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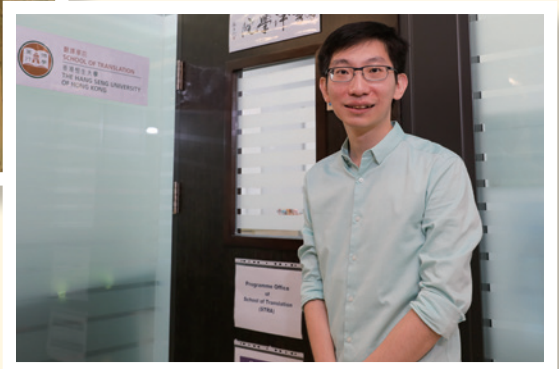
Feature 專題報道

HSUHK Welcomed New Students 恒大迎新生



Bamboo@HSUHK 恒大竹跡

Bamboo, the Gentleman
君子竹跡



HSUHK People 恒大人

Interview with Dr Sai-cheong Siu
蕭世昌博士專訪



香港恒生大學
THE HANG SENG UNIVERSITY
OF HONG KONG

The Hang Seng University of Hong Kong Newsletter
香港恒生大學通訊

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HSUHK Welcomed New Students 恒大迎新



▲ Dr Tom Fong (left) and Dr Brossa Wong (right) led the University Anthem session.
方永豪博士（左）及黃若霞博士（右）領唱校歌

Convocation for New Students 2019/20 2019/20 學年新生入學禮

The HSUHK Convocation for New Students was held on 5 Sept 2019 to welcome over 2,000 new students and exchange students. This was HSUHK's first Convocation for New Students after its renaming as university, bestowing special meanings on the occasion.

The Convocation started with an academic procession joined by Academic Board members and other academic staff. Following the singing of the University Anthem which was led by Dr Tom Fong, Vice-President (Organisational Development) and Dr Brossa Wong, Registrar, the Academic Board members onstage were introduced by the student emcees. Other academic staff offstage in the front rows also stood up to receive the applause from new students.

恒大於2019年9月5日舉行了2019/20學年新生入學禮，歡迎逾2,000名新生和海外交流生。這是恒大正名後首次舉行新生入學禮，別具意義。

典禮由教務委員會成員及其他教學人員進場掀開序幕。在副校長（機構發展）方永豪博士及教務長黃若霞博士領唱校歌後，學生司儀逐一介紹台上的教務委員會成員。隨後於台下前排的一眾教學人員亦起立，接受新生們鼓掌致意。



▲ HSUHK teaching staff and new students attending the Convocation
恒大教職員及新生齊聚入學禮



▲ HSUHK Sinfonietta performing in the Convocation
恒大小交響樂團於典禮上演奏

After the speeches by President Simon Ho and Cheung-kuk Li, President of HSUHK Students' Union, the panel discussion began. Moderated by President Simon Ho, the panel discussion themed "Transition to University and Beyond" featured topics about how to adapt to university life, how to distinguish and handle fake information on the Internet, and the importance of nurturing critical thinking. Participants of the panel session included Dr Daniel Mo, Associate Professor of Department of Supply Chain and Information Management as well as the awardee of Teaching Excellence Awards 2015/16; Ms Ella Cheng, BBA-FA graduate and the recipient of 2018 President's Scholarship; and Ms Ruby Chim, BBA-SCM student (Year 3) and Senior Student Ambassador. In his sharing, President Ho emphasised that we should analyse issues from various angles and be constructive in making comments. It was also important to keep an open mind to respect different views. What's more, he hoped students could make life-long friends and find their own goals and values during their university journey.

The Convocation was concluded after the performance by HSUHK Sinfonietta, signaling the start of students' university journey.

在何順文校長及學生會會長李翔鵠致辭後，小組座談環節以「大學之道：適應與發展」為主題展開，由何校長主持，參與的包括 2015/16 年度恒大卓越教學獎得主、供應鏈及資訊管理學系副教授巫耀榮博士；2018 年金融分析工商管理（榮譽）學士畢業生及傑出學生獎學金得主鄭雅雯；以及供應鏈管理工商管理（榮譽）學士三年級生、學生大使領袖詹瑩瑩。討論題目圍繞新生如何適應大學生活、如何分辨及處理網絡的虛假訊息，以及培育明辨思維的重要等。何校長強調，提出建議時須具建設性，要理性多角度分析，保持開放態度，同時尊重不同意見。他並希望同學在大學生涯中，能結交到互相扶持的終身朋友，並尋找到自己的目標和價值。

在恒大小交響樂團演奏的悠揚樂韻下，入學禮圓滿結束。新生們的大學生涯亦隨即展開。



▲ President Simon Ho encouraged new students to seek continuous improvements with proactive learning attitude 何順文校長勉勵新生積極學習，尋求進步。



▲ (From left) President Simon Ho, Ms Ruby Chim, Dr Daniel Mo and Ms Ella Cheng participating in the panel discussion. (左起) 何順文校長、詹瑩瑩、巫耀榮博士和鄭雅雯在台上進行小組座談。



▲ Exchange students attending the Convocation 海外交流生出席入學禮



▲ The conclusion of the Convocation signaling the beginning of students' university journey 入學禮結束，意味新生的大學生涯正式展開。



▲ New students pictured together at the Convocation 新同學於入學禮上合照

HSUHK Student Orientation Day 2019

恒大迎新日 2019

With the theme “Adventure Begins in HSUHK”, Student Orientation Day 2019 was held on 20 August 2019 to kick-start students joyful campus life. More than 1,600 participants, including new students, senior year students, as well as academic and administrative staff, took part in the activity. New students received important information through participating in different events, looking forward to exploring and developing their potential in HSUHK.

In the opening session, President Simon S M Ho gave a warm welcome to the new students, followed by a sharing by Dr Tom Fong, Vice-President (Organisational Development), on HSUHK’s unique “Liberal + Professional” education model and the “iGPS Desired Graduate Attributes” framework. Ms Rebecca Chan, Director of Student Affairs Office, introduced four HSUHK students who had achievements in different aspects, encouraging new students to explore their potential and seize every opportunity during their study. School sessions and academic programme sessions were then arranged for new students to obtain essential information on their study and meet their teachers and fellow classmates.

New students also joined different activities to better understand HSUHK and build connections, while over 220 senior year students served as Campus Life Mentors on the event day to assist new students in adapting to their campus life.



▲ Students were enjoying the warm-up game
同學投入參與熱身遊戲

恒大迎新日於 2019 年 8 月 20 日舉行，以「恒大有樂 Adventure Begins in HSUHK」為主題，祝願新同學在恒大愉快學習，發揮潛能，盡展所長。今年共有超過 1,600 名新同學、高年級學生及教職員一同參與多姿多采的迎新日，新生從不同活動中獲得實用的學習資訊，在恒大校園迎接新學年！

何順文校長於開幕禮歡迎新同學加入恒大，接著由副校長（機構發展）方永豪博士介紹恒大的「博雅 + 專業」教育模式及「期望的畢業生特質 iGPS」。學生事務總監陳寶瑜女士透過介紹幾位在不同範疇擁有卓越成就的學生，鼓勵同學積極把握在學期間的機會。其後是五所學院和各個學術課程的師生交流環節，新同學均自老師和學長獲得關於課程和學習的豐富資訊。

當日新生也參與不同活動，加深認識恒大，建立人際網絡；超過 220 位高年級學長則擔任校園生活導師，協助新生盡快適應校園生活。



▲ President Simon S M Ho welcomed the freshmen
何順文校長歡迎新生

Tour to the Lee Shau Kee Complex introduced sports teams to freshmen
新生參觀李兆基綜合大樓的體育康樂設施，及認識恒大的校隊。



▲ The Student Orientation Day came to a happy close with a lucky draw
迎新日壓軸大抽獎

Residential Colleges' Welcoming Party for New Students 住宿書院迎新派對

The Residential Colleges (RCs) held a welcoming party on 31 Aug 2019. New students greeted their peers and teachers at the party and moved into their new rooms.

The party, organised by the Student Affairs Office, welcomed more than 100 local, non-local and exchange students. The four RCs presented souvenirs to new students, followed by a speech by Dr Tom Fong, Vice-President (Organisational Development), in which he encouraged students to participate in RC activities and cherish every opportunity of interacting with other members of the RCs.

The RC Masters, Associate Masters and Resident Tutors of each of the RCs, including Mosaic College, Wellness College, Amity College and Evergreen College, introduced the respective RC to the new comers and gave a preview of activities in the coming year.

Through a series of interactive games and quizzes, student residents learned essential tips about living in the RCs and took the first step of becoming an active resident of the RC community. They were looking forward to the interesting learning opportunities and experience ahead.

住宿書院亦於 2019 年 8 月 31 日舉行了迎新派對，讓宿生互相認識，並辦理入宿，展開新旅程。

迎新派對由學生事務處舉辦，吸引了過百名本地及海外宿生參與。四個住宿書院先送上紀念品歡迎各位新生，而副校長（機構發展）方永豪博士則於歡迎辭中鼓勵宿生積極參與住宿書院活動，並多與住宿書院的其他成員交流，互相學習。

博文書院、康活書院、樂群書院及綠延書院的院長、副院長及導師亦逐一向宿生介紹其書院及未來一年的活動。

一連串問答遊戲及活動過後，宿生們掌握了不少住宿書院的生活小知識。他們均期待日後積極參與書院活動，從中學習。



▲ Exchange students enjoying the party
交流生投入派對歡樂氣氛中



▲ New students knew more about RC life through a series of games
透過遊戲，新生對住宿書院的生活加深認識。



▲ New comers met new friends in the party
新生在派對中認識不少新朋友



▲ Members of the Residential Colleges took a group photo in the RC Welcoming Party
住宿書院師生於迎新派對大合照

Open Your Mind in the World of Translation

翻譯天地 洗濯心靈

Interview with Dr Sai-cheong Siu

蕭世昌博士專訪

Associate Professor of School of Translation and

Programme Director of BTB Programme

翻譯學院副教授及商務翻譯（榮譽）學士課程主任

Dr Sai-cheong Siu has been devoted to the research in translation of sutra for years, which he said has helped to shape his nice and friendly personalities. "I took translation as my major when I studied at The Chinese University of Hong Kong. At the first lesson, the professor lectured on the history of translation, mentioning that the translation of sutra was the earliest large-scale translation project in China. One of the famous translators at that time was Kumārajīva, who was a Buddhist monk from the Western Regions coming to China for preaching sermons during the Sixteen Kingdoms era. He was supported by the emperor of the Later Qin Dynasty to establish teams to translate sutras. Beyond that, the team was also responsible for promoting Buddhism and teaching. The Buddhist texts they translated from Sanskrit to Chinese are still circulated and read by Buddhists nowadays, which proves that the soft power of then China was very strong. That lesson triggered my interest in and passion for sutra translation, and drove me to commit myself to this." Immersing himself in sutra translation for years, Dr Siu thought that his understanding on sutra inevitably influenced his values and life philosophy to a certain extent.

Translation work requires sound language skills. While it is commonly thought that most translators are from the arts stream, Dr Siu was actually from the science stream. "In spite of this, I am interested in languages. In fact, translation covers a wide range of knowledge, and scientific knowledge could be applied during the process."

Dr Siu chose to integrate scientific knowledge with translation in his research. He has published a book which demonstrated and advocated the use of technology in sutra translation, which could help facilitate the circulation of Buddhist literature at different times across cultures and encourage the exchange of Buddhist ideology globally.

When being asked the translators he admired most, Dr Siu said that Yan Fu, a renowned and respected translator and philosopher of China's late Qing Dynasty, was the translator he admired a lot. Fu Yan was respectively the President of the Imperial University of Peking (now the Peking University) and the Fudan University of Shanghai. He advocated the translation theory of "faithfulness, expressiveness, and elegance" and translated the philosophy masterpiece *Evolution and Ethics* which had great impact on later generations. Another translator Dr Siu revered was Li Shanlan, also of the Qing Dynasty, who brought in concepts like analytic geometry and calculus to China through translating western Mathematics works into Chinese. "During the Qing Dynasty, western great powers opened up China's door with strong and powerful military arms. This awakened the Chinese to drive the Self-Strengthening Movement. However, a nation could not be reformed by weapons only. People's minds had to be enlightened. At that time, western

▲ Dr Siu thinks that studying translation not only enables us to know various ways of expressions in different cultures, but also helps broaden our horizons.

蕭博士認為修讀翻譯不單有機會體驗不同文化的表達方式，還可以培養廣闊的思維。

蕭世昌博士親切隨和，他坦言或多或少與多年來從事佛經翻譯的研究工作有關。「我在香港中文大學修讀翻譯，第一課教授講解翻譯史，就提到中國最早的大型翻譯工作就是佛經翻譯，其中著名的包括五胡十六國時期到中國傳教的西域僧人鳩摩羅什，他獲得後秦國主資助設置譯場，組織團隊翻譯佛經，他們的工作除譯經外，還包括弘法、教學等。他們從梵文譯成的漢字經文，至今仍然通用於佛教界，足以印證當時中國軟實力的強大。這課堂挑起我對佛經翻譯的熱誠，也從此把自己的志向投放於翻譯佛經。」沉浸於佛經翻譯多年，對佛經的感悟，蕭博士認為對自己的做人處事、人生觀也有一定的影響。

翻譯工作需要很堅實的語文基礎，翻譯人員一般被認為是文科出身，不過蕭博士卻是理科出身。「雖然我讀理科，但對語文同樣有興趣，而且翻譯本身涵蓋不同領域，也會應用到與理科相關的知識。」

蕭博士選擇把理科的知識和翻譯工作融合一起，開展研究生涯。他曾出版《佛教文字之電腦互動翻譯法：電子時代佛教翻譯的新方向》一書，示範並提倡運用翻譯科技於佛教翻譯之中，促進佛教文獻「跨古今，通中外」，鼓勵佛教思想在全球交流。

蕭博士仰慕的翻譯家，其中一位是中國的嚴復。嚴復是晚清偉大的翻譯家和思想家，曾任北京京師大學堂（今北京大學）和上海復旦大學校長，提出「信、達、雅」翻譯理論，翻譯過《天演論》等影響後世的思想鉅著。另一位也是中國清朝翻譯家李善蘭，他把西方的數學著作譯為中文，引入解析幾何、微積分等西方



▲ Having committed to teaching for years, Dr Siu is happy to witness the growth of students.
蕭博士從事教學工作多年，見證學生成長，感到相當欣慰。

knowledge was alien to the Chinese people. For example, the 'abcd' and mathematical signs used in algebraic expressions and formula could not be understood. Also, some concepts of social science did not exist in the Chinese world and so could not be comprehended. The role of translator was therefore very important in the sense that, they led people to learn western culture and helped drive the reform of the nation by translating those works, and even creating new Chinese words, to make those concepts more approachable for the general public."

Dr Siu joined HSUHK in 2011. Looking back on his teaching journey, he felt most satisfied to witness students' fruitful achievements in their learning starting from zero. He recalled a memorable experience that, once in a programme he had guided students to develop mobile translation apps of their areas of interests. As they were not familiar with computer sciences, Dr Siu especially adopted a teaching approach which was suitable for arts students, and was happy to see that they ultimately got it done step by step. Dr Siu was also gratified to witness the growth of HSUHK students. He recollected that one of the students, who was employed by Alibaba in Hangzhou, paid him a special visit when returning to Hong Kong during the Mid-Autumn Festival holiday, which made him feel really warm and touched.

Dr Siu thought that studying translation could help open our minds to appreciate different thoughts and to have a deeper realisation of life, as translation involves the comparison and cross-reference of discrepancies between languages, cultures and ways of expressions. "For instance, when you want to describe an emotion, you may find the choices of vocabulary in a culture quite limited, while in another culture there are abundant adjectives to describe the same feeling. Therefore I think the training of translation can help us get along with other people with a more open and inclusive mind."

數學概念到中國。「清朝時，西方列強用船堅炮利打開中國門戶，使中國人覺醒，推行洋務運動。畢竟單靠武器不可改造國家，還需要啟蒙大眾的思想。可是，他們對西方知識是相當陌生，例如數學方程式，假設直接用 abcd 和運算符號表達，當時的人是看不懂的；一些社會科學的概念，當時並不存在於中文的世界，人們也不能理解。翻譯家就用大眾相對容易理解的方法把這些著作翻譯，更為這些概念創造漢字名詞，引領百姓認識新穎的西方文化，推動國家革新。因此譯者的角色甚為重要。」

蕭博士 2011 年加入恒大，這些年來的教學歲月最讓他感到滿足的，是見證學生從零開始學習有成。他曾經負責一門課，教導學生按照他們的興趣範圍，製作手機翻譯應用程式。由於學生並不是專修電腦科學，所以蕭博士特別採用適合文科生的教學方法指導，學生一步一腳印，終於製作成功，這經驗使他十分難忘。他又見證著恒大學生成長軌跡，有獲聘在杭州阿里巴巴的學生，中秋節假期回港特地探望蕭博士報告近況，讓蕭博士感到相當安慰。

問到修讀翻譯有甚麼好處，蕭博士的看法是，翻譯牽涉參照語文之間的差別，及對照彼此文化和表達方式，正因如此，修讀翻譯可以讓自己的心靈多開一道門，更善於洞察人們思想的差異，使學生對人生有深層次的體會，「就例如形容一種情緒，某個文化的用詞比較單一，但另一種文化對這種情緒，可以有好多詞語描述，所以我認為做翻譯工作能促使我們嘗試用開明和包容的胸襟對待別人。」

Be a Pioneer to Take Challenge as Opportunity

培養開拓者精神 視挑戰為機會



Interview with Mr Derren Lam

林惠業先生專訪

Bachelor of Business Administration in Finance and Banking, HSUHK
Senior Growth Manager at ZA Bank
恒大大工商管理（榮譽）學士（專修銀行及金融學）
眾安銀行高級增長經理

Somebody may think it is difficult to start everything from scratch, but Derren does not see it that way. Before his graduation from HSUHK in 2014, he had already made several trials to start something from zero. One of these included the founding of the Student Association of Business Administration (SABA) of HSUHK. Another example was the formation of a team with his friends to participate in and finally win in a startup competition. His passion as a pioneer drove him to view the world from a wider perspective.

After he left HSUHK, Derren was devoted to the world of e-commerce and fintech. Being on the cutting edge of technology and market, Derren is now working on project management and marketing management in a bank, in which he went on fueling his passion for innovation by setting out strategies on user growth and budget control for mobile apps.

He particularly emphasised that youngsters needed to enhance their skills to meet market needs. "For example, big data analytics is common nowadays. Social media platforms can show data and statistics like audience traffic and target precision. People who can master the skills and knowledge of data analytics are welcomed by enterprises. The knowledge, which is different from what we learnt in class, needs to be frequently updated. The market now requires graduates to be well equipped with up-to-the-minute skills. To be a top-notch talent, we need to proactively learn the latest market news and information."

Derren had a taste of being an entrepreneur when he was studying at HSUHK. In 2012, he partnered with his friends to start his first startup "lesson 1" (later renamed as college.ee) and got the funding from the Cyberport Creative Micro Fund. Later on they were accepted by the Science Park incubation program and won the "Best ICT Startup Award". This experience inspired Derren a lot. "Students with the idea of starting their own businesses should be encouraged. There are many resources in society nowadays to nurture and help them realise their dreams. The cost is lower when one starts a business while young, and it is easier to cope with adversity. So why not give it a try?"

Currently taking up the post of Vice Chairman of the HSUHK Alumni Association, Derren has been caring about the development of HSUHK even though he has left for five years. He thought that the hardware facilities on campus had been upgraded a lot, "I believe this enables HSUHK to nurture more outstanding students who will be capable of making great achievements in future."



▲ Derren (2nd from left in the front) took a photo with his start-up company's teammates
林惠業（前排左二）成立初創企業時，與同事合照。

「從零開始」有人認為是困難，也有人視之為突破局限的機會。恒大 2014 年畢業生林惠業在學生時代已作出多次「從零開始」的嘗試，包括參與創辦恒大大工商管理學系系會，之後又與朋友組隊參加創業比賽獲獎，這股開拓者的熱誠驅使他用更廣闊的視角看世界。

畢業後，林惠業投身電子商務和電子金融等領域，處身科技與市場的尖端，現於銀行從事項目及市場推廣管理，為手機程式項目製訂增長用戶數量與成本控制的策略，延續他開拓新天地的精神。

他一再強調，年輕人要不斷增值，切合市場需求：「例如現在常常會運用到大量數據分析，許多社交媒體平台都會顯示用戶流量、精準度等數據統計結果。掌握數據分析知識的人才，都成為企業羅致的對象。這些知識不斷更新，與在課堂上汲取到的有所不同。所以市場要求畢業生所具備的知識一定要貼近時代前沿。要令自己成為人才，其一條件就是有自覺涉獵最新的市場知識。」

林惠業在恒大就讀期間已經有創業的嘗試。2012 年，他首次與朋友建立初創企業「第一課」（後改名 college.ee），成功申請數碼港創意微型基金（CCMF），及後晉身為科學園培育項目，並贏得「最佳新創企業獎」。這段奮鬥的經歷讓林惠業對創業有一番體會。「學生有創業的念頭是十分值得鼓勵，現時社會有許多扶助青年創業的資源，可幫助青年實踐理想，而且趁年輕創業，成本比較低，遇到挫折重新振作也相對較易，何不嘗試一下？」

離開校園五年，林惠業依然很關心恒大的發展，出心又出力，現擔任本屆恒大校友會副主席。他覺得近年恒大校園硬件有相當的提升，「我相信這讓母校有空間栽培出更多優秀學生，讓他們具備實力在將來創一番成就。」

Get Equipped and Advance to the Next Stage

強化實力 開拓新天

Interview with Miss Kathy Leung

梁凱菱小姐專訪

Bachelor of Journalism and Communication (Honours), HSUHK
Senior Reporter, ET Net
恒大新聞及傳播（榮譽）學士
經濟通高級記者



Hosting live programmes at an intense and dynamic workplace enables Kathy to deal with ad hoc incidents with confidence. Upon her completion of Bachelor of Journalism and Communication (Honours) (BJC) in 2017, Kathy began her career in China's news reporting at ET Net. Now a host of live financial programme on ET Net's social media platform, Kathy's duties include discussing the stock market trends of the day and analysing recent economic data with guests, as well as editing and drafting scripts. Her day-to-day work not only requires her to interpret a sea of data, but also to respond to enquiries from audiences in front of the camera.

As versatile as the financial market, netizens' reactions are unpredictable. There may be overwhelming "Like" or "Anger", or even critical comments. How does Kathy take control of such situations? She pointed out that it was of importance to have a positive attitude. "Emotional responses are inevitable. Some are even irrelevant to the programme. To put on a good show, we need to stay calm in face of audiences' reactions. Sometimes they just want to vent their feelings, but not really to complain about us. I just do my best with no regrets."

Looking back on her times at HSUHK, Kathy shared that the BJC programme focused on financial news training, which equipped her with knowledge of the stock market and the economic environment. During her study, Kathy took an internship programme at Now TV and had the chance to report financial news. The opportunity allowed her to identify her strengths and weaknesses, explore the financial news sector, and build a solid foundation for her career development. Kathy thought that learning was a lifelong journey. Therefore, she planned to further study to be a certified analyst in order to pursue a better career path.

Recognising one's limits brings improvement. Kathy recalled that whenever she had questions about her study, she would jot them down and consult professors or lecturers. Such attitude helped a lot in her study and at work. She was deeply impressed by a teacher of HSUHK who replied to her email at midnight answering her queries, for which she was still grateful. "My teacher worked late at night to respond to my email, which inspired me not to be lazy and give up easily." Based on her own experience, Kathy encouraged HSUHK students to ask more, as this was the key to improving their studies.



▲ Kathy (left) hosting a daily live financial programme
梁凱菱（左）每日直播財經節目

擔任直播節目主持，緊張而多變的工作環境，使梁凱菱習慣面對壓力，並應對突發事件。她兩年前加入經濟通，初任中國組記者，現時主力撰寫並主持社交媒體直播財經節目，與嘉賓評論當日股市及股票走勢、分析經濟消息和數據，亦會兼任編輯工作。一方面，她每天要運用專業的財經知識，消化及組織鋪天蓋地的數據；另一方面，她在鏡頭面前，需要配合嘉賓解答網民提問。

互聯網與財經世界同樣瞬息變幻，網民反應不易掌握，有時「讚好」一大堆，有時派「鬍」和留言批評，節目又會收到出乎意料的問題和留言，梁凱菱有何訣竅主持大局？她說，最重要是改變心態，「網上節目定必會遇上不同網民，部份或會較情緒化，其留言甚至與節目內容無關。要讓節目順利進行，就要別讓自己的情緒被網民牽動。他們的反應和言論或許僅出自宣洩情緒，而非針對我們。只要相信自己維持專業水平製作節目，就已經問心無愧了。」

梁凱菱說，恒大新聞及傳播學院著重財經新聞訓練，讓她得以掌握股票和各種經濟數據的知識。她在就讀期間，曾到 Now TV 實習，早已有機會參與財經資訊報道，從中了解自身優勢和不足，推動她在財經新聞報道方面作更深入涉獵，堅實日後工作能力和基礎。學無止境，梁凱菱至今仍努力不懈地進修，希望將來取得分析員資格，事業更上一層樓。

當知道自己的不足，才能反省並提升自己。梁凱菱說，她在恒大修讀期間，每當遇上疑問，都會記下來請教教授或講師。這種學習態度無論對她學業和工作，皆產生很大幫助。最記得有一次，梁凱菱收到老師在凌晨時份回覆的電郵，解答她的問題，至今依然對老師心存感恩，「老師不顧午夜勞累，仍願意解答我的電郵提問，更加使我在學習上不敢怠惰。」故此，她寄語學弟學妹，多發問、多請教，是提升學習效果的良方。

Bamboo, the Gentleman

君子竹跡

Martin Tam
譚天放

One can easily find the trace of bamboo on HSUHK campus. For three consecutive issues, we would introduce how HSUHK echos the belief of environmental protection and sustainability by planting and utilising bamboo.

Covering around 3% of the Earth's total forest area, bamboo is a tree species which is commonly found in Asia, Africa, Latin America and Oceania. It has a fast growth rate and can be harvested in between 3 to 5 years. In China, bamboo has a wide distribution across the regions of South China, Southwest alpine and Yangtze. The history of application of bamboo by the Chinese people has been long-standing. It served as a carrier of the Chinese culture for a very long time, and played a significant role in the inheritance of the Chinese culture. Before the invention of paper, the Chinese people carved characters on bamboo slips. The Chinese character “冊”, which means “book”, was derived from the image of a rope sewing together bamboo slips engraved with texts.

Martin Tam, a renowned architect serving as a member of HSUHK Board of Governors and the Chairman of Steering Committee on Campus Expansion, has been actively advocating the use of bamboo as a construction and decoration material. He initiated the extensive use of bamboo in the construction of the four new buildings of HSUHK, which were designed and built by the architect firm Wong & Ouyang (HK) Limited together with the professional teams. All the four buildings received the BEAM+ Platinum recognition.

Martin's love of bamboo dated back to 10 years ago when he pondered on the kind of construction materials for his work. He found that materials like wood or reinforced concrete could not achieve the effects he looked for. And then he discovered bamboo. Comparing with other construction materials, Martin found that bamboo had its unique characters. From then on he kept exploring its characteristics and functions, hoping that the application of bamboo could become more popular through robust promotion of its benefits to industries and the general public.

Martin emphasised that we should “adopt a 4D perspective” to have a thorough and in-depth understanding of bamboo. Besides its application to architecture, bamboo also has contributions to culture, global climate, and environmental protection. “For example, bamboo plantations could be a prompt remedy to counter the ill-effects of Brazil's Amazon rainforest fires. Society nowadays seems to have forgotten the benefits of bamboo. I hope to revive it and promote it to youngsters.”

In fact, bamboo has been embedded with cultural values since ancient times, with its image personifying the characters of a “Junzi” (i.e. a Gentleman): integrity, humility, grace and resilience. As described by Bai Juyi, a famous Chinese poet in the Tang Dynasty, the upright stalk and strong roots of bamboo symbolise the virtues of integrity and resoluteness of a Junzi. Martin also strives to promote the bamboo culture with these Junzi characters. “We should advocate the new bamboo culture movement with our own confidence, and keep moving forward bravely with integrity, humility, grace and resilience.”

在恒大校園，不難找到竹的踪影。本刊一連三期介紹竹與恒大的淵源，探究恒大如何用竹響應環境保護以及地球可持續發展理念。

竹是分布在亞洲、非洲、拉丁美洲和大洋洲的樹種，佔全球森林土地的大概 3%，生長速度快，一般 3 至 5 年就可以砍伐取材。在中國，竹分布廣泛，常見於華南、西南高山地區和長江流域。中華民族應用竹有著悠久的歷史，有一段很長的時間，它甚至是文化的載體。在紙張還沒發明的時候，人們把文字刻在竹簡上製成書籍，漢字的「冊」字，正是模仿用繩把刻有文字的竹片串連起來的樣子，所以竹對中華文明發展有著舉足輕重的貢獻。

香港恒生大學校董及校園擴建委員會主席、著名建築師譚天放，積極推廣以竹作為建築及裝潢材料。香港恒生大學新落成的四座獲鉑金認證的大樓，便由他構思使用竹材作為內裡的裝潢材料，再配合項目建築師王歐陽建築師事務所及其專業團隊而完成。

譚天放與竹結緣於 10 年前，當時他在為作品構思建築材料時，認為木、鋼筋、混凝土等材料無法做到他想要的效果，後來他想到了竹材。他認為，相比其他建築材料，竹的特性與別不同，從此他不停探索竹材的特質和作用，並向業界及公眾努力宣揚竹的優點，希望竹材的應用更為普及。

譚天放強調，人們應該「用 4D 角度了解竹」，對竹的認識要全面而深遠，除建築外更要關注到竹對文化、全球氣候、環境保護的貢獻。「例如巴西亞馬遜森林大火引發對全球氣候的不良影響，多種植竹便是一個能夠快速應對和彌補的方法。當今社會，人們似乎已經忘記竹的好處，我希望將它重新發掘出來，並向年輕人推廣。」

事實上，竹自古深具文化意義，人們以竹子來形容一個人所具備的正直、剛毅、虛心、有節氣的君子特質。唐代詩人白居易描述，竹挺直的軀幹，強韌的根部，就像是君子正直的秉性和堅定的意志。熱愛竹子的譚天放，也抱持這種君子特質推廣竹文化：「我們應該以自信心推動新的竹文化運動，以正直、剛毅、虛心、有節氣精神，持續、無畏前行。」

掃描右方二維碼觀賞影片，
了解更多竹的資訊：
Scan the QR code to watch the
Bamboo video for more information:



President Addressed on Youth Development at JCI Queensway 35th Anniversary

校長在經緯青年商會 35周年會慶談青年發展

President Simon S M Ho attended the Junior Chamber International Queensway 35th Anniversary Banquet as the Guest of Honor on 1 June 2019 and delivered a speech. He commended the Chamber for its devotion over three decades to serving the community and providing a platform for youngsters to inspire their personal development and develop their leadership skills, social responsibility, entrepreneurship and fellowship for the betterment of society.

President Ho said that HSUHK shared a similar mission with the Chamber in terms of fostering young talents. With its unique "Liberal + Professional" education model, HSUHK provided all-round educational experience in the internet era to cultivate students' transferable core competencies, aiming at nurturing them to be future leaders with critical thinking, innovative minds, human caring, moral values and social responsibility.

President Ho emphasised the important role that youngsters played in building a sustainable and promising future. He appreciated that the Chamber had built a strong community of highly-motivated young people who shared the common mission to contribute to the advancement of the community.

President Spoke at the HKU Higher Education Summer Institute on the Role of Private Higher Education Institutions

校長於港大「高等教育暑期課程」介紹私立高等院校角色

On 25 June 2019, President Simon S M Ho shared at the University of Hong Kong's Higher Education Summer Institute 2019 on HSUHK's journey and hurdles to become a private university, indicating that private institutions played a significant role in the development of local higher education.

At the event attended by over 60 Asian higher education leaders, President Ho emphasised that a university had both individual missions and public missions, and private higher institutions had much more governance autonomy and flexibility to respond to market and public needs. Taking HSUHK as an example, President Ho pointed out that the University strove to practice the unique "Liberal + Professional" education model which put quality teaching and students' all-round development as its highest priorities. By providing diversified learning experiences, HSUHK aimed to nurture students with critical thinking, innovative minds, human caring, moral values and social responsibility. Feedback from employers on HSUHK graduates' attributes were very positive. President Ho believed that, with further support from the Government, the development of private higher education institutions in Hong Kong would be further enhanced.

President Simon Ho shared HSUHK's development experience at HKU's Higher Education Summer Institute
何校長於港大「高等教育暑期課程」分享恒大的發展經驗



▲ President Ho delivered a speech at the Junior Chamber International Queensway 35th Anniversary Banquet
何校長在經緯青年商會 35 周年會慶中致辭

何順文校長在 2019 年 6 月 1 日於經緯青年商會 35 周年會慶擔任主禮嘉賓。他在致辭中讚揚商會在超過三十年的工作中，致力服務社群，為青年提供一個促進個人發展、建立領導才能、社會承擔、企業家精神及夥伴關係的平台，貢獻社會。

何校長續說，恒大大同以培育年青人才為目標，理念與經緯青年商會相似。恒大獨特的「博雅 + 專業」教育模式，為學生在現今的網絡世代提供全面的學習體驗及建立可轉移的核心能力，培養他們成為具明辨思維、創造力、人文關懷、道德價值及社會責任感的未來領袖。

何校長強調，發展可持續的社會，建設有前景的未來，年輕人扮演了舉足輕重的角色。他讚揚商會匯聚了一群積極、有心的年輕人，共同為建設更美好的社會而努力。

何順文校長 2019 年 6 月 25 日在香港大學周年「高等教育暑期課程」分享恒大發展成為私立大學的經驗，指出私立院校在香港的高等教育發展上發揮相當重要的角色。

活動匯聚了超過 60 位亞洲高等教育界的領袖。何校長在演說中強調，大學無論對學生個人發展以至社會大眾均肩負使命，而私立高等院校的優勢在於管治上擁有較高的自主性和靈活性，因此更能適時回應市場及社會需要。他以恒大為例，指出恒大致力實踐其獨特的「博學 + 專業」教育模式，以優質教學及培育學生全方位發展為最優先目標，並提供多元化的學習體驗，培養學生具備明辨思維、創造力、人文關懷、道德價值及社會責任感。僱主對恒大畢業生的特質與評價十分正面。

何校長相信，隨著政府投入更多支援，私立高等院校在香港的發展將日趨成熟。

President's Visit to the TK Group 校長到訪東江集團

On 4 June 2019, at the invitation of Mr Alan Li, Chairman of the TK Group (Holdings) Limited, President Simon S M Ho and Mr Paul Tai, an alumnus of HSSC and Vice-Chairman of Hong Kong Young Industrialists Council, paid a visit to the Group's headquarters in Shenzhen.

Having been given a tour of TK Group's massive production base and advanced mold-making and plastic-injection lines, President Ho and Mr Tai were then apprised of the Group's development history over the past 36 years, as well as its business and corporate motto – "mutual development, mutual enrichment". The two guests also took the opportunity to discuss in depth with Mr Li the corporate governance and communication strategies with stakeholders at TK Group.

At a luncheon hosted at the eco-garden of TK Group, both parties were pleased to have cemented the education-enterprise relationship and looked forward to strengthening mutual co-operation in the future.



2019年6月4日，應東江集團（控股）有限公司主席李沛良先生之邀，何順文校長與恒商校友兼香港青年工業家協會副會長戴麟先生到訪該集團在深圳的總部。

何校長和戴先生參觀了東江集團的龐大廠房及多條先進模具製作及注塑生產線，並獲介紹集團過去36年的發展歷史、主要業務及「共同發展，共同提升」的集團理念。何校長、戴先生與李先生更藉此機會，就東江集團的企業管治理念及與各方持份者的溝通策略交換意見，深入討論。

隨後，在集團生態園午宴期間，雙方喜見商校關係得以鞏固，並冀望今後彼此加強合作。

◀ (From left) Mr Alan Li accompanied President Simon Ho and Mr Paul Tai at eco-garden
(左起) 李沛良先生陪同何順文校長及戴麟先生參觀生態園

President Signed MOU with the University of Taipei 校長與北市大簽署 協作備忘錄

President Simon S M Ho on 17 June visited the University of Taipei (UT) together with Associate Professor (Practice) James Chang, Associate Dean of School of Communication and Professor Lang Kao, Head of Department of Social Science. They had a meeting with senior management of UT before signing an MOU with President Hsia-ling Tai. It was hoped that the two universities would have more collaborations in the areas of sports management as well as cultural and creative arts in future.

▶ President Simon Ho (left) signed an MOU in collaboration with President Hsia-ling Tai of the University of Taipei
何校長（左）與台北市立大學戴遐齡校長（右）簽署協作備忘錄



何順文校長於6月17日與恒大傳播學院副院長張志宇副教授及社會科學系系主任高朗教授，到訪台北市立大學（北市大），與戴遐齡校長及其他高層會面，並簽署學術合作協議。雙方均期望此後能夠在運動管理及文創等方面有更密切的協作。

President Visited NTPU to Strengthen Academic Ties 校長到訪台北大深化學術連繫

President Simon S M Ho visited National Taipei University (NTPU) and met Dr Chenjai Lee, NTPU's new President, on 28 June 2019.

NTPU has been a partner institution of HSUHK since 2013. This visit was to deepen HSUHK's current academic collaborations with NTPU in the areas of business ethics and corporate social responsibility.

何順文校長於2019年6月28日到訪國立台北大學（台北大），並與該校新任校長李承嘉博士會面。

台北大自2013年起成為恒大的夥伴學校。何校長是次探訪旨在深化雙方的學術連繫，並在商業道德及企業社會責任方面加強合作。



▶ President Simon Ho (2nd from left) visited HSUHK's partner institution National Taipei University and met President Chenjai Lee (2nd from right) and former President Fu-jing Shiue (1st from right)
何校長（左二）到訪夥伴學校國立台北大學，並與李承嘉校長（右二）及前任校長薛富井教授（右一）會面。

HSUHK Delegation Visited Guangzhou

恒大代表團到訪廣州

A delegation led by President Simon S M Ho paid a visit to Guangzhou, a major city in the Greater Bay Area, on 5 June 2019 to explore the possibility of establishing a HSUHK mainland campus and other collaboration opportunities. The delegation comprised President Simon Ho, Professor Y V Hui, Vice-President (Academic & Research); Dr Collin Wong, Associate Dean (External) of School of Decision Sciences; Dr Tony Koo, Head of Global Development; and two industry representatives.



▲ President Simon Ho (2nd from left) and Professor Y V Hui (1st from left) visited PCI Tech
何順文校長（左二）及許溢宏教授（左一）在廣州佳都科技集團參觀

The delegation met the representatives for local government departments, tertiary institutions and high-tech enterprises in Guangzhou and had productive discussions with them on two new initiatives, which included establishing a HSUHK teaching site in Guangzhou and setting up a research institute in the Central Business District or at the headquarter of PCI Tech in Guangzhou. After the visit, HSUHK has been keeping close contact with the potential partners and working proactively to follow up on the initiatives.

代表團與當地的政府部門代表、院校代表以及高科技企業會面，就兩項新計劃進行具建設性的討論，包括於廣州市建立恒大授課點，以及於廣州的商務中心區或佳都科技集團的總部設立研究所。會面過後，恒大一直與有關的合作夥伴保持緊密聯繫，並積極跟進各項建議。

由何順文校長率領的代表團於2019年6月5日到訪大灣區城市廣州，探討恒大於大灣區建立分校的可能性以及其他合作機會。代表團成員包括副校長（學術及研究）許溢宏教授、決策科學學院副院長（外務）黃惠虹博士、環球發展主管高鎮光博士，以及兩位業界代表。

President Spoke at the PBFEM Annual Conference in Taipei and Met NTU President

校長於台北 PBFEM 年會致辭並拜訪台大校長

President Simon S M Ho attended the 27th Annual Conference on Pacific Basin Finance, Economics, Accounting, and Management held at National Taiwan University (NTU) on 15 June 2019, and spoke in a panel session on Business Education Reform. In his speech, President Ho pointed out how the traditional way of research assessment imposed limitations on the development of business research, and indicated the importance of reforming the research evaluation practice.

Later on 17 June, along with Associate Professor (Practice) James Chang, Associate Dean of School of Communication and Professor Lang Kao, Head of Department of Social Science, President Ho met President Chungming Kuan of NTU and Vice President Chiapei Chou to discuss extending the current student exchange collaborations. President Kuan also initially accepted President Ho's invitation to attend the President Forum tentatively to be held at HSUHK in mid-March 2020.



President Simon Ho (3rd from right), Associate Professor (Practice) James Chang (1st from right) and Professor Lang Kao (2nd from left) visited NTU and pictured with President Chungming Kuan (3rd from left), Vice President Chiapei Chou (2nd from right) and senior management of NTU.

何校長（右三）、張志宇副教授（右一）及高朗教授（左二）到訪台大，與台大管中閔校長（左三）、周家蓓副校長（右二）及其他高層合照。

何順文校長於2019年6月15日，出席在國立台灣大學（台大）舉行的第二十七屆亞太財務經濟會計及管理會議，在特設的小組討論環節與一眾專家探討商管教育改革。何校長在致辭時提到傳統評估研究的方法如何限制商管研究的發展，指出革新相關評核方法的重要。

何校長隨後於6月17日聯同恒大傳播學院副院長張志宇副教授及社會科學系主任高朗教授，與台大管中閔校長及周家蓓副校長會面，商討如何深化兩所大學目前的學生交換計劃。管校長亦初步接受何校長的邀請，出席恒大暫定於2020年3月中舉行的「校長論壇」，擔任嘉賓。

Visit Internship Hosts and HSUHK Students Interning in Guangzhou 拜訪廣州的實習機構 及於當地實習的恒大學生

With booming development opportunities in the Greater Bay Area, Dr Tom Fong, Vice-President (Organisational Development) of HSUHK, and two career services staff from the Student Affairs Office, paid a day-visit to current and prospective internship organisations in Guangzhou on 27 June 2019, including HKETO in Guangdong, Bank of China, China CITIC Bank, and Iflytek Co Ltd. The staff representatives also had a dinner with some of the HSUHK students interning in Guangzhou. In general, the employers commended students for their good working attitude and students appreciated the internship opportunity, which broadened their perspectives.

Visit to Bank of China
參訪中國銀行



▲ Dinner with HSUHK students in Guangzhou
與在廣州實習的恒大學生共晉晚餐

隨著大灣區的蓬勃發展，恒大副校長（機構發展）方永豪博士與學生事務處兩位負責學生就業發展的職員在2019年6月27日前往廣州拜訪不同機構，當中包括香港特別行政區政府駐粵經濟貿易辦事處、中國銀行、中信銀行及科大訊飛等。校方亦與一些在廣州實習的恒大學生共晉晚餐。總括而言，僱主讚賞恒大學生的工作態度，而學生們也對實習機構表示感激及獲益良多。

International Marketing Symposium on "Word of Web and Digital Marketing in the Chinese Context" 2019 2019「中港網絡口碑與營銷」研討會

The Department of Marketing, along with the School of Communication, hosted an international marketing symposium "Word of Web and Digital Marketing in the Chinese Context" from 25 to 26 July 2019. Following President Simon S M Ho's opening speech, eighteen distinguished local and international speakers, including Professor Minxue Huang from Wuhan University, Professor Rui Chen from Xiamen University and Professor Li Huang from Hofstra University, took turns to share cutting-edge knowledge and good practices in various aspects of digital marketing.

The afternoon of 26 July featured senior executives and seasoned entrepreneurs from a wide range of industries, including advertising, information technology, and logistics. During the two-day event, participants gained insights from inspiring presentations and networked with scholars and practitioners in related fields. To conclude, the international marketing symposium was a success, drawing over a hundred of scholars and executives from 40-plus institutions, as well as HSUHK staff and students to attend. It would pave the way for long-term collaboration between HSUHK and strategic partners in business and academia.



▲ HSUHK members and distinguished guests
pictured at the opening ceremony
恒大同仁與嘉賓在開幕典禮上合照

由市場學系主辦，傳播學院協辦的「中港網絡口碑與營銷」國際研討會於2019年7月25日至26日順利舉行。隨著何順文校長致辭，為活動正式揭開序幕後，十八位來自本地和海外的知名學者（當中包括武漢大學黃敏學教授、廈門大學陳瑞教授、霍夫斯特拉大學黃莉教授）依次分享了在數碼營銷等各個方面的最新研究和實踐經驗。

7月26日下午，來自各行各業包括廣告、科技資訊和物流的高級管理人員和資深創業者亦參加了是次會議，並積極在「與成功業者對話」環節互相交流心得。在為期兩天的活動中，參加者藉此跟學者及業界人士交流，加強聯繫，認識良好實務。整體而言，是次國際研討會非常成功，吸引了百多名人士參與，包括來自四十多間機構的學者和業界人士以及恒大師生。這將為恒大與商界及學界的戰略夥伴建立長期合作做好準備。

President Delivered Keynote Speech on Business Ethics in Dharma Drum Mountain in New Taipei City

校長赴新北市法鼓山 就企業倫理發表主旨演講

President Simon S M Ho delivered a keynote speech themed "Business Ethics: Some Insights from Buddhism" on 30 June 2019 at the International Conference on Buddhism and Social Science. The Conference was held in commemoration of the 10th Anniversary of the passing of Master Sheng Yen at the Dharma Drum Institute of Liberal Arts in New Taipei city.

In his speech, President Ho demonstrated how studies of modern business ethics, corporate social responsibility and sustainability could learn from Buddhism philosophy. He expounded on how Buddhist doctrines or principles could facilitate and be applied to the development of business ethics, pointing out that a Buddhist perspective could help enterprises practise business ethics as it took into account the individual in a holistic manner and focused on one's interconnected cognitive efforts, inner thoughts, feelings and behaviour.

President Ho suggested in his conclusion that, to apply Buddhist doctrines and scriptures to business ethics, additional research was needed to develop instruments for evaluating its practice and measuring the effectiveness.

HSUHK Held Business Ethics Development Lecture

恒大舉辦商業道德發展講座

HSUHK organised the Business Ethics Development Lecture (Series 1) in HKTDC SME Centre in Hong Kong Convention and Exhibition Centre on 5 August 2019 with the aim to strengthen the awareness and practice of business ethics among members of society.

The series of lectures took place under HSUHK's Junzi Corporation Scheme and gained support from various professional groups. Officiating guests for this lecture included Dr Dennis NG, BBS, MH, President of The Chinese Manufacturers' Association of Hong Kong; Mr Dannie Cheung, Council Member of HSUHK; Ms Mabel Chu, Senior Community Relations Officer of Hong Kong Business Ethics Development Centre of ICAC; Ms Natalie Poon, Senior Personal Data Officer of Privacy Commissioner for Personal Data, Hong Kong; Dr Angus Young, Senior Lecturer of Department of Accountancy and Law of Hong Kong Baptist University; and Dr Lawrence Lei, Assistant Professor of Department of Accountancy of HSUHK.

The series of lectures provided a platform for participants for interaction and various projects collaboration opportunities. The Junzi Corporation Scheme will strengthen the collaborations with the business sector in future to further promote the development of business ethics in Hong Kong.



President Ho illustrated how Buddhist doctrines could be applied to business ethics
何校長闡釋佛學思想如何應用於商業道德

何順文校長於 2019 年 6 月 30 日在位於新北市的法鼓文理學院，出席法鼓山創辦人聖嚴法師圓寂十週年國際研討會並以「企業倫理：佛學的一些啟示」為題發表主旨演講。

何校長向嘉賓簡述佛教哲理如何能應用於現代商業道德、企業社會責任和可持續發展。他闡釋佛理如何能促進及應用於商業道德的發展，指出佛理從全人角度出發，涵蓋認知、內在意識、個人感受及行為，從而幫助企業實踐商業道德。

何校長建議就佛教經義應用於商業道德展開更多研究，從而發展相關工具，以評估其實踐及成效。



(From left) Dr Lawrence Lei, Mr Dannie Cheung, Dr Dennis Ng, Ms Mabel Chu and Ms Natalie Poon attended the opening ceremony.

(左起) 李康穎博士、張江亭先生、吳宏斌博士、朱慧珊女士和潘潔霖女士出席啟動儀式。

恒大於 2019 年 8 月 5 日在香港會議展覽中心貿發局中小企服務中心舉行商業道德發展講座（系列一），旨在加強社會各界對商業道德的認識及實踐。

恒大透過「君子企業計劃」舉辦此系列免費講座，獲多個專業團體支持。是次主禮嘉賓包括香港廠商聯合會會長吳宏斌博士 BBS, MH、恒大校務委員張江亭先生、廉政公署商業道德發展中心高級社區關係主任朱慧珊女士、香港個人資料私隱專員公署高級個人資料主任潘潔霖女士、香港浸會大學會計及法律學系高級講師楊意堅博士及恒大會計學系助理教授李康穎博士等。

此系列講座可為參加者建立互動交流平台，營造不同項目的合作機遇。「君子企業計劃」日後會加強與商界的合作及交流，進一步推動香港商業道德的發展。

President Hosted Media Reception on Student Admissions

校長與傳媒茶敘談收生情況

President Simon S M Ho met with reporters on 24 June 2019 to introduce the University's latest developments and talked about this year's student admissions.

President Ho mentioned that HSUHK's unique "Liberal + Professional" education model had contributed to employers' positive feedback on HSUHK's graduates, as it aimed at nurturing young talents with critical thinking, innovative minds, human caring, moral values and social responsibility. In addition, the acquisition of university status also enhanced confidence of students and employers in HSUHK, bringing positive impact on student admissions.



President Simon Ho (1st from right) and Professor Scarlet Tso, Associate Vice-President (Communications and Public Affairs) and Dean of School of Communication (2nd from right), met with reporters. 何順文校長（右一）與協理副校長（傳訊及公共事務）兼傳播學院院長曹虹教授（右二）和傳媒見面。

何順文校長在 2019 年 6 月 24 日與傳媒茶敘，分享恒大的最新發展及收生情況。

何校長表示，恒大獨特的「博雅 + 專業」教育模式，冀培育青年成為具明辨思維、創造力、人文關懷、道德價值及社會責任感的人才；僱主均對恒大畢業生有很正面的評價。而恒大獲正名為大學後，增加了學生及僱主對恒大的信心，亦為收生帶來正面的影響。

Naming Ceremony of Marc Ng Classroom

吳海岳教室命名典禮

Classroom A215, located in the S H Ho Academic Building at HSUHK, has been named "Marc Ng Classroom" in recognition of the generous support from Mr Marc Ng.

Held on 19 July 2019, the Naming Ceremony was officiated by Mr and Mrs Ng and their two sons; together with President Simon S M Ho and Professor Y V Hui, Vice-President (Academic and Research).

In his welcome remarks, President Ho conveyed his heartfelt appreciation to Mr Ng for his kind contribution to the University's long-term development. Mr Marc Ng said during his remarks that he was impressed by and appreciative of the great leap the University had made in the past few years. He looked forward to further collaboration with HSUHK in nurturing more talented young people for the community in the years to come.



President Simon Ho (2nd from left) and Professor Y V Hui (1st from left) presenting a souvenir to Mr Marc Ng (3rd from left). 何順文校長（左二）及許溢宏教授（左一）向吳海岳先生（左三）致送紀念品，以表謝意。

恒大將何善衡教學大樓 A215 教室命名為「吳海岳教室」，以表彰吳海岳先生的慷慨捐贈。

命名典禮於 2019 年 7 月 19 日舉行，主禮嘉賓包括吳海岳伉儷及其兩位公子、何順文校長以及副校長（學術及研究）許溢宏教授。

何校長衷心感謝吳先生捐贈支持恒大長遠發展。吳先生在致辭時表示，對何校長的辦學視野甚為認同，期望今後與本校進一步合作，為本地社會培育更多菁英。

HSUHK Achieves Highest Number of RGC-Funded Projects and Success Rate in Two Schemes among Self-financed Institutions

恒大獲研究資助局撥款

項目總數及兩計劃成功率為自資院校之冠

For the academic year 2019/2020, the Research Grants Council (RGC) has approved HK\$74 million for a total of 75 projects in the Competitive Research Funding Schemes for the Local Self-financing Degree Sector. HSUHK has secured a total funding of HK\$16.33 million for 18 Faculty Development Scheme (FDS) projects, four Inter-institutional Development Scheme (IIDS) projects and one Institutional Development Scheme Collaborative Research Grant project. HSUHK's total number of approved projects and success rate in FDS and IIDS are the highest among self-financed institutions.

在 2019/2020 學年度，研究資助局（研資局）自資學位界別競逐研究計劃為 75 個項目合共撥款 7,400 萬港元。恒大在「教員發展計劃」、「跨院校發展計劃」及「院校發展計劃協作研究撥款」分別獲資助 18 個、4 個及 1 個項目，金額合共 1,633 萬港元。就獲資助項目總數及首兩項計劃的成功率，恒大為自資院校之冠。

HSUHK Summer Academy 2019 恒大暑期體驗 2019

HSUHK Summer Academy 2019, a renowned annual event of the University, was held from 3 to 4 July on campus and the Residential College, attracting 90 local senior secondary school students to participate.

By attending programme-based demo lectures, games and workshops during this two-day-one-night activity, participants explored the future development of a smart city and various possibilities of our daily life from different perspectives by joining a variety of academic activities closely related to the theme of "Living Smart and Sustainably in the Blue City". Group presentations were delivered during the poster session at the end of the Academy, in which The Best Presentation Award was given to the group getting the highest marks. Certificates of participation were also presented to participants in appreciation for their outstanding performances.



▲ Participants learned about the development of a smart city from different perspectives
同學從多角度探討智慧城市的未來發展



▲ Participants and HSUHKers found the event enjoyable
參與學生及恒大師生均非常享受是次活動

恒大暑期體驗 2019 於 7 月 3 日至 4 日在恒大校園及住宿書院順利舉行，吸引了 90 位本地高中生參與。

今年大會主題為「藍色智慧城市·生活簡單容易」，在兩日一夜活動期間，參加者參與緊扣主題的學術活動，透過模擬課堂、遊戲及工作坊等形式，以恒大本科課程為基礎，多角度探討智慧城市的未來發展，發掘生活的各種可能性。參加者並於海報演示環節分組匯報學習成果，大會最後嘉獎總分最高的隊伍，而所有完成暑期體驗的參加者均獲頒證書乙張，以示嘉許。

Induction Programme for New Academic Staff 2019 新教學人員啟導活動 2019

The Staff Development Committee (SDC), Human Resources Office (HRO) and Centre for Teaching and Learning (CTL) jointly held a two-day Induction Programme for new academic staff on 19 and 26 August 2019.

In the morning session of the first day of the Induction Programme, President Simon S M Ho delivered a speech on the positioning and role of HSUHK in higher education in Hong Kong. Professor Y V Hui, Acting Provost and Vice-President (Academic and Research) and Dr Tom Fong, Vice-President (Organisational Development) then shared information on teaching, research and student learning at HSUHK.

A series of forums and workshops were also held in the two-day induction programme, which included "Teaching and Learning with Emerging Technologies", "Forum on Creating a Welcoming, Positive and Productive Learning Environment", "Outcome-based Teaching and Learning (OBTL) and Criterion-Referenced Assessment" and "Learning Programme Accreditation and Quality Assurance".

Positive feedback was received from the participants who found the Induction Programme informative, enabling them to have a better understanding of HSUHK's teaching and learning.

President Simon Ho talked about the positioning and role of HSUHK in the higher education in Hong Kong
何校長以恒大在香港高等教育的定位和角色為題作演講



教職員發展委員會、人事處及教與學發展中心於 2019 年 8 月 19 日及 26 日為新教學人員舉辦為期兩天的啟導活動。

啟導課程第一天的上午邀請了何順文校長介紹恒大在香港高等教育的定位和角色。其後，署理常務副校長及副校長（學術及研究）許溢宏教授和副校長（機構發展）方永豪博士與大家分享恒大的教學、研究以及學生服務等方面的資訊。

此外，啟導活動亦包括一系列的論壇和工作坊，主題分別是「Teaching and Learning with Emerging Technologies」、「Forum on Creating a Welcoming, Positive and Productive Learning Environment」、「Outcome-based Teaching and Learning (OBTL) and Criterion-Referenced Assessment」及「Learning Programme Accreditation and Quality Assurance」。

參加者認為活動內容非常豐富和實用，並對恒大的教與學加深了解。



◀ A visit to the Virtual Reality Centre was arranged for the participants
參加者參觀虛擬實境中心

Corporate Governance and Youth Personal Finance Workshop 企業管治及青年個人理財工作坊

The first Corporate Governance and Youth Personal Finance Workshop, organised by the Department of Accountancy of HSUHK and supported by Society of Registered Financial Planners (HKRFP), was successfully held on 4 July 2019. Over 80 secondary school teachers and students, as well as academic staff of HSUHK, participated in the event. President Simon S M Ho delivered welcoming remarks. Guest speakers included Mr Simon Lee, personal financial planning expert and Senior Lecturer of CUHK Business School; Mr Michael Wong, President of HKRFP; and Dr Eden Chow, Senior Lecturer of Department of Accountancy of HSUHK. The event was moderated by Professor Kevin Lam, Head of Department of Accountancy of HSUHK.

The event aimed at introducing the main concepts of personal financial management and corporate governance, the benefits of early financial planning, as well as enhancing HSUHK's interaction with secondary schools. To enrich students' post-examination educational experience, the element of experiential learning was added and smart technology was used for the interaction between guests and students. The event received positive feedback from the participants.

由恒大會計學系主辦，註冊財務策劃師協會（HKRFP）協辦之首個企業管治及青年個人理財工作坊，於2019年7月4日順利舉行。是次活動共逾80位中學師生及恒大教職員出席。活動由何順文校長致歡迎辭，會計學系系主任林自強教授主持，並分別由中大商學院高級講師暨個人理財專家李兆波先生、註冊財務策劃師協會主席黃敏碩先生和恒大會計學系高級講師周懿行博士主講。

活動旨在教授個人理財與企業管治知識，鼓勵中學生及早實踐理財規劃，並藉此加強恒大與各中學之連繫。為豐富同學課後活動的學習體驗，活動特意加入體驗式學習元素，讓同學通過智能科技與嘉賓互動。參與者均對是次活動有積極良好的回饋。



Secondary school students who joined the event felt excited ▲ when they used smart technology to interact with guests 參加活動的中學生有機會通過智能科技與嘉賓活動，反應踴躍。

Budding Bilinguals: Junior Interpreter 2019 滬粵瓊港「小翻譯官」 第二屆現場翻譯交流活動

The School of Humanities and Social Science (SHSS) and the School of Translation (STRA) jointly organised with the New Territories School Heads Association an educational event entitled "Budding Bilinguals: Junior Interpreter 2019". From 10 to 14 July 2019, over 260 teachers and primary three to six students, coming from Shanghai, Hainan, Shenzhen Yantian, Zhaoqing, Shantou and many other places in mainland China, spent 4 unforgettable days and nights at HSUHK Residential Colleges. SHSS and STRA also hosted a series of English-learning and translation workshops, preparing all the junior interpreters for the full-day onstage oral interpretation competition on 13 July 2019. Accompanied and trained by HSUHK teachers and students, these budding bilinguals had a taste of university life and showed tremendous gratitude to our Residential College's administrative staff and the working crew.



▲ Professor Kwok-kan Tam, Dean of School of Humanities and Social Science of HSUHK (right), presented a trophy to the winner of the competition. 恒大人文社會科學學院院長譚國根教授（右）向比賽勝出者頒發獎座

2019年7月10日至14日，恒大人文社會科學學院和翻譯學院，與香港新界校長會合辦「滬粵瓊港『小翻譯官』第二屆現場翻譯交流活動」，邀請上海、海南省、深圳鹽田、肇慶及汕頭等地小三至小六尖子學生共260多人赴港，浩浩蕩蕩入住恒大宿舍，並在恒大師生指導下進行兩日英語和翻譯學習工作坊，再在2019年7月13日進行全日現場口譯比賽。透過活動，200多位小翻譯官淺嚐大學校園生活，與恒大組爸組媽在短短數日建立起亦師亦友的關係，他們對住宿書院行政和工作人員的照顧均表示感謝。

Group photo of participants ▶ 參與者大合照



HSUHK Alumni Homecoming Sports Day 恒大校友「恒」動日

The Alumni Homecoming Sports Day was successfully held on 22 June 2019 with over 80 participants, including alumni from HSSC, HSMC and HSUHK, their friends and family members, staff members and students, shared an enjoyable weekend together. The event was co-organised by Hang Seng Management College and Hang Seng School of Commerce Alumni Association (HSMC / HSSC AA) with the support of the Student Affairs Office.

To kick off the event, President Simon S M Ho, together with Dr Jacky Cheung, Council Member and an alumnus of HSSC; Dr Tom Fong, Vice-President (Organisational Development); Ms Elisa Chan, Director of Advancement and Alumni Affairs Office; and Mr Dicky Yuen, Chairman of HSMC/HSSC AA, officiated at the opening ceremony.

With the comprehensive sports facilities at the Lee Shau Kee Complex, all participants immersed themselves in various activities including badminton, flyball, table tennis, stretching and flexibility training, fitness training and a dip in the indoor swimming pool. At the President Badminton Challenge – the highlight of the day – President Ho was joined by alumni for a great time on the badminton courts.

At the closing ceremony, President Ho presented souvenirs to winners of the President Badminton Challenge. A lucky draw was held afterwards to add fun and merriment to the joyous event. A campus tour guided by student ambassadors was given to keep the participating alumni abreast of the latest developments of their alma mater.

The memorable reunion enabling alumni to gather ended on a high note.

2019年6月22日，由恒大與恒生管理學院暨恒生商學書院校友會合辦，並由學生事務處支援的校友「恒」動日順利舉行。超過80位恒商、恒管及恒大年代的校友與其親友、本校教職員及同學一同歡度周末。

活動啟動儀式主禮嘉賓包括何順文校長，校務委員會委員兼校友張華強博士，副校長（機構發展）方永豪博士，發展及校友事務處總監陳雯慧女士及校友會主席袁益霆先生。

李兆基綜合大樓內康樂設施一應俱全，參加者投入各項活動，包括羽毛球、旋風球、乒乓球、伸展運動訓練、健身，以及在室內游泳池中暢泳。「校長羽毛球挑戰賽」更為是日活動的焦點，何校長與參加的校友均樂在其中。

在閉幕儀式上，何校長致送紀念品予「校長羽毛球挑戰賽」的優秀參賽者。隨後舉行的大抽獎，更為是次活動增添歡樂氣氛。大會並安排了校園導賞，由學生大使帶領一眾校友遊覽校園，向闊別校園多年的校友介紹母校的最新發展。

是次活動讓參與校友在懷舊氣氛中久別重聚，盡興而歸。



▲ Participants enjoyed new sports and recreation facilities in HSUHK through joining the sports day
參加者通過校友「恒」動日享用校園嶄新的康樂和體育設施



▲ Group photo of President Simon Ho (middle of the front row) with participants of President Badminton Challenge
何校長（前排正中）與「校長羽毛球挑戰賽」參賽者合照



Lucky draw
大抽獎



▲ Group photo
大合照

Asia Pacific Drummer Competition 2019 @HSUHK 亞太區鼓手比賽 2019@HSUHK

The Asia Pacific Drummer Competition 2019, co-presented by the Hong Kong International Drummer Festival and Arts@HSUHK, was held from 17 to 19 July 2019 at the Auditorium of the University. The competition served as a platform for drummers from different Asia-Pacific regions to meet, exchange and gain on-stage performing experience. About 90 shortlisted contestants from Hong Kong, Macau, Taiwan, mainland China, Indonesia, Japan, Thailand and the Philippines, etc., competed for drummer awards in the categories of Young Person Junior (HK), Young Person Intermediate (HK), Young Person Advanced (Asia Pacific) and Open (Asia Pacific). The Final Battle Show on 19 July highlighted rounds of brilliant drumming performances that offered a treat to the ear.

由香港國際鼓手節與「文藝在恒大大」合作呈獻的「亞太區鼓手比賽 2019」於 2019 年 7 月 17 至 19 日在恒大大演藝廳舉行。比賽為來自不同亞太地區的鼓手提供匯聚及交流的平台，並藉此獲取寶貴的舞台表演經驗。約 90 名分別來自香港、澳門、台灣、中國、印尼、日本、泰國和菲律賓等地入圍決賽的鼓手，爭奪四個組別（青年初級組、青年中級組、青年公開組及公開組）的獎項。7 月 19 日的總決賽由 12 位最強鼓手呈獻精彩絕倫的比賽演出，為校園帶來一場鼓與音樂的盛宴。



▲ Yi-zhuo Lee (China), Champion, Open (Asia Pacific) category
公開組（亞太區）冠軍李逸卓（中國）



▲ Alvin Klod Kurnia (Indonesia), Champion, Young Person Advanced (Asia Pacific) category
青年公開組（亞太區）冠軍 Alvin Klod Kurnia（印尼）



▲ Pak-hei Tse, Champion, Young Person Intermediate (HK) category
青年中級組（香港）冠軍謝柏熹



▲ Ophelia Zhu, Champion, Young Person Junior (HK) category
青年初級組（香港）冠軍朱恩和

Community Concert of Hong Kong - Vienna Music Festival 2019 維港音樂節 2019 — 社區音樂會

Organised by the Vienna Boys Choir Music Academy Foundation, co-organised by HSUHK Department of Chinese and supported by the Austrian Consulate General Hong Kong and Advantage Austria Hong Kong, the Community Concert of Hong Kong - Vienna Music Festival 2019 was held on 28 July 2019. President Simon S M Ho gave a warm welcome at the beginning of the event. More than 160 passionate young singers from the Summer Music Academy, Vienna Boys Choir Music Academy and its partner choirs shared the stage in front of over 500 audience and performed a story about "A Day with Music". Three winning pieces of an associated Chinese Lyrics Competition for a world-renowned Austrian masterpiece were also premiered at the concert.

President Simon Ho (2nd from left) and Professor Alex Cheung, Head of Department of Chinese of HSUHK (1st from left), received the souvenir from Mr Michael Kratzer, Deputy Consul General of Austria (2nd from right) and Ms Irene Au, Executive Director of Hong Kong Vienna Music Festival (1st from right).

何順文校長（左二）與恒大大中文系主任張光裕教授（左一）接受奧地利駐港總領事簡明康先生（右二）及維港音樂節執行總監區藹芝女士（右一）致送紀念品

由維也納兒童合唱團音樂學院基金主辦、恒大大中文系協辦的「維港音樂節 2019 — 社區音樂會」在 2019 年 7 月 28 日舉行。活動得到奧地利駐港總領事館及 Advantage Austria Hong Kong 支持。在何順文校長致歡迎辭後，來自暑期音樂學院、維也納兒童合唱團音樂學院以及其夥拍的合唱團，共超過 160 名充滿熱情的年輕歌手，在 500 多位觀眾面前，演出曲目「充滿音樂的一天」。而早前主辦單位舉行了歌詞創作比賽，為奧地利音樂名作配上中文歌詞，當中三首得獎作品也在音樂會上首演。



▲ More than 160 choir members joined the performance in HSUHK
超過 160 名兒童合唱團成員參加演出

Experiencing the Uniqueness of Chaoshan 品味文化 交流互動— 恒大潮汕文化交流團 2019

The HSUHK Jockey Club Residential Colleges (RC) and the Student Affairs Office (SAO) organised a study tour to Chaoshan from 27 to 30 May 2019. The group spent four days in Chaoshan under the leadership of Ms Esther Lee, Associate Director of SAO; Dr Howard Song, RC Master of Evergreen College and Ms Choi-kwan Chan, Section Head of the Music & Drama Section of Hong Kong Chiu Chow Merchants Mutual Assistance Society Ltd. A total of 23 student leaders, Resident Tutors and staff of the RC Unit organised a fruitful learning journey for participants, whose understanding of socio-educational development in Chaoshan and her cultural heritage was enhanced.

Student participants enjoyed and were impressed not only by the taste of the local cuisine and the culture of Chaoshan, but also by the uniqueness and rapid development of Shantou University (STU) and the Guangdong-Technion Israel Institute of Technology (GTIIT).

VolTrekker Service-learning Award and Training Scheme 2018/19 2018/19 「順龍仁澤·學義同行」 服務學習及培訓計劃

With the funding support from Hong Kong Shun Lung Yan Chak Foundation Limited, the VolTrekker Service-learning Award and Training Scheme (2018/19) was concluded with success.

A total of 11 students were selected to join the award scheme "Overseas Service-learning Trip to Laos" from 22 to 29 June 2019. The enthusiastic participants conducted their community services at Ban Pak Mood Village, a village in Luang Prabang populated by roughly 300 villagers. The aim of the trip was to enhance students' sense of social responsibility and global exposure. To further broaden their cultural horizons, each participant was paired up with a local student from Laos

and assigned to live with a host family, from which they gained unforgettable memory of the journey.

In addition, under the training scheme "Hong Kong x Taiwan Service-Learning Exchange Programme" held from 24 June to 6 July 2019, 14 HSUHK students and 11 students from the Taipei Medical University joined the service-learning projects about elderly services in Hong Kong and Taiwan respectively. The students attended a "Design Thinking" workshop at the beginning, followed by a series of visits, interviews and services which enabled them to interact with the elderly, gain an understanding of social issues in relation to elderly services and explore five possible projects on the subject for further study.

「順龍仁澤·學義同行」服務學習獎勵及培訓計劃獲香港順龍仁澤基金會全力支持，2018/19 年度的第 2 年計劃已經圓滿結束。

共有 11 名恒大大學生獲選參加「老撾服務學習之旅」獎勵計劃，於 2019 年 6 月 22 日至 29 日前往老撾龍邦邦一條有 300 餘人居住的村莊 (Ban Pak Mood Village) 服務。此行目的在於培養同學的公民意識，增進他們的國際視野。每位參加同學除了在當地人家中居住，並有一位當地學生擔任他們的「生活夥伴」，讓同學更能體驗、融入當地生活。同學

均對是次旅程留下難忘的回憶。

培訓計劃方面，「香港·台灣服務學習交流團」於 2019 年 6 月 24 日至 7 月 6 日舉行，成員包括 14 名恒大大學生和 11 名台北醫學大學學生。他們以香港及台灣的長者服務為主題，合作設計行程及服務內容。同學先參加「設計思考」工作坊，繼而透過探訪、面談及服務，了解長者議題及提出可行之方案。兩地學生最終提出了 5 項有關長者服務的方案，作為來年計劃的發展藍本。



▲ The study tour visited Shantou University to learn about the development of education in Chaoshan
交流團到訪汕頭大學了解潮汕地區的教育發展

恒大賽馬會住宿書院於 2019 年 5 月 27 日至 30 日舉辦了為期四天的「潮汕文化交流團」。該團由恒大大學生事務處副總監李德芬女士、綠延書院院長宋昭勛博士及潮商互助社音樂部主任陳賽君女士率領，與住宿書院宿生及導師們，一行 23 人前往汕頭大學 (汕大) 及廣東以色列理工學院 (廣以) 參觀和交流，並體驗潮汕的文化特色，藉此提升同學們對內地高校發展概況的認識，加深對潮汕文化及中國社會發展的了解。

同學在出發前已對這次潮汕文化交流之旅滿心期待，在短短四天的旅程中，他們都感到收穫良多，既品嚐了當地極富特色的潮汕美食，又對潮汕市的經濟和社會發展以及獨特的潮汕文化有了更深的認識和體會，留下了美好的印象，並進一步了解汕大、廣以兩所院校的發展。



▲ HSUHK students improved the English communication skills of Laos' children through interactive games
恒大大學生透過互動遊戲提高老撾小朋友的英語水平

The HSUHK Invitation Game 2019 2019 恒大邀請賽

The HSUHK Invitation Game 2019 was concluded in June 2019, with student athletes from nine local higher education institutions competed for eight awards at the Lee Shau Kee Complex at HSUHK. The series of sports tournaments this year included the Women's and Men's Basketball Competition, Women's and Men's Volleyball Competition, and Men's Singles and Doubles Badminton Competition.

Finally HSUHK's team got the 1st runner-up in Men's Volleyball, while Chung-nam Cheng and Chung-hong Siu (both BBA, Year 4) got the 2nd runner-up in Men's Badminton (Doubles).

2019 恒大邀請賽於 6 月進行並圓滿結束。今年共有 9 間本地大專院校在恒大李兆基綜合大樓競逐 8 個項目的獎項，包括男女子籃球比賽、男女子排球比賽，及男子單打和雙打羽毛球比賽。

結果恒大隊伍取得男子排球亞軍，另外男子羽毛球（雙打）由恒大工商管理課程四年級的鄭仲男和蕭重匡取得季軍。



▲ HSUHK's badminton team garnered award in the Game
恒大羽毛球隊取得獎項



▲ Athletes full of energy
各位運動員活力充沛



▲ The basketball team made all-out effort on court
籃球隊落力比賽

Orientation for Visiting Students from Gordon College 為美國高登學院學生舉辦迎新會



▲ Students from Gordon College took group photo on HSUHK campus
來自高登學院的學生在恒大校園合照

On 21 June 2019, HSUHK conducted an orientation programme to welcome students from Gordon College of the U.S., who were attending summer courses at HSUHK. To kick-off the students' rewarding learning experience at HSUHK, they were introduced to the facilities and services of the University through a campus tour. Gordon College has been an exchange partner of the University since 2014.

恒大於 2019 年 6 月 21 日為來自美國高登學院的學生舉行了迎新會，歡迎他們來恒大就讀夏季課程。當天，有關部門為學生介紹校園設施與服務，期望他們有個充實的夏季學習體驗。美國高登學院自 2014 年起與恒大建立了夥伴關係。

HSUHK Students Won the Grand Championship in JobsDB's "Amazing Journey 2019" Competition

恒大學生勇奪 JobsDB 「Amazing Journey 2019」大賽總冠軍

Five students from the School of Communication (SCOM) of HSUHK won the Grand Championship in the "Amazing Journey 2019" Competition.

The competition was organised by the recruitment website JobsDB with hopes of developing tertiary students' creative promotional skills and brand-building skills. The entries were assessed by a panel of professional judges and voted by the general public online to determine the winners of the awards. Andrew Kam, Chun-hoi Cheung, Chun-hung Chung, Kwok-wing Lai and Wing-yin Chow (all BJC, Year 4) formed a team to participate in the competition. Not only did they outperform 23 teams from other tertiary institutions and win the Grand Championship, they were also awarded the Best Marketing Team Award.



▲ Certificates and prize in cash were presented to the team
得獎隊伍獲得證書及獎金

恒大傳播學院的五位學生於「Amazing Journey 2019」大賽贏得總冠軍。

比賽由求職網站 JobsDB 舉辦，旨在培養大專生的創意推廣技巧及建立品牌的能力。參賽作品由專業評審團評選及公眾投票以決定各獎項的得主。由金偉諾、張振海、鍾鎮洪、黎國榮及周穎言（新聞及傳播，四年級）組成的「未精製作」團隊所提交的作品，擊敗其餘 23 份來自各大專院校的參賽作品，勇奪全場總冠軍，並獲得最強營銷組別獎。

Sun Life Stanley International Dragon Boat Championships

永明金融赤柱國際龍舟錦標賽

A total of 26 students represented HSUHK in the Academic Cup of Sun Life Stanley International Dragon Boat Championships, which was held at the Dragon Boat Festival on 7 June 2019 at Stanley Main Beach. After a fierce competition with 8 other teams over a distance of 270 metres, HSUHK came out as the 1st runner-up.



▲ HSUHK won the 1st runner-up
恒大取得賽事亞軍

在 2019 年 6 月 7 日端午節當天，26 名學生代表恒大參加了於赤柱正灘舉行的「永明金融赤柱國際龍舟錦標賽—永明金融學界盃」賽事。賽道距離為 270 米，恒大代表隊與另外 8 支團隊激戰後，於比賽中取得亞軍佳績。

HSUHK Student Won CILTHK Scholarship 2018/19

恒大學生榮獲

「香港運輸物流協會獎學金 2018/19」

Jessie Poon (BBA-SCM, Year 4) won the CILTHK Scholarship 2018/19. Among participants from various tertiary institutions, Jessie was awarded the Scholarship in the Bachelor Degree category. The Scholarship had rounds of selection, including documentary assessment and a final interview. Specifically, the judging panel looked into candidates' academic achievements, outstanding extra-curricular activities, commitment to serving society, and dedication to the pursuit of career development in the logistics industry. Members of the judging panel were impressed by Jessie's performance and her achievements in various assessment areas.



▲ Group photo of Jessie Poon (middle) with President Simon Ho (2nd from left) and representatives of the School of Decision Sciences
潘慧思（中）與何校長（左二）及決策科學學院代表合照

潘慧思（供應鏈管理工商管理，四年級）憑出色的表現，從眾多專院校的參選者中脫穎而出，獲頒贈「香港運輸物流協會獎學金 2018/19」（學士學位組別）。該獎學金設有多輪評選，評審小組就參選者的學業成績、校外活動的表現、社會服務心志、最後階段的報告，以及對物流行業事業發展的抱負等範疇進行評選。潘慧思在各個範疇的表現優異，使評審留下印象深刻，最終成功獲獎。

Beijing University of Posts and Telecommunications and Hong Kong College of Technology

北京郵電大學及香港專業進修學院



A group of staff and students from the Beijing University of Posts and Telecommunications (BUPT) and the Hong Kong College of Technology (HKCT) visited HSUHK on 12 June 2019. After a guided campus tour, Dr Thomas Man, Director of the Wu Jieh Yee Centre for Innovation and Entrepreneurship (WUCIE), extended a warm welcome to the group, followed by an introduction of the WUCIE. Dr Man then hosted for students a fruitful interflow session on HSUHK's incubation and support of entrepreneurship. A HSUHK student was also invited to share his story and experience with the group. The visit concluded with a lively discussion among students of HSUHK, BUPT and HKCT.

北京郵電大學（北郵）師生及香港專業進修學院（港專）師生於 2019 年 6 月 12 日到訪恒大。參觀校園後，伍黎宜創新及創業中心主任萬穎恩博士歡迎北郵及港專師生，並介紹中心的運作。萬博士分享恒大鼓勵和協同學創業的經驗，同時也邀請一名恒大同學分享他的創業經歷。北郵及港專師生與恒大師生互動交流，成果豐碩。

Shih Chien University, Taipei

台北實踐大學



A group of around 10 doctoral students and staff from the Graduate Institute of Creative Industries, College of Management, Shih Chien University in Taipei, visited HSUHK on 13 June 2019. The group was received by Professor Desmond Hui, Programme Director and the teaching staff of the BA-CCI programme. There were informative presentations from representatives of both Taiwan and Hong Kong regarding teaching, research and development of cultural and creative industries in both places, followed by fruitful and engaging exchanges and discussions among all members. The event, entitled "Cultural and Creative Industries in Taiwan and Hong Kong – a Discussion Forum and Exchange with Doctoral Students and Staff from the Graduate Institute of Creative Industries, College of Management, Shih Chien University, Taipei", was the first of a series of events and collaborations between the two programmes. This laid a solid foundation for more official collaborations in conferences, research, internships and exchange of staff and students in the coming years.

台北實踐大學創意產業博士班約 10 名師生於 2019 年 6 月 13 日訪問恒大，由文化及創意產業課程主任許焯權教授及一眾老師和研究團隊接待。會上雙方透過簡報交流兩地的教學、研究及文創產業發展情況，並踴躍交換意見及討論。是次名為「台灣與香港的文化及創意產業—台北實踐大學創意產業博士班師生訪問交流論壇」的活動，為兩個課程的協作揭開序幕，並為未來的會議、研究、實習及交流等活動建立良好基礎。

Hong Kong Professionals and Senior Executives Association

香港專業及資深行政人員協會



A 20-member delegation led by Mr Thomas Lee, President of the Hong Kong Professionals and Senior Executives Association (HKPASEA), visited HSUHK on 25 June 2019. The delegation was warmly received by Dr Patrick Poon, HSUHK Governor and Council Member of HKPASEA, President Simon S M Ho and Dr Tom Fong, Vice-President (Organisational Development). They had a guided tour covering academic buildings, SCOM TV Studio, and the Lee Shau Kee Complex.

The delegation attended a luncheon on campus afterwards, hosted by President Ho, who shared with them HSUHK's vision and mission. Both sides exchanged views on recent developments of the University and they looked forward to more collaborations in future.

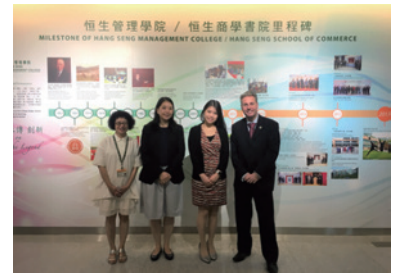
香港專業及資深行政人員協會（HKPASEA）代表團在會長李鏡波先生率領下，一行 20 人於 2019 年 6 月 25 日到訪恒大，獲恒大校董兼 HKPASEA 理事會成員潘榮昌博士，何順文校長及副校長（機構發展）方永豪博士熱情接待，並參觀教學大樓、傳播學院電視錄影廠，及李兆基綜合大樓。

何校長隨後於校園設宴款待代表團，並分享恒大的願景和使命。雙方藉此機會就本校最新發展交流分享，並期望日後加強彼此合作。

General Consulate of Canada 加拿大駐香港總領事館

Ms Carol Cheung, Trade Commissioner of the Consulate General of Canada, whose mission is to promote educational ties between Canada and Hong Kong, visited HSUHK on 28 June 2019. She met with Professor Bradley Barnes and Dr Carisa Yu, Co-Chairs of the Global Exchange Committee, for updates on HSUHK's development and its exchange programmes with Canadian partners.

加拿大駐香港總領事館商務專員張浣彤女士於 2019 年 6 月 28 日到訪恒大，與環球交流事務委員會聯席主席李海東教授及余國惠博士會面，以促進加拿大與香港的教育聯繫。是次到訪旨在了解恒大的最新發展，及恒大與加拿大學校夥伴合作的交流計劃。



Mr Ellis Cheng of Kerry Logistics 嘉里物流代表鄭志偉先生

On 17 July 2019, Mr Ellis Cheng, Chief Financial Officer of Kerry Logistics Network Limited, together with Mr Eugene Liu, Managing Partner of RSM Hong Kong, set foot on the campus of HSUHK. The guests were warmly received by President Simon S M Ho and Ms Elisa Chan, Director of the Advancement and Alumni Affairs Office.

The visiting guests were later joined by Dr Collin Wong, the then Acting Dean of the School of Decision Sciences, and Dr Stephen Ng, Head of the Department of Supply Chain and Information Management, at a luncheon hosted by President Ho on campus. President Ho updated the guests on the latest developments of the University and expressed his wish to explore mutual collaboration opportunities.

This delightful meeting was arranged with the help of Mr Eugene Liu, who is also a member of the Fundraising and Donation Committee of HSUHK, and The Hang Seng University of Hong Kong – Foundation.

2019 年 7 月 17 日，嘉里物流聯網有限公司首席財務主管鄭志偉先生偕同羅申美會計師事務所主管合夥人廖於勤先生到訪恒大，獲何順文校長及發展和校友事務處總監陳雯慧女士親切接待。

何校長隨後於校園設午宴款待來賓，時任署理決策科學學院院長黃惠虹博士以及供應鏈及資訊管理學系系主任吳志雄博士亦有出席。席間何校長介紹恒大發展近況，並表示期望雙方有機會進一步合作。

是次會面有賴廖於勤先生玉成其事。廖先生身兼恒大籌募及捐款委員會委員和香港恒生大學—基金會員。



Mr John Ho, Ms Cynthia Ho and Mr Samuel Hung 賀鳴鐸先生、賀啟彥女士及洪敬文先生

On their visit to HSUHK on 18 July 2019, Mr John Ho, Managing Director of G.C. Luckmate Trading Limited; Ms Cynthia Ho, daughter of Mr Ho and Business Development Director of the Company; and Mr Samuel Hung, Director of Financial Institutions Asia, Lloyds Bank cum member of HSUHK Fundraising and Donation Committee, were warmly greeted by President Simon S M Ho; Dr Tom Fong, Vice-President (Organisational Development); Ms Elisa Chan, Director of Advancement and Alumni Affairs Office (AAAO); and Ms Alice Chan, Senior Manager of AAAO.

The guests were treated to a luncheon on campus hosted by President Ho, who shared with them the University's five-year strategic plan as well as the recent accomplishments of HSUHK and its students. Highly supportive of President Ho's education vision, the visitors expressed their wish to explore opportunities for future collaboration with this vibrant and green university.

After a tour covering Lee Quo Wei Academic Building and the Academic and Administration Building (Block N), the guests expressed their appreciation for the great leap HSUHK had made in the past few years.

2019 年 7 月 18 日，立美貿易有限公司董事總經理賀鳴鐸先生及其千金、該公司業務拓展總監賀啟彥小姐，與勞埃德銀行亞洲金融機構部董事暨恒大籌款委員會成員洪敬文先生再次蒞臨恒大參觀，獲何順文校長、副校長（機構發展）方永豪博士、發展及校友事務處總監陳雯慧女士及高級經理陳少英女士親切接待。

何校長於校園設宴款待三位來賓，席間介紹恒大的五年發展計劃，並分享大學及學生最近取得的佳績。嘉賓對何校長的辦學視野甚為認同，並期望今後與恒大有進一步合作機會。

隨後來賓參觀校園各項設施，包括利國偉教學大樓及 N 座教學行政大樓，對恒大這數年間的蛻變甚表讚許。



We would like to extend our warmest welcome to new full-time academic staff who joined the HSUHK family from August to September 2019 and congratulate colleagues who have taken up new positions starting from August and September 2019.

衷心歡迎於 2019 年 8 月至 9 月加入恒大的全職教學人員，並恭賀於 2019 年 8 月和 9 月調任新職位的同事。

Newly Joined Academic Staff 新加入教學人員

School / Department 學院 / 學系	Academic Staff 教學人員	Position 職位
Department of Accountancy 會計學系	Dr Belinda L N Yau 邱聆娜博士	Assistant Professor 助理教授
	Dr Vivian W Y Zhang 張瑋茵博士	Assistant Professor 助理教授
Department of Economics and Finance 經濟及金融學系	Dr Andrew M K Wu 胡文傑博士	Visiting Associate Professor (Practice) 訪問副教授 (實務)
	Mr Michal Wojewodzki	Lecturer I 一級講師
Department of Management 管理學系	Dr Jenny S Y Lee 李淑賢博士	Senior Lecturer 高級講師
Department of Computing 電子計算系	Dr L Yu 余璐博士	Lecturer I 一級講師
Department of Mathematics and Statistics 數學及統計學系	Professor Lawrence Y H Lee 李彥鴻教授	Professor (Practice) 教授 (實務)
	Dr Kent K Y Liu 廖健壹博士	Assistant Professor 助理教授
	Dr W L Ng 吳偉亮博士	Assistant Professor 助理教授
Department of Supply Chain and Information Management 供應鏈及資訊管理學系	Professor Samuel W K Chan 陳偉光教授	Professor 教授
	Dr Cathy H Y Lam 藍凱欣博士	Lecturer I 一級講師
School of Humanities and Social Science 人文社會科學學院	Dr Leo K P Lie 李健豹博士	Visiting Assistant Professor 訪問助理教授
	Dr James L H Yu 俞勵恒博士	Visiting Assistant Professor 訪問助理教授
Department of English 英文系	Mr Kyle Steven Thorson	Lecturer I 一級講師
	Mr Rhett Y L Yu 余日朗先生	Lecturer I 一級講師
Department of Social Science 社會科學系	Dr K M Chan 陳嘉銘博士	Lecturer I 一級講師
	Dr Daniel Scott Choffnes	Asian Studies Visiting Scholar 亞洲研究訪問學人
	Ms Christine H Y Choy 蔡曉瑩女士	Lecturer I 一級講師
	Mr Jacky Y H Tai 戴遠雄先生	Lecturer I 一級講師

Current Academic Staff with New Appointments 教學人員新聘任

School / Department 學院 / 學系	Academic Staff 教學人員	Position 職位
Department of Supply Chain and Information Management 供應鏈及資訊管理學系	Dr Helen H L Ma 馬凱琳博士	Assistant Professor 助理教授
Department of Social Science 社會科學系	Dr Charmaine C M Hui 許張敏博士	Assistant Professor 助理教授
	Dr Gary K Y Tang 鄧鍵一博士	Assistant Professor 助理教授

Current Academic Staff with Promotion 獲晉升教學人員

School / Department 學院 / 學系	Academic Staff 教學人員	Position 職位
Department of Accountancy 會計學系	Dr Heather M F Lee 李梅芳博士	Associate Professor 副教授
	Mr Chris K C Cheng 鄭嘉駿先生	Senior Lecturer 高級講師
Department of Management 管理學系	Dr Eko Y Liao 廖逸博士	Associate Professor 副教授
Department of Marketing 市場學系	Dr Fanny F Y Chan 陳芳怡博士	Associate Professor 副教授
Department of Mathematics and Statistics 數學及統計學系	Dr Kevin F L Yuen 袁飛龍博士	Associate Professor 副教授
	Mr Stanley T F Zel 蕭子峯先生	Senior Lecturer 高級講師
Department of Supply Chain and Information Management 供應鏈及資訊管理學系	Dr Daniel Y W Mo 巫耀榮博士	Associate Professor 副教授
	Dr Ricky S K Wong 黃紹權博士	Associate Professor 副教授
Department of Chinese 中文系	Dr M A Tan 陳美亞博士	Associate Professor 副教授
Department of Social Science 社會科學系	Dr Lucille L S Ngan 顏樂樂博士	Associate Professor 副教授
	Dr P S Cheung 張佩思博士	Senior Lecturer 高級講師
School of Communication 傳播學院	Dr C K Chan 陳智傑博士	Associate Professor 副教授
Department of Computing 電子計算系	Dr C K Chan 陳志江博士	Senior Lecturer 高級講師
Department of English 英文系	Dr Amy Y Y Kong 江影玉博士	Senior Lecturer 高級講師

Event Highlights 活動快訊

Library 圖書館		
Library Text Book Fair 圖書館教科書展	10-12 September 2019 (Tue to Thu) 2019年9月10日至12日(星期二至星期四)	G/F, S H Ho Academic Building, HSUHK 恒大何善衡教學大樓地下
School of Humanities and Social Science and Centre for Greater China Studies 人文社會科學學院及大中華研究中心		
Seminar on "Distant Visions Using Digital Humanities Methods to Analyze the Global Success of Henrik Ibsen's <i>A Doll's House</i> " 以數位人文學科的遠觀方法分析易卜生《玩偶之家》的全球成功	16 September 2019 (Mon) 2019年9月16日(星期一) 3:00-4:30pm 下午3時至4時30分	D405, Lee Quo Wei Academic Building, HSUHK 恒大利國偉教學大樓 D405 室
Deep Learning Research and Application Centre 深度學習研究與應用中心		
Artificial Intelligence for the 2020's: Deep Learning and Beyond	21 September 2019 (Sat) 2019年9月21日(星期六) 9:00am - 6:00pm 上午9時至下午6時	A401, Fung Yiu King Hall, S H Ho Academic Building, HSUHK 恒大何善衡教學大樓 A401 室馮堯敬室
Arts@HSUHK 文藝在恒大		
Lunchtime Music Theatre "Along the Silk Road - All Roads Lead to Rome" 午間音樂劇場「絲路縱橫 一條條大路通羅馬」	24 September 2019 (Tue) 2019年9月24日(星期二) 12:45-2:00pm 下午12時45分至2時	G/F, S H Ho Academic Building, HSUHK 恒大何善衡教學大樓地下
Wu Jieh Yee Centre for Innovation and Entrepreneurship 伍潔宜創新及創業中心		
Guest Speaker Talk - Mr Arnold Chan, Founder and CEO, Teach4HK	3 October 2019 (Thur) 2019年10月3日(星期四) 2:00-4:00pm 下午2時至4時	D201, Lee Quo Wei Academic Building, HSUHK 恒大利國偉教學大樓 D201 室
HSUHK Global Humanities Initiative 恒大環球人文學先導計劃		
Talk on "Global Racisms, Old and New"	8 Oct 2019 (Tue) 2019年10月8日(星期二) 4:30-6:00pm 下午4時30分至6時	Lee Ping Yuen Chamber, 8/F, Lee Quo Wei Academic Building, HSUHK 恒大利國偉教學大樓8樓李秉源會議廳
Registry 教務處		
HSUHK Information Day 2019 恒大資訊日 2019	16 November 2019 (Sat) 2019年11月16日(星期六) 9:30am - 5:00pm 上午9時30分至下午5時	HSUHK Campus 恒大校園

Information as of 5 September 2019. *Erudition* (The Hang Seng University of Hong Kong Newsletter) is published by the Communications and Public Affairs Office every odd month with the editorial support of the Department of English. If you have any materials for publication, please submit your writing in both English and Chinese (about 250 words each) and 1-2 photos (>1MB, if any) to cpao@hsu.edu.hk via your HSUHK email account.

資料截至 2019 年 9 月 5 日。《博學》(香港恒生大學通訊)逢單數月由傳訊及公共事務處出版,英文系協助英文內容編校。如欲投稿,請以恒大電郵帳戶發送至 cpao@hsu.edu.hk。稿件中英文內容各約 250 字並附上 1-2 張 1MB 以上的照片(如有)。

