Exchange Committee members including Prof Raymond So, Chairperson of the Committee (third from left); Dr Janice Pan, from the Department of Translation (second from left); Ms Linda Ng, Director of Student Affairs (far left) and Ms Mary Ip, Manager - Student Exchange (second from right).

b Visitors from Ajou including Mr Ricky Poon, Director of the Office of International Affairs (third from right) and Ms Nayoung Kim, Coordinator of the Office of International Affairs (third from left) were greeted by Prof Gilbert Fong, Acting President (centre); Dr Karen Chan, Vice-President (Organisational Development) (second from left); Prof Raymond So, Chairperson of Student Exchange Committee (second from right); Ms Linda Ng, Director of Student Affairs (far right) and Ms Mary Ip, Manager - Student Exchange (far left).

Finland

On 15 March 2013, HSMC welcomed the HAAGA-HELIA University of Applied Sciences, Finland (HAAGA-HELIA) who is interested in developing exchange collaboration with the College.

Ms Sirpa Holmström, Head of International Services from the HAAGA-HELIA (left) exchanged souvenirs with Prof Gilbert Fong, Acting President.



China

The College received a delegation from the Tsinghua University, China (Tsinghua) on 22 March 2013.

Dr Karen Chan, Vice-President (Organisational Development) (centre); Prof Raymond So, Chairperson of Student Exchange Committee (far left) and Ms Mary Ip, Manager - Student Exchange (far right) welcomed Ms Connie Li, Programme Manager (second from left) and Ms Freda Guan, Programme Manager (second from right) from the Centre for Overseas Academic and Cultural Exchanges, Tsinghua.



USA

The Lipscomb University (Lipscomb), an existing exchange partner of HSMC solidified the ties with the College during the two visits to our campus in May 2013 and August 2013.

c On 14 May 2013, HSMC was invited to host a seminar on Hong Kong Business Environment for Lipscomb's part-time MBA students from the United States. The Seminar started with a welcome speech from Prof Gilbert Fong, Acting President (fifth from right, front row), followed by a presentation by Prof Raymond So, Chairperson of Student Exchange Committee (second from right, front row). Accompanied by Prof Jeff Jewell (fourth from right, front row) and Prof Laura Williams (third from right, front row) from the Lipscomb University, the students were also introduced to HSMC's campus development by Dr Karen Chan, Vice-President (Organisational Development) (fifth from left, front row); Ms Linda Ng, Director of Student Affairs (far right, front row); Dr Shirley Yeung, Director of Quality Assurance and Student Exchange Committee member (second from left, front row) and Ms Mary Ip, Manager - Student Exchange (far left, front row).



d With the arrival of the first batch of inbound exchange students from the Lipscomb University in September 2013, Prof Andy Borchers (second from right) took the opportunity to visit HSMC on 26 August 2013 and met with Dr Karen Chan, Vice-President (Organisational Development) (second from left), Prof Raymond So, Chairperson of Student Exchange Committee (far right) and Ms Mary Ip, Manager - Student Exchange (far left).



France

A delegation from the Institut Supérieur de Commerce International à Dunkerque, France (ISCID-CO) visited HSMC on 25 June 2013 to exchange views on potential partnerships.

Mr Régis Moris, Head of International Relations (fifth from left) and Ms Anne-Marie Gorisse, Deputy Head of International Relations (third from right) from ISCID-CO joined honourable guests including Mr Zhang Shiping, Director of Mandarin Training and Testing Center of State Language Commission (fifth from right) and Mr Zhang Zongming from the Department of Educational, Scientific and Technological Affairs, Liaison Office of the Central

People's Government in the Hong Kong SAR (fourth from left) at the reception of the Signing Ceremony of the Inauguration of Putonghua Education and Assessment Centre which took place at HSMC during their June visit. Also present at the reception were Prof Gilbert Fong, Acting President (fourth from right); Dr Karen Chan, Vice-President (Organisational Development) (second from right); Prof Thomas Luk, Dean of School of Humanities (far right); Prof Alex Cheung, Chairperson of Department of Chinese (third from left); Prof Raymond So, Chairperson of Student Exchange Committee (second from left) and Ms Mary Ip, Manager - Student Exchange (far left).



Trade Commissioner from the Consulate General of Canada

The College received the Trade Commissioner from the Consulate General of Canada (Hong Kong Office) responsible for promoting educational ties between Canada and Hong Kong on 30 July 2013.



Ms Jaclyn Chan, Trade Commissioner from the Consulate General of Canada (Hong Kong Office) (third from left) was updated on development of the College by Prof Gilbert Fong, Acting President (second from left); Dr Karen Chan, Vice-President (Organisational Development) (third from right); Prof Raymond So, Chairperson of Student Exchange Committee (far left) and Ms Mary Ip, Manager - Student Exchange (far right).

International Expos and Overseas Visits

The College participated in the 8th Asia-Pacific Association for International Education (APAIE) Conference and Exhibition held from 11 to 14 March 2013 at the AsiaWorld-Expo in Hong Kong at which participants exchanged ideas and learned about new initiatives in the field through the exhibition, the seminars in parallel sessions and the networking opportunities.



HSMC also participated in the 65th NAFSA Annual Conference and Expo at St Louis, USA. The event, held from 26 to 31 May 2013, provided the College with training workshops, educational sessions and networking opportunities.



In June 2013, HSMC was invited by the Pukyong National University (PKN) to attend the Academic Collaboration Agreement Signing Ceremony between HSMC and PKN in Busan, Republic of Korea.

Dr Karen Chan, Vice-President (Organisational Development) (fourth from left) led a delegation from HSMC to the Pukyong National University, Republic of Korea on 11 June 2013 for the Signing Ceremony of Academic Collaboration Agreement hosted by Dr Young-Seup Kim, President of the Pukyong National University (fourth from right). The HSMC delegation was warmly welcomed by Dr Young-Seup Kim, President and other members of PKN including (from right) Dr Jeong-Gi Um, Assistant Vice-President for International Affairs and Dr Soonhyuck Park, Vice-President for International Affairs and Dr Ha Myung Shin, Dean of College of Business Administration.



The HSMC members participating in the Ceremony on 11 June 2013 also took the opportunity to conduct a courtesy visit to the SolBridge International School of Business, Woosong University in Daejeon, Republic of Korea in preparation for the launch of exchange programme in Fall Semester 2013/14.



The HSMC members were received by Prof William Park, Vice Dean of SolBridge International School of Business (fourth from right); Prof Tonatuih Najera Ruiz, Associate Dean, Student Affairs and International Relations (third from left); Mr Stephen Jacques, Deputy Director of Admission and Strategy, Global Centre, Woosong Education Foundation (second from right) and Mr Johnny Ruan, Marketing Chief, Global Centre, Woosong University (far left).



Exchange Programmes

In the fall semester 2012/13, HSMC welcomed the first batch of inbound exchange students from the Shanghai University of International Business and Economics (SUIBE), China.

In the spring semester, two exchange students from the Cottey College (Cottey), USA stayed at HSMC while the first batch of outbound exchange students departed to the Cottey and SUIBE for exchange study.



HSMC organised different activities for the inbound exchange students, including Hong Kong tour, a welcome party, a gathering and a farewell party. The students have thoroughly enjoyed the programme with the company of a buddy and a host family assigned during their stay.

What the Participants Say?



Yuan Jun (first from left, second row)

Home Institution: Shanghai University of International Business and Economics, China

"We have experienced an unforgettable time which definitely brings us great happiness. We set foot on endless places with uncountable wonderful memories. It is a dream that goes far beyond imagination and expectation, and we hope it continues!"

Hu Kuanxia (fourth from left)

Home Institution: Shanghai University of International Business and Economics, China

"Although this is my first time to Hong Kong, I feel so at ease here because all the people I meet are so warm-hearted and friendly. It is especially so for our Buddies who have been spending lots of time as our guides around the city. Thank you all so much! I believe this will surely become the most special experience in my life."



Malyssa Dunson (left)

Home Institution: Cottey College, USA

"During the exchange, I enjoyed the student hostel banquet and had a great time in Hong Kong during the Chinese New Year festival."

To Chor Hang

Host Institution: Cottey College, USA

"Having joined the exchange programme, I have a deeper understanding about myself and I found out that I am more capable than I think. Joining the exchange programme not only changes my way of thinking, I have also made friends from all over the world and I really appreciate this opportunity."



Wong Wing Fay

Host Institution: Cottey College, USA

"I am glad to be given a chance to join the exchange programme. It is an amazing experience to live abroad. I have become more independent and confident. I am truly thankful for having this opportunity to widen my horizon."



Tse Siu Chung (second from right)

Host Institution: Shanghai University of International Business and Economics, China

"The most I gained from this exchange programme is friendship. At SUIBE, students from different countries with different cultures came together. It was exciting and fun to make new friends from all around the world."

Li Jing Nam (far right)

Host Institution: Shanghai University of International Business and Economics, China

"This exchange experience is very valuable to me - it helps me understand myself more and it is really important to my personal growth. My self-confidence and self-esteem have been enhanced. All these are things which cannot be learnt from textbooks but through experience."





CAMPUS

DEVELOPMENT



Campus Development

The campus development plan aims to create a dynamic learning environment fostering academic, intellectual and social exchange conducive to the pursuit of academic excellence and all-round development of students. The plan comprises the development of 6 pieces of land [Sites A, B, C (front portion), D, E and F] adjoining the current parent building, covering a total gross floor area of 66,300m².

The campus is designed with sustainability in mind which aims at achieving a functional campus while blending with the neighbouring natural landscape. There will be bamboos, trees, vertical greenings, podium and roof top gardens all around the campus to form an effective visual green on campus for students and staff to enjoy learning and teaching.

In 2012/13, we have made great strides in the construction project. Two buildings have been completed. The Academic Building (Block A) and the Academic and Administration Building (Block D) were completed in September 2012 and 2013 respectively. To complete the picture, the Sports and Amenities

Centre (Block B), Open Plaza in Site C and the Student Residence Halls in Site F will be completed in the 4th Quarter of 2013, 1st Quarter of 2014 and 3rd Quarter of 2015 respectively. By then, we will accomplish our strategic goal of providing a modern and stimulating campus environment to facilitate and support teaching and learning activities.

The College community is most grateful to the Hong Kong Jockey Club Charities Trust (HKJC) for the pledged donation of HKD200 million in 2012/13 towards the construction cost of the Student Residence Halls in Site F. With the support of HKJC, we will provide an integrated living and learning environment for students' self-learning, self-management, development of communication and leadership skills, and participation in hall life education programmes, cross-cultural activities and community service, where they will learn to become future leaders with a humanistic perspective, a servant leadership attitude and a global vision.



Legend

Block A: Academic Building

Block B: Sports and Amenities Centre

Site C: Open Plaza (C1) and potential development area (C2)

Block D: Academic and Administration Building

Site E: Campus Entrance at Hang Shin Link

Site F: Student Residence Halls

Total GFA of Sites A, B, C (Open Plaza), D and F
= 48,309 m²

Academic Building (Block A)

Gross floor area: 11,595 m²

Date of completion: September 2012

Facilities:

- Café
- Classrooms
- Computer Laboratories
- Conference Hall
- Decision Sciences Technology Laboratory
- English Language Centre
- Library and Learning Commons
- Garden
- Student Co-op Shop
- The Institute for Chinese Language and Culture
- Financial Trading Laboratory
- Translation and Interpretation Laboratory
- Wealth Management Training Centre



Sports and Amenities Centre (Block B)

Gross floor area: 6,679 m²

Date of completion: 4th Quarter of 2013

Facilities:

- Cafeteria
- Dance Room
- Fitness Centre
- Garden
- Indoor Swimming Pool
- Indoor Multi-purpose Sports Hall
- Multi-purpose Room
- Music Room
- Rooms for Student Unions and Student Associations
- Restaurant





Open Plaza (Site C, front portion)

Gross floor area: 1,199 m²

Date of completion: 1st Quarter of 2014

- Clock Tower
- Green Courtyard
- Water Cascades



Academic and Administration Building (Site D)

Gross floor area: 14,310 m²

Date of completion: September 2013

Facilities

- Auditorium
- Boardroom and Pre-function Area
- Classrooms
- Computer Laboratories
- Offices
- Garden
- Radio Broadcast Training Centre
- Multi-media Training Centre

Student Residence Halls (Site F)

Gross floor area: 14,525 m²

Date of completion: 3rd Quarter of 2015

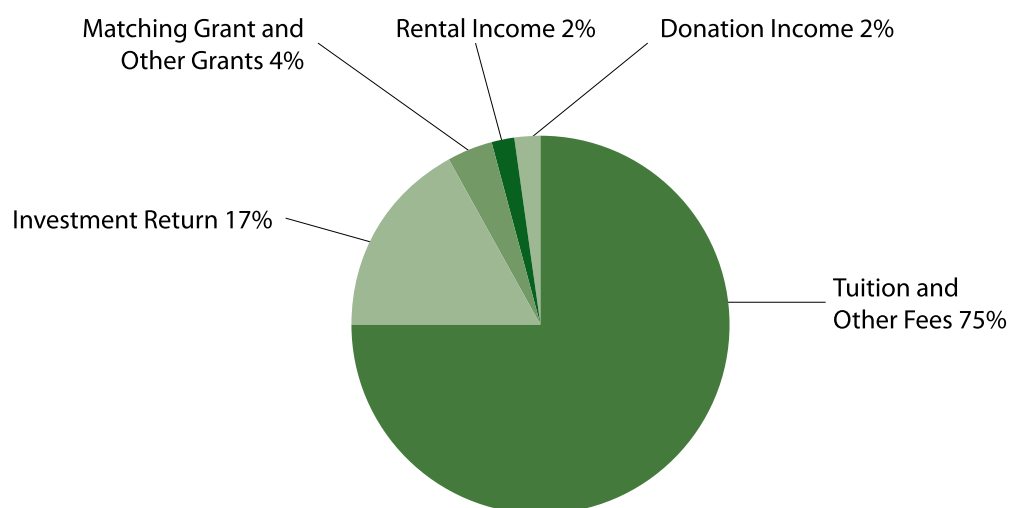
Facilities

- 3 blocks of buildings accommodating around 1,200 students
- 3 to 4 students sharing 1 unit

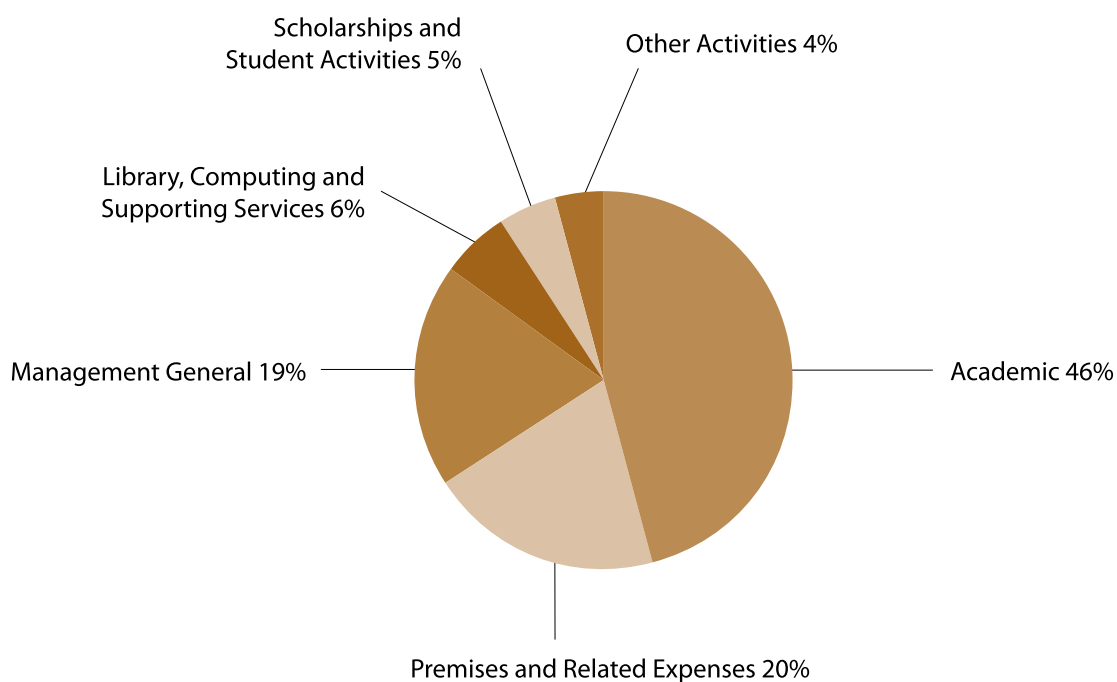
Finance

The following charts illustrate a summary of the consolidated operating income and expenditure of the Hang Seng Management College (HSMC) and Hang Seng School of Commerce (HSSC)* in 2012/13:

Income



Expenditure



* HSMC was established in 2010 as a wholly-owned subsidiary of HSSC to provide degree programmes under Cap 320.

Facts and Figures

(As at 31 August 2013)

STUDENTS	
BBA (Hons)	1,747
BBA (Hons) in Supply Chain Management	367
BA in English (Hons) *	67
Bachelor of Journalism and Communication (Hons)	371
Bachelor of Translation with Business (Hons)	222
Associate Degree in Business Administration	417

GRADUATES	
BBA (Hons)	77
BBA (Hons) in Supply Chain Management	26
Bachelor of Journalism and Communication (Hons)	15
Bachelor of Translation with Business (Hons)	12
Associate Degree in Business Administration	94

STAFF	
Full-time Academic	131
Full-time Management and Support	190

LIBRARY	
Printed Books	38,202 volumes
Printed Serials	431 titles
Databases	107 titles
E-Books (perpetual)	44,701 titles
E-Books (subscribed)	120,000 titles^
E-Journals	81,764 titles
Multimedia	5,176 volumes
Total Number of Study Places	629

STUDENT HOSTEL	
Student Hostel Places	206 places

* Introduced in 2012/13

^ The figure is provided by EBSCOhost on eBook Academic Collection.

Academic and Research Activities

Conference Attendance 2012/13

Date	Name of Staff	Conference	Title of Paper
June 2013	Dr Gavin Bui	The 4th International Conference on English, Discourse and Intercultural Communication (Macau)	Task-readiness: Theoretical Framework and Practice
July 2013	Dr Benedict Chan	Harmony & Conflict: From Embodied Emotions to Global Realms – 2013 Joint Meeting of the Society for Asian & Comparative Philosophy and the Australasian Society for Asian & Comparative Philosophy (Singapore)	Do Economic Rights Really Conflict with Liberal Rights? - An East and West Cultural Debate
August 2013	Dr Benedict Chan	COHDA 2013: Inaugural Conference on Human Development Asia Analysis of Human Development in East Asia (Japan)	Capability Approach, Confucianism and Human Rights - A Philosophical Analysis of Human Development in East Asia
June 2013	Dr Fanny Chan	European Marketing Academy 42th Conference (Turkey)	Cultural Differences in the Perception of Product Placement in Films
August 2013	Dr Haksin Chan	2013 AMA Summer Marketing Educators' Conference (US)	Classifying Word-of-Mouth Discourses: Theory and Evidence
March 2013	Dr Michael Chan	The 8th Annual Conference of the Asian Studies Association of Hong Kong (Hong Kong)	Cyber Bullying to the Society for Truth and Light: A Case Study on Web Culture in Hong Kong
May 2013	Dr Michael Chan	International Conference on Macau Narratives (Portugal)	Narrating Dr. Sun Yat-sen: His Thought, Family and Revolutions in Hong Kong and Macau
August 2013	Dr Michael Chan	International Geographical Union 2013 Kyoto Regional Conference (Japan)	Preserving an Intangible Cultural Heritage from Tang-China and Nara-Period Japan: Chi Lin Nunnery and Nam Lin Garden in Hong Kong
March 2013	Dr Shelby Chan	Performing China on the Global Stage (UK)	Romancing Hong Kong: the Revelation of Sweet and Sour Hong Kong
May 2013	Dr Shelby Chan	The Second Business Translation Forum of China (China)	Investigating the Routes to Professional Translators/ Interpreters: The construction and development of the HK- CL(CE/EC)TIC
November 2012	Dr Victor Chan	The International Association for Asia Pacific Studies Conference (Hong Kong)	Regional Governance and Emerging Diseases in the Asia Pacific: The Roles of WHO Western Pacific Regional Office
June 2013	Dr Victor Chan	2013 KAPS International Conference (South Korea)	Paradigm shift of Japan's Monetary Policymaking: Implications of Abe Shinzo's Return to Power
June 2013	Dr Victor Chan	The 8th International Convention of Asia Scholars (Macau)	Japan's New Democracy: the Rise of Local Political Forces
September 2012	Mr James Chang	Conference on the Practice of the UNCLOS and the Resolution of South China Sea Disputes (Taipei)	A Comparison of Governance on EEZ between Taiwan and Mainland China
December 2012	Mr James Chang	Conference on the Era of Re-orientation: Upholding Justice, Energy Development and International Trend (Taipei)	The Influence on the High Degree of Autonomy of the HKSAR from the Regional Economic Integration between Mainland China and Hong Kong: An Analysis from the Angle of Functionalism
June 2013	Mr James Chang	The 2nd Han Qing Conference on Mainland China Study: the Cross Taiwan Straits Relationship Under The New International Situation (Taipei)	The dialogue, negotiation and prospect across Taiwan Straits under the new international structure after the 18th Communist Party
July 2013	Dr Gengzhao Chen	The Global Chinese Real Estate Congress (GCREC) 2013 Annual Conference (China)	Minor Property Rights Housing - From Perspective of Housing Rights
January 2013	Dr Andy Cheng	9th Eurasia Business and Economics Society Research Conference (Italy)	A Comparative Research on Physical and Synthetic Replicated Exchange Traded Fund(ETF): An Empirical Study from Mainland China and Hong Kong
August 2013	Prof Alex Cheung	紀念何琳儀先生誕辰七十周年暨古文字學國際學術研討會 (中國)	錯金<攻吳王劍>銘獻疑
June 2013	Dr Meily Cheung	The International Association for Media and Communication Research (IAMCR) Conference 2013 (Ireland)	(1) Parental Beliefs and Preventive Measures of Childhood Infectious Diseases in Hong Kong: A Theory-Driven Focus Group Study (2) Spots News Coverage and Changing News Routines in the Context of Police Digital Communications in HK

Date	Name of Staff	Conference	Title of Paper
December 2012	Prof Irene Chow	The 8th Asia Academy of Management Conference (Seoul, Korea)	The mediating role of dynamic capability and developmental culture in the hr-performance link
December 2012	Prof Irene Chow	The 8th Asia Academy of Management Conference (Seoul, Korea)	Get your way in different cultures: organizational influence tactics and career goal attainment in Hong Kong, Japan, and the United States
December 2012	Prof Irene Chow	Eastern Academy of Management International Conference (Seville, Spain)	The effect of dynamic capabilities and social capital on entrepreneurial orientation-innovation performance relationship
March 2013	Prof Gilbert Fong	Performing China on the Global Stage (UK)	Romancing Hong Kong: the Revelation of Sweet and Sour Hong Kong
May 2013	Prof Gilbert Fong	第二屆全國商務翻譯高端論壇 (中國)	校內企業與實習 - 香港恒生管理學院商務翻譯的培訓模式
June 2013	Prof Gilbert Fong	中國戲劇教育高端論壇 (中國)	香港戲劇教育概況
November 2012	Dr Paul Fung	The Aesthetics of Suffering Conference (Taiwan)	Dostoevsky, Epilepsy and the Photographic Image
July 2013	Dr Donovan Grose	Theoretical Issues in Sign Language Linguistics 11 (TISLR11) (UK)	The Iconicity of Scalar Verbs Across Semantic Fields
August 2013	Dr Danny Ho	The 8th International Congress on Logistics and SCM Systems (Japan)	A Case Study of Corporate Carbon Strategy of Cathay Pacific Airways
May 2013	Dr Kenneth Kwong	AMA 2013 Marketing & Public Policy Conference – The Changing Role of Policy in Consumer Well Being (US)	Knowing the Unknown: Operating Forces Behind Green Innovation Adoption for Sustainability
March 2013	Dr Anselm Lam	The Third Conference on Ethics, Religions & Philosophy (Japan)	The Online Self and His/Her Relationship with Other Online Selves: A Rousseauian Analysis
June 2013	Prof Lau Ho Fuk	22nd Annual World Business Congress of the IMDA (Taiwan)	The Cross-border Shopping Behavior of Chinese Female Shoppers - A Preliminary Study
December 2012	Dr Victor Lau	Asia Academy of Management Conference (South Korea)	Get Your Way in Different Cultures: Organizational Influence Tactics and Career Goal Attainment in Hong Kong, Japan and the United States
July 2013	Dr Victor Lau	The 12th International Decision Science Institute and the 18th Asia Pacific DSI Conference (Indonesia)	A study of the effect of workplace environment management practices on employees' behavior in the China context
July 2013	Dr Victor Lau	Academy of International Business Conference (Turkey)	Internalizing legitimacy: The indirect link between perceptions of entrepreneurship's legitimacy and entrepreneurs' innovative behavior
August 2013	Dr Victor Lau	The 73rd Annual Meeting of the Academy of Management (US)	Turning the Tables: The Mitigating Effects of Proactive Personality on Work- to-Family Conflict
June 2013	Dr Elvis Lee	The 9th International Symposium on Bilingualism (Singapore)	Sharing v Maintenance of Power: Ideological Conflict in Legal Bilingualism between Judiciary and Legal Professionals in Hong Kong
June 2013	Dr Elvis Lee	The 3rd International Conference on Law, Language and Discourse (China)	Harsh Comments and Lenient Penalties: How Judges Speak with Social Impact in Hong Kong
July 2013	Prof TS Lee	The 12th International Decision Sciences Institute and the 18th Asia Pacific DSI Conference (Indonesia)	Resources Constraints, Capacity Limitations and Supply Information Sharing in a Supply Chain
March 2013	Dr Rebecca Leung	香港亞洲研究學會第八屆研討會：亞洲的變革、發展及文化:從多角度出發 (香港)	性別主體與國家想像-論劉訥鷗、穆時英和張愛玲小說中的「視覺化表述」
December 2012	Prof Li Dong Mei	Advertising and Consumer Psychology Conference (Singapore)	How Does Cultural Politeness Weaken Exclusionary Reactions toward Foreign Business?
July 2013	Prof Li Dong Mei	China Marketing International Conference 2013 (China)	Strong Brand from Consumers' Perspective: A Cross- cultural Study
July 2013	Prof Li Dong Mei	China Marketing International Conference 2013 (China)	Be Sincere or Be Capable When a Product Crisis Occurs? The Moderating Role of Lay Belief about Corporate Social Responsibility

Date	Name of Staff	Conference	Title of Paper
August 2013	Prof Li Dong Mei	Annual Conference of China Marketing Science 2013 (China)	The Importance of Cultural Politeness in International Marketing: Developing Politeness Theory in Marketing Research
November 2012	Dr Lawrence Lo	19th International Business Research Conference (Australia)	Continue, Turn or Stop? An Empirical Study of the Retirement Intention in Hong Kong
April 2013	Dr Xiang Long	LibrAsia 2013 The Asian Conference on Literature and Librarianship (Japan)	Female Quest for Identity in Edith Wharton's Summer
July 2013	Dr Stephen Ng	The 12th International Decision Sciences Institute and the 18th Asia Pacific DSI Conference (Indonesia)	A Study of the Effect of Workplace Environment Management Practices on Employees' Behaviour in China Context
May 2013	Dr Janice Pan	The Second Business Translation Forum of China (China)	Investigating the Routes to Professional Translators/ Interpreters: The construction and development of the HK- CL(CE/EC)TIC
July 2013	Dr Janice Pan	The 20th International Conference on Learning (Greece)	Learner Diversity and Perceived Difficulties in Interpreting Learning: An Investigation of Tertiary Students in China
September 2012	Dr Pang Suk Man	Seminar at Lok Sin Tong Wong Chung Ming Secondary School (Hong Kong)	口述歷史與黃大仙地區歷史
October 2012	Dr Pang Suk Man	Seminar at Newman Catholic College (Hong Kong)	口述歷史與元朗區地區歷史
October 2012	Dr Pang Suk Man	Seminar at Newman Catholic College (Hong Kong)	口述歷史與油尖旺區地區歷史
October 2012	Dr Pang Suk Man	樹仁大學歷史系講座 (香港)	東區人了解東區史：東區族群口述歷史
November 2012	Dr Pang Suk Man	Enriching Knowledge Lecture Series: Senior Secondary History Curriculum, Lecture (Hong Kong)	Emergence of International NGOs: Success and Limitation of Cooperation
November 2012	Dr Pang Suk Man	Seminar at Newman Catholic College (Hong Kong)	口述歷史與香港傳統紙紮業
February 2013	Dr Pang Suk Man	Seminar at Hong Kong Association of Registered Tour Co-ordinators (Hong Kong)	香港宗教
June 2013	Dr Pang Suk Man	第八屆近代中國基督教史研討會 (香港)	李金強教授對中國基督教史研究的貢獻
November 2012	Dr Anthony Siu	Salzburg Global Seminar, Screening America: Film and Television in the 21st Century (Austria)	The Indie Canon: a Kristevian Reading of "Minor" Films
May 2013	Dr Howard Song	10th Annual International Conference on Communication and Mass Media (Greece)	Rethinking the History and Defining Characteristics of Online Journalism
January 2013	Dr Joel Swann	The British Society for Eighteenth Century Studies (UK)	Robert Thyer's collection of John Byrom's poetry
July 2013	Dr Felix Tang	2013 World Marketing Congress (Australia)	How Confucius Influences Consumer's View on Socially Responsible Corporations
October 2013	Dr Eileen Tsang	Asian Conference on Education 2012 (Japan)	How do the Chinese Middle Class Families Pursue Upward Generational Mobility by accessing Transnational Higher Education?
July 2013	Dr Catherine Wong	British Comparative Literature Association (BCLA) Conference 2013 – Migration (UK)	Japanese Self in the Disguise of an English Narrator - migration, exile and diasporic experience in Kazuo Ishiguro's work
July 2013	Dr Collin Wong	The 12th International Decision Sciences Institute and the 18th Asia Pacific DSI Conference (Indonesia)	A Decision Support System Framework for RFID Technology Adoption
July 2013	Dr Ricky Wong	The 12th International Decision Sciences Institute and the 18th Asia Pacific DSI Conference (Indonesia)	Subadditivity in Resource Allocation: An Experimental Approach to Investigating the Effects of Unpacking Fund Categories
May 2013	Dr Wu Jing	2013 中美新聞傳播雙邊學術會議：全球化時代的傳播史研究 (中國)	再議五四傳媒史：《學燈》與新文化運動公共論壇的構建
December 2012	Dr Shirley Yeung	BIT 1st International Congress of Gynaecology and Obstetrics ICGO 2012 (China)	Learning Outcomes from SERVQUAL for Improving Quality of Life for Women
June 2013	Dr Shirley Yeung	1st International Conference on Lean Six Sigma for Higher Education (Scotland)	Applying Six Sigma into Curriculum Design for Creating Value - Fulfilling Accreditation Requirements with Learning Outcomes Measured
September 2012	Mr Angus Young	Cambridge Conference on National Governance Bundles (UK)	A Chinese Self-Regulatory Regime from a Historical-Cultural Perspective: Rethinking the Merits of the Confucian System of Regulation and Governance

Date	Name of Staff	Conference	Title of Paper
March 2013	Mr Angus Young	The Third East Asian Law & Society Conference (China)	Conceptualizing a Hybrid Approach in Enforcement and Compliance in China
July 2013	Dr Carisa Yu	International Association of Maritime Economists Conference 2013 (France)	Portfolio Analysis of Ship Acquisition
August 2013	Dr John Yuen	紀念何琳儀先生誕辰七十周年暨古文字學國際學術研討會（中國）	武威漢墓第 79、80 號木牘注釋及相關問題研究

List of Selected Publications of Academic Staff 2012/13

Academic Staff	Publications
Dr Gavin Bui	Skehan, P., Bei, X., Li, Q., & Wang, Z. (2012). The task is not enough: Processing approaches to task-based performance. <i>Language Teaching Research</i> , 16(2), 170-187. [SSCI-Indexed].
Dr Gavin Bui	Bei, G. X. (2013). Review of <i>Hong Kong English by Setter, Wong, & Chan</i> . <i>English World-Wide</i> , 34(3), 383-385. [SSCI-Indexed].
Dr Gavin Bui	Wei, R., & Bei, X. (2013). Speech act of request in business e-mails: A conversation analysis perspective. <i>Journal of Luoyang Normal University</i> , 32(7), 110-114.
Dr Gavin Bui	Bei, G. X. (2013). Effects of immediate repetition in L2 speaking task: A focused study. <i>English Language Teaching</i> , 6(1), 11-19. doi:10.5539/elt.v6n1p11.
Dr Benedict Chan	陳成斌(2012)。從基督教、羅爾斯到柯亨:簡述左翼政治與平等主義。 《基督教與現代社會的爭論——道德、政治與「宗教右派」》，關啟文、蔡志森編 (香港：天道出版社)，73-88。
Dr Chan Chi Kit	陳智傑(2012)。選舉離不開爛蘋果？收錄於：蘇鑰機主編，特首選戰・傳媒・民意・香港：天地圖書有限公司，頁 161-163。
Dr Chan Chi Kit	陳智傑、王慧麟(2013)。香港人的國家認同態度。收錄於：陳智傑、王慧麟合編，《本土論述 2012——官商勾結》。台北市：漫遊者文化出版。
Dr Chan Chi Kit	陳智傑(2013)。建構媒體範例：香港塌樹事故的新聞論述。 收錄於：張少強、梁啟智、陳嘉銘合編，《香港・論述・媒體》。香港：牛津大學出版社。
Dr Chan Chi Kit	陳智傑(2013)。香港身份與中國論述的互動——曾蔭權年代的香港本土意識。收錄於：羅金義、鄭宇碩編，《留給梁振英的棋局——通析曾蔭權時代》。香港：香港城市大學出版社。
Dr Chan Chi Kit	陳智傑(2013)。以新聞範例理性化健康風險：豬流感的香港新聞論述[電子版]。張少強、馬傑偉、吳俊雄、呂大樂、張嘉輝(主編)。香港：香港中文大學新聞與傳播學院，JCMotion Publishing。 取自 http://jcmotion.com.cuhk.edu.hk
Dr Chan Chi Kit	Chan, C.K. (2013). Structural Weakness of Executive-Led Model --- Governance and Party Politics of Hong Kong. In J. Cheng (ed): <i>The Second Chief Executive of Hong Kong SAR—Evaluating the Tsang Years 2005–2012</i> . Hong Kong: City University of Hong Kong Press.
Dr Fanny Chan	Chan, F. (2012). Product placement and its effectiveness: A systematic review and propositions for future research, <i>The Marketing Review</i> , 12(1), 39-66.
Dr Michael Chan	陳永浩(2012)。絕對要「小題勁做」的香港賭博問題。關啟文、蔡志森主編：《基督教與現代社會的爭論：道德、政治與「宗教右派」》，香港：天道書樓，2012，第 383-391 頁。
Dr Michael Chan	陳永浩(2013)。志蓮和南蓮是「假古董」？恒生管理學院主編：《商道與人道——恒管人語》，香港：中華書局，第 124-125 頁。
Dr Michael Chan	陳永浩(2013)。去 Hea 還是 Running Man？恒生管理學院主編：《商道與人道——恒管人語》，香港：中華書局，第 136-137 頁。
Dr Michael Chan	陳永浩、吳慧華(2013)。生命倫理錦囊。香港：明光社生命及倫理研究中心、宣道出版社。
Dr Rami Chan	Chan, H.Y. (2013). Crisis Politics in Authoritarian Regimes: How Crises Catalyse Changes under the State-society Interactive Framework. <i>Journal of Contingencies and Crisis Management</i> , 21(4), 200-210.
Dr Shelby Chan	Chan, S. (2012). Hechu jian wu jia: Xianggang fanyi ju yu yuanchuang ju de bentixing shuxie (Equivocating about home: Subjectivity writing in translated plays and original plays in Hong Kong 何處見吾家：香港翻譯劇與原創劇的本體性書寫). In Mo Zhaozhong (Ed.), <i>Xin shiji huawen xiju yanjiu</i> (Studies in Chinese drama in the new millennium 新世紀華文戲劇研究) (Pp. 422–430). Macau: Aomen huawen xiju xuehui.
Dr Shelby Chan	陳嘉恩(2013)。〈港式粵語廣告與身份認同〉，載恒生管理學院編：《商道與人道——恒管人語》，香港：中華書局（香港）有限公司出版社。頁149-151。
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Academic Staff	Publications
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