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



ESG 研究中心  
RESEARCH CENTRE FOR ESG

ESG SYMPOSIUM

Inauguration Ceremony of Research Centre for ESG



Feature 專題報道

## Responsible Management and ESG – From Vision to Reality at HSUHK 負責任管理與 ESG – 恒生大學的願景與實踐

Highlights 精選

Interview with Dean Wai-sum Chan:  
Making a New Start  
陳偉森院長專訪：作育英才不言退

Joint Appreciation and Naming Ceremony of  
Three Residential Colleges  
恒大三所住宿書院聯合感謝暨命名典禮

Awards for HSUHK Campus Projects  
恒大校園發展項目獲獎



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



## Responsible Management and ESG – From Vision to Reality at HSUHK

### 負責任管理與 ESG – 恒生大學的願景與實踐



The importance of Environmental, Social, Governance (ESG) and sustainable development have been rapidly growing around the globe over the past decade. As a forward-looking higher education institution which keeps abreast of the global trend, HSUHK spares no effort in addressing some Sustainable Development Goals (SDGs) as reported in the past issues of this Newsletter, while identifying responsible management of ESG reporting as the key teaching and research areas to nurture the next generation in practising sustainable development for the betterment of society.

#### Core Value of 'Responsible Management' 「負責任管理」核心價值

As a lead scholar on stakeholder-based governance model, Professor Simon S M Ho, President of HSUHK, agrees that ESG can help society, enterprises and organisations to allocate resources more effectively and achieve sustainable growth. He states, however, that the lack of a common conceptual framework and an international standard for ESG creates difficulty in tailoring the different understandings and expectations of stakeholders. In this regard, it is necessary to educate the market to redefine the purpose of corporations from the social contracting perspective, to focus on stable and long-term growth in value, and to balance the interests of different stakeholders.

環境、社會及管治（ESG）和可持續發展領域，過去十年在全球迅速發展和演變。作為具前瞻性的高等院校，香港恒生大學除了致力於一些可持續發展目標（SDGs），並在之前的《博學》通訊作出報道外，同時緊貼全球趨勢，將負責任管理與 ESG 報告列為重點教學和研究範疇之一，以培育新一代更關心社會，具體實踐可持續發展，為社會謀福祉。

作為持份者為本管治模式的領先學者，恒大大校長何順文教授認同 ESG 有助社會、企業及機構更有效分配資源，達致可持續成長，不過他認為，現時全球對 ESG 的理念與定義太含糊，有不同理解與期望，欠缺統一的理念架構與國際標準，因此有必要教育市場從社會契約視角重新理解企業的目的，着重長遠、穩定的增長與可持續價值，並平衡不同持份者的利益。



President Ho is a committed advocate of Responsible Management. In 2007 when he served as the dean of a university business school, he led the school to become the first signatory institution in Asia in the UN Principles of Responsible Management Education. Following that, in 2018, he proposed the 'Integrated Conceptual Framework of Responsible Management' in the PRME Annual Conference at the UN Headquarters, comprising the 'ethics', 'stakeholders' values' and 'sustainability' domains under 'governance'.

As part of his effort to promote Responsible Management and ESG, President Ho regularly shares his insights by contributing articles to the media. He was earlier invited by organisations including the Association of China Trend Studies (HK) to speak in a webinar on the topic of ESG and introduce the related education initiatives at HSUHK.



何校長素來提倡「負責任管理」，亦重視持份者權益，他於 2007 年成為亞洲首位大學商學院院長簽署加入聯合國「責任管理教育原則」，其後又於 2018 年於聯合國總部舉辦之 PRME 周年大會上提出「負責任管理綜合理念架構」，提倡以「道德」、「持份者價值」和「可持續性」，

加上「管治」，帶領企業體現「負責任管理」的核心價值。

何校長亦身體力行，持續在傳媒發表有關推動 ESG 和負責任管理的文章，最近又應多個組織包括中國國情研習促進會的邀請，於網上研討會上分享對於 ESG 的見解，並講解恒大在負責任管理方面的相關教研工作。

## Launch of the Research Centre for ESG 成立 ESG 研究中心 推動實踐可持續發展

The university-wide Research Centre for ESG (CESG) at HSUHK was established in 2021/22, funded by the Institutional Development Scheme of the Research Grants Council (RGC) of Hong Kong. It aims to conduct research on ESG and related issues in Hong Kong, the Greater Bay Area (GBA) and the Southeast Asia; to collaborate with society, the business sector and the government to formulate general ESG assessment principles and frameworks; and to promote ESG education and training.

President Ho says that CESG is not affiliated with a single school or department, and it is a pioneering initiative in the higher education sector. As part of its effort to exchange knowledge about ESG and sustainable development, the Centre will carry out policy studies and consultation projects and organise seminars to promote sustainability and ESG education to the public.



▲ The Inauguration Ceremony of the Research Centre for ESG.  
ESG 研究中心成立儀式。

恒大貫徹教學理念，於 2021/22 年在研究資助局的資助下成立大學層面的 ESG 研究中心，旨在研究香港、大灣區以及東南亞相關的 ESG 議題；與社會、商界及政府合作，制定通用的 ESG 評估原則及架構，以及推動 ESG 教育與培訓工作。

何校長指出，ESG 研究中心並非隸屬

單一的院系，可說是高等教育界的前瞻性舉措，通過開展教研和諮詢項目，以及舉辦講座活動，以交流有關 ESG 及可持續發展方面的知識。

## Seminar on Integrating ESG into Teaching and Learning ESG 融合教與學研討會

The Centre for Teaching and Learning and CESG co-organised an ESG Seminar on 27 October to discuss the integration of sustainability and ESG concepts into classroom teaching and learning. During the Seminar, President Ho stressed the aspiration of HSUHK to be the leading institution in Responsible Management and ESG in the region, and shared views on the incorporation of ethics, stakeholders' values, sustainability and governance into teaching and learning.

教與學中心和 ESG 研究中心在 10 月 27 日合辦了一個 ESG 研討會，探討如何將可持續發展和 ESG 概念融入課堂教學。在研討會上，何順文校長強調恒大矢志成為區內「負責任管理」與 ESG 的領先學府，並分享如何將道德、持份者價值、可持續性及管治，結合課堂教學。



The discussion continued by Professor Louis Cheng, Director of CESG and Dr S H Ho Professor of Banking and Finance, who elaborated on the ESG definitions and illustrated them with daily life examples. He also explored the possible directions for ESG related teaching, providing examples of its integration into economics, finance and accounting teaching.

ESG 研究中心主任、何善衡博士銀行及金融學教授鄭子云教授則通過日常生活中的例子，闡述 ESG 的定義，並列舉將 ESG 融入經濟、金融和會計教學的例子，探討與 ESG 相關的教學方向。



▲ President Simon Ho (left) and Professor Louis Cheng (right) share about integrating ESG factors into teaching and learning.  
何順文校長（左）和鄭子云教授（右）分享如何將 ESG 融入教學。

## Engaging in Advancing Hong Kong ESG Competence Level 致力提升香港 ESG 能力水平

To promote ESG in the higher education sector and to nurture ESG young talents, CESG is organising the 'Hang Seng x Value Partners University Elite ESG Challenge 2023' event, sponsored by Hang Seng Bank and Value Partners. Through e-learning and trading simulation, participants from local universities are expected to equip themselves with ESG investment knowledge and financial analysis skills which would bring better investment returns in the long run, and promote positive values and contributions in society.

Currently among the undergraduate and postgraduate programmes offered by HSUHK, 22 modules are ethics related and 12 modules are sustainability or social responsibility related, apart from the BBA Programme in Corporate Governance and Compliance. President Ho remarks that HSUHK's all-around effort in fostering the concept of Responsible Management and ESG could increase the awareness of future leaders and the younger generation on sustainable development, thereby benefiting the community.

After 10 years of development, there is still much room for advancement for ESG in Hong Kong. President Ho reveals that HSUHK has been actively engaging in promoting enterprises to take care of and balance the interests of different stakeholders, and is committed to formulating internationally applicable standards, hoping to help improve Hong Kong's corporate disclosure quality and ESG rating.

Studying green bonds and the potential functions of ESG concepts in the investment world, Professor Louis Cheng says that the ESG development in Hong Kong has been falling behind other regions, and challenges are seen when integrating ESG concepts into investment portfolios. His research team has developed a set of ESG standard 'i-score' for introduction to the business sector, as part of the University's mission to support corporate social responsibility, ESG and sustainability.

為在高等教育界進一步推動 ESG，培育學生成為 ESG 精英，恒大在恒生銀行聯同惠理集團贊助下，主辦「恒生 x 惠理學界精英 ESG 挑戰 2023」，希望透過在線學習和模擬交易等活動及培訓，使本地大學參加者掌握 ESG 投資知識和財務分析技巧，長期而言獲得更佳投資回報，為社會帶來正面價值和貢獻。

現時，恒大的本科和碩士課程中，除「企業管治與合規工商管理學士」課程外，共有 22 個科目與「道德」相關，及 12 科與「可持續發展」或「社會責任」有關。何校長表示，恒大全方位推動負責任管理和 ESG 的概念，可令未來領袖和年輕一代更重視可持續發展，造福社會。

香港的 ESG 發展只有短短十年，仍有許多推展的空間。何順文校長指出，恒大近期積極研究推動企業照顧及平衡不同持份者的利益，致力制定國際適用的標準，期望幫助提升香港在企業披露的質素及 ESG 評級。

鄭子云教授近年專門研究綠色債券、ESG 概念在投資界的潛在功能。他認為香港的 ESG 發展較其他地區落後，資產管理人員將 ESG 理念融合到投資組合時，面對不少挑戰。鄭教授與研究團隊自行研發了一套 ESG 標準 i-score，希望將標準引入商界，貫徹恒大支持企業社會責任的使命，共同推廣 ESG 精神，為香港的可持續發展出一分力。



## Making a New Start 作育英才不言退

### Interview with Professor Wai-sum Chan

Dean of the School of Decision Sciences

### 決策科學學院院長陳偉森教授專訪



"It's too early for retirement now. Moving from a public university to a private university, I wish to make a change and take on new challenges in the second half of my life." Professor Wai-sum Chan has been building his teaching career for over 30 years. Just reaching retirement age this year, he decided to switch to a new work environment. "I have a career aspiration which is different from that of my young age. Given the ability and time that I can afford, I am more than willing to continue my work, for students and society."

Professor Chan's first impression of HSUHK – 'small', also reveals its advantages. For instance, small class teaching can be implemented given the smaller student population, and the relationship between staff and students, and between colleagues, is much closer. He added, "With no doubt, a 'small university' has its constraints in resource utilisation. Limitations are everywhere, indeed. That's how we put decision-making science into practice." Seeing the decline in school-age population, Professor Chan believes that HSUHK's key development will focus on adjusting the admission strategy, balancing the development of undergraduate and postgraduate programmes, while actively expanding the source of admissions outside Hong Kong and planning the development of education in the Greater Bay Area.

Born and raised in Hong Kong, Professor Chan went overseas to further his study after graduating from a local university. Starting his teaching career at National University of Singapore, the scene of his first lecture is still vivid in his mind. "I got into a panic when facing 200 students in my first class!" Over the many years, he has encountered different types of students, ranging from mature students who returned to school after serving in the army in Singapore, to top scorers and elite students in Hong Kong. He recalled the days of being the pioneering staff in actuarial science education at a local university. "In the early 2000s, the admission score of the Actuarial Science programme was higher than that of Medicine. Many parents of the top scorers 'begged' us for a placement. These elite students were capable yet some of them were arrogant, and teaching them was not easy at all."

「現在退休似乎太早了，我希望尋求改變，於是從公立大學轉到私立大學工作，展開人生下半場的新挑戰。」教學生涯長逾 30 載的陳偉森教授，剛屆退休之齡，卻決定轉換新工作環境。「我現在的志向與年輕時有所不同，想趁自己仍有能力和時間，繼續工作，以學生及社會為先。」

來到恒大，陳教授笑說第一印象是「細」，但「細校」也有其優勢，例如學生人數相對較少，可實行小班教學，師生及同事之間的關係亦更緊密。「資源運用方面，『細校』當然有其掣肘，但凡事都有限制，此時就是將決策科學學以致用的時候了。」現時香港適齡學生人數下跌，陳教授認為恒大的重點發展將著眼於調整收生策略，平衡本科生與研究生課程發展的同時，積極擴闊香港以外的收生源，並計劃在大灣區的教育發展。

陳教授在香港土生土長，大學畢業後赴海外升學，其後在新加坡國立大學展開教學生涯。第一天走進教室的情況他仍歷歷在目：「我的首課就面對 200 名學生，很驚慌，不知所措！」身經百戰多年，陳教授遇過不同類型的學生，有新加坡當兵後重返校園的成熟男生，也有香港的狀元及尖子。他憶述於 2000 年代初在一所本地大學擔任精算教育「開荒牛」的日子：「當時精算課程的收生分數比醫科還要高，不少尖子的家長向精算系叩門求學位。這些精英學生的能力很高，部分人卻比較自傲，教導他們並非易事。」





▲ Apart from working, Professor Chan also enjoys travelling around the world with his family.  
在工作以外，陳教授亦享受與家人周遊列國。



▲ Professor Chan (2nd from left, back row) receives President Ho (the 1st from right, front row) as a guest speaker when working at Chung Chi College of CUHK.  
陳教授（後排左二）在中大崇基服務時接待何校長（前排右一）作為論壇講者之一。

Talking about his expectations for HSUHK students, Professor Chan advised them to have self-confidence and strive for progress and advancement. He often encourages students based on his own experiences. "Born into a grassroots family, I didn't go to prestigious primary and secondary schools. I also failed in the public exam and I had to repeat and retake it. To me, failure is always a good challenge... Where you start is not a concern, as long as you seize the opportunity. You can also achieve success by gradually moving up from a low starting point."

Despite his busy teaching schedule, Professor Chan continues his research work. Apart from analysis related to economics and actuarial science, he also comments on retirement protection and elderly care. In recent years he has been studying 'longevity risk', because of the serious ageing problem in Hong Kong which brings about the high expenses for long term care services. He has put forward policy proposals such as reverse mortgage and annuity, which have been recognised by the government. "Our research work may not affect the world, nor can it change society in the short term, but we hope to gradually create an impact and make a contribution."

陳教授對恒大的學生有另一番期望，他寄語學生要有自信，並力求進步。他常以自身經歷勉勵學生：「我出身自基層，中小學不是在名校就讀，公開試也有科目不及格，要留班重考。失敗對我來說是很好的磨練……所謂英雄莫問出處，不要介意自己的起步點，只要好好把握機會，慢慢從低點向上行，也可獲得成功。」

儘管教學工作繁忙，陳教授仍積極繼續其研究工作，範疇不單經濟和精算，亦包括退休保障、安老政策等。他近年研究有關「長壽風險」的課題，因為香港人口老化問題日趨嚴重，長期護理的支出龐大，銀髮一族十分關注。他過去曾提出逆按揭及年金等政策方案，皆獲政府認同，他坦言：「我們的研究未達至影響世界，也未必可短期內改變社會，但也期望能夠逐步帶來影響及貢獻。」



## Passionate about discovering new interests

### 熱衷發掘新興趣

Professor Chan was once a passionate diver, but he later put this hobby aside after weighing the increasing level of danger proportional to age, thanks to his expertise in decision science and risk management. As a keen learner, he is ready to pick a new hobby – Chinese painting, calligraphy and seal carving. Apart from his good Chinese language proficiency and fondness for Chinese poetry, it also has something to do with scientific research. “I was told that calligraphers and painters have lived long, according to a research study conducted by one of my students. I want to verify if it is true!” explained Professor Chan.

陳教授曾經熱衷潛水，但作為決策科學及風險管理專家，他衡量過這項運動的危險性會隨著年紀增長，因而擱下。近來，他又找到新興趣，準備學習書畫與篆刻，除了因為本身中文根底好和喜歡詩詞歌賦，原來背後也與科學研究有關，他笑言：「我從我學生的一份研究發現，自古以來書畫家都較長壽，我當然要驗證一下是否屬實！」



▲ Professor Chan was once a passionate diver.  
陳教授曾經熱衷潛水。



◀ Professor Chan (1st from left, front row) enjoys playing football. It is also a voluntary work which he has been devoted to for more than ten years. “I regularly play with the youth at risk. Some of them have criminal records, or are having drug treatment and rehabilitation. I also send them footballs as encouragement.”  
陳教授（前排左一）閒時以踢足球為最大消遣，這同時是他投入了十多年的義務工作。「我每週與邊緣青年踢一次波，他們大多未夠 18 歲，有曾經犯事的，也有戒毒中的。他們日夜都踢波，足球很快爛掉，我們就贈送足球給他們作鼓勵。」



▲ Professor Chan (1st from right, front row) takes picture with HSUHK students.  
陳教授（前排右一）與恒大大學生合照留念。



## An All-round Communications Professional with Rich Business Knowledge

### 財經知識成就多元傳訊專才

#### Interview with Alumna Ms Heidi Lam

Bachelor of Journalism and Communication (Hons) Programme  
(with concentration in Business Journalism) (2015)  
Cofounder, NL Mind Creative Limited  
Cofounder, 212 Studio Limited

#### 林愷欣女士專訪

新聞及傳播（榮譽）學士課程（專修商業新聞）（2015）  
NL Mind Creative Limited 聯合創辦人  
212 Studio Limited 聯合創辦人



Having a keen interest in journalism, communication and business, Ms Heidi Lam had always wanted to become a financial reporter. When selecting her university major, upon learning that the Bachelor of Journalism and Communication (Hons) Programme offered by HSUHK's School of Communication (SCOM) focused on business journalism and communication, she immediately decided to sign up for the Programme.

Heidi enjoyed her study at HSUHK very much, "Our Journalism Programme is practical and comprehensive, with up-to-date content in line with the actual development and operation of the industry, and teachers possessing extensive industry experience. Besides, leveraging its close ties with the business community, SCOM is able to offer students internship opportunities in large companies, thereby giving us a solid foundation for our future careers."

Heidi and her classmates had the opportunity to participate in various overseas news-gathering activities, such as covering the Taiwan Election alongside reporters from all over the world, which benefitted them a lot. To her, the most unforgettable experience during her studies was about documentary production. "Our lecturer had extensive experience in profile interviews, and taught us how to portray an interviewee with a human touch in a documentary." At that time, she went to Macau to gather materials and conduct interviews for producing a ten-minute documentary. Her work was highly appreciated by her teacher, who later introduced her to work at a TV station and eventually became Heidi's direct supervisor.



林愷欣女士對新聞傳播和商業均感興趣，一直希望成為財經記者。大學選科時，她得悉本校傳播學院的新聞及傳播（榮譽）學士課程主打商業新聞傳播，便第一時間報讀。

愷欣十分享受在恒大的歲月：「恒大新聞課程內容實用而全面，緊貼行業的發展及運作情況，老師的業界經驗亦很豐富。此外，學院與商界連繫緊密，為恒大學生提供在大公司實習的機會，為我們未來投身事業打穩根基。」

愷欣與同學們有機會參與不同的外地採訪活動，例如與來自世界各地的記者一起採訪台灣大選，獲益良多。在課程中，愷欣最難忘的是拍攝紀錄片。「導師有豐富的人物訪問經驗，教導我們如何在紀錄片中刻劃主角人性的一面。」她當時到澳門取材採訪，拍攝 10 分鐘紀錄片，其作品得到導師讚許，並獲介紹到電視台工作，而這位導師後來更成為她的直屬上司。

◀ Heidi, having already familiarised herself with the operation of TV stations and the use of shooting equipment during her days at HSUHK, manages to quickly adapt to her work in TV stations after graduation. 林愷欣在學時已對電視台運作和拍攝器材的使用相當熟悉，因此畢業後很快適應電視台工作。



Having worked as a feature news reporter at different TV stations for about five years, Heidi decided to set up a business in 2019 with her friends from the journalism and business fields to provide branding, content marketing and promotional video shooting services to commercial organisations.

Heidi, in charge of content marketing, not only develops promotional campaigns of high quality, but also acts as a reporter as necessary to conduct interviews, in which the business journalism knowledge she acquired at HSUHK continues to serve her well. "Some clients have asked us to produce business magazines and interview entrepreneurs about their success stories to enhance the awareness of their brands. This is not difficult for us, as we have many years of experience working as journalists. The Programme at HSUHK SCOM equipped us with knowledge related to advertising and marketing on top of business journalism, allowing me to not only understand the needs of clients from the financial sector, but also master the skills of managing companies, handling accounting matters, and controlling costs properly, so that I can perform well in the capacities of both a journalist and an entrepreneur."

在不同電視台任職新聞專題記者約五年後，愷欣於 2019 年決定自立門戶，與新聞界及商界的朋友合組公司，專門替大型商業機構提供品牌宣傳、內容營銷及宣傳影片拍攝服務。

愷欣負責內容行銷，策劃優質宣傳方案之外，有時亦要充當記者做訪問，昔日在恒大所學的商業新聞知識繼續大派用場。「有客戶委託我們製作商業雜誌，專訪企業家的成功故事，以提升品牌知名度，我們有多年記者工作經驗，可謂駕輕就熟。恒大傳播學院的課程除教授商業新聞知識外，還涉獵廣告和市場學，幫助我了解財經界客戶的需要，同時掌握管理公司、處理會計帳目、妥善控制成本等技能，讓我無論當記者或創業家都能應付自如。」



▲ Heidi (left) sets up a digital advertising company after leaving the news industry to provide branding, content marketing and promotional video shooting services.  
林愷欣（左）離開新聞行業後成立數碼廣告企業，提供品牌宣傳、內容營銷及宣傳影片拍攝服務。



▲ During her study at HSUHK, Heidi has the opportunity to participate in overseas news-gathering activities, which benefits her a lot.  
林愷欣就讀恒大時，有機會到外地參與採訪，獲益良多。

## Awards for HSUHK Campus Projects

### 恒大校園發展項目獲獎

HSUHK has been recognised for its campus development projects. The campus is among the 55 buildings in Hong Kong to receive the 'GBA Low Carbon Buildings TOP 100 Award', showing the University's effort in promoting low-carbon development in the region.

The University's New Academic Building Project (The West Lane Project) also obtains the 'Gold Award – QS Award (Innovation)' organised by The Hong Kong Institute of Surveyors in recognition of the project team's outstanding innovation and digitalisation solution in the contract administration and financial management.

恒大校園發展項目再度獲得社會肯定，近日獲頒「大灣區低碳建築 TOP 100 大獎」，成為香港獲獎的 55 幢物業之一，顯示大學積極推動綠色低碳發展。

校園新教學大樓建築項目（西徑項目）則獲得由香港測量師學會頒發的「QS 大獎金獎（創新服務）」，以表揚項目團隊在合同和財務管理方面，創新及數碼化應用的傑出表現。



▲ GBA Low Carbon Buildings TOP 100 Award  
大灣區低碳建築 TOP 100 大獎



▲ Gold Award – QS Award (Innovation)  
QS 大獎金獎（創新服務）

## HSUHK Receives Over HK\$17 Million of Funding for Teaching Smart Decision Analytics

### 恒大獲政府資助逾 1,700 萬港元 教授智能決策分析

HSUHK recently received over HK\$17 million of funding under the 'Enhancement and Start-up Grant Scheme' of the Education Bureau for a four-year 'Teaching Smart Decision Analytics for Supply Chain and Information Management Programme Enhancement' project. It is expected to benefit over 800 students.

The funding covers the provision of the latest smart decision analytics software for the students of HSUHK's Bachelor of Business Administration in Supply Chain Management (BBA-SCM) and Bachelor of Management Science and Information Management (BMSIM); the incorporation of artificial intelligence and the Internet of Things topics into courses; and the development of indoor geographic information systems for building a 'smart campus'. By collaborating with industry, internship opportunities will also be provided for students to acquire smart decision analytics knowledge and skills, hands-on experience in decision analysis, and professional recognition and certification to enhance their competitiveness.

恒大最近獲教育局「自資專上教育提升及啟動補助金計劃」資助逾 1,700 萬港元，開展為期四年的「教授智能決策分析以提升供應鏈及資訊管理課程」，預計逾 800 名恒大學生受惠。該資助內容包括提供最新的智能決策分析軟件予恒大供應鏈管理課程及管理科學與資訊管理課程的學生使用，以及將人工智能和物聯網等主題納入課程及研發室內地理信息系統，致力將恒大打造成「智慧校園」；又會通過與業界的合作，為修讀上述兩個課程的學生提供實習機會，讓學生獲得智能決策分析的相關知識和技能、決策分析的實踐實習經驗、專業認可和認證等，增強競爭力。



## Joint Appreciation and Naming Ceremony of Three Residential Colleges 恒大三所住宿書院聯合感謝暨命名典禮

Thanks to the generous donation of HK\$50 million from Wei Lun Foundation, The S H Ho Foundation and Fung Yiu King Charitable Foundation respectively in support of the University's strategic initiatives and development, HSUHK has named the three Colleges under its Jockey Club Residential Colleges (RCs) system as the Lee Yick Hoi Lun Mosaic College, S H Ho Wellness College and Fung Yiu King Evergreen College (listed in the order of establishment time). Together with the Patrick S C Poon Amity College which was similarly funded and named, all four Colleges have established their respective development endowment funds, symbolising a new chapter in HSUHK's RCs system.

The Joint Appreciation and Naming Ceremony was held on 3 November to express the University's deepest gratitude to the three donors. Officiated by Ms Diana Cesar, HSUHK Chairman of the Board of Governors, Dr Moses Cheng, HSUHK Council Chairman, and President Simon S M Ho, the Ceremony was witnessed by over 140 guests and friends.

恒大榮獲偉倫基金、何善衡慈善基金會及馮堯敬慈善基金會各慷慨捐贈五千萬港元，支持恒大策略發展及住宿書院建設。為答謝三家基金會一直以來的支持，恒大特將香港賽馬會住宿書院系統其中三所書院分別命名為「利易海倫博文書院」、「善衡康活書院」和「馮堯敬綠延書院」（以其成立先後排列）。連同早前同樣獲捐助及命名的「潘樂昌樂群書院」，恒大四所書院分別已成立其發展永續基金，整個住宿書院系統即將開展新篇章。

為感謝三家基金會的慷慨捐贈，恒大於 11 月 3 日舉行住宿書院聯合感謝暨命名典禮。典禮由恒大校董會主席施穎茵女士、校務委員會主席鄭慕智博士與何順文校長一同主禮，超過 140 位嘉賓及恒大友好出席。



▲ Donors' representatives for the four Colleges, HSUHK senior management representatives and the Masters of the four Colleges officiate at the Ceremony. 四所書院捐款人代表聯同主禮嘉賓團及四所書院院長恭賀恒大賽馬會住宿書院系統新里程啟航。

## Naming Ceremony of Ho & Fung Foundation Hall 何馮基金堂命名典禮

In appreciation of the generous donation from Ho & Fung Charitable Foundation Limited in support of the new construction of the New Academic Building at West Lane and the renovation of a 'Technology-enriched Collaborative Classroom', the Naming Ceremony of Ho & Fung Foundation Hall was held on 27 October, officiated by Mr Louis Ho, Mrs Judy Ho and Ms Elaine Ho, directors of the Ho & Fung Charitable Foundation Limited, and President Simon S M Ho.

The Ho & Fung Foundation Hall is located on the fourth floor of the S H Ho Academic Building, the North Campus of HSUHK. The hall is well-equipped and its movable partition walls can flexibly transform its space into an ideal venue for lectures, seminars, talks and exhibitions, providing an environment conducive to inspiring teaching and learning.

恒大於 10 月 27 日舉行「何馮基金堂」命名典禮，以感謝何馮慈善基金有限公司的慷慨捐贈，支持本校興建西徑新教學大樓及修繕「科技協作教室」。典禮邀得何馮慈善基金有限公司董事何志偉先生、何馮艷仿女士、何綺玲女士和恒大校長何順文教授主持揭幕儀式。

何馮基金堂位處北校園何善衡教學大樓 4 樓，設備完善，配備活動間隔牆可靈活變換為大型課堂、研討會、講座和展覽場地，為師生提供舒適優美的教學環境。



▲ (From left) Ms Elaine Ho, Mrs Judy Ho, Mr Louis Ho, President Simon Ho, Provost and Vice-President (Academic and Research) Professor Y V Hui, and Vice-President (Organisational Development) Dr Tom Fong officiate at the Naming Ceremony of Ho & Fung Foundation Hall.

(左起) 何綺玲女士、何馮艷仿女士、何志偉先生、何順文校長、常務暨學術及研究副校長許溢宏教授和副校長（機構發展）方永豪博士一同主持何馮基金堂揭幕儀式。

## HSUHK to Support Dual Pathways on Education and Career Planning for Athletes

### 恒大支援運動員升學及職業生涯規劃雙軌發展

HSUHK and the Sports Federation & Olympic Committee of Hong Kong, China (SF&OC) signed a Memorandum of Understanding (MOU) on the Hong Kong Athletes Education Programme to support athletes in dual academic and sports development. This partnership will provide all-round learning opportunities to athletes by offering flexible admission and study arrangements.

恒大與中國香港體育協會暨奧林匹克委員會（港協暨奧委會）簽署香港運動員專上教育合作備忘錄，為運動員提供彈性入學及學習安排，讓他們兼顧學業及運動培訓，並得到全方位學習機會。合作備忘錄由何順文校長與港協暨奧委會會長霍震霆先生共同簽署。



▲ The MOU is signed by President Simon Ho (left) and Mr Timothy Fok, President of SF&OC. 合作備忘錄由何順文校長（左）與港協暨奧委會會長霍震霆先生共同簽署。

## Other Collaborations

### 其他合作



▲ HSUHK signs a MOU with the MBA Centre and Global Management Education Institute of Shanghai University (SHUMBA) to promote cooperation for advancing teaching and research activities. 恒大與上海大學 MBA 中心簽署合作備忘錄，以促進大學之間的合作，推進教研活動。



▲ The Centre for Humanistic Buddhism of HSUHK and Fo Guang Vihara Hong Kong jointly launch the Professional Diploma in 'Humanistic Buddhism and LOHAS Industry'. The qualification of the diploma is recognised by Fo Guang University with articulation arrangement to its master degree programme. 恒大人間佛教應用研習中心與香港佛光道場合辦「人間佛教文化與樂活產業」高等專業文憑，資歷獲佛光大學（佛大）認可，可銜接佛大碩士課程。



## The First Independent Non-Executive Directors Effectiveness Survey 全港首個獨立非執行董事職能調查

The Department of Accountancy of HSUHK, The Hong Kong Independent Non-Executive Director Association (HKINEDA), and Provident Governance Services Limited jointly conducted the first survey study on independent non-executive directors (INEDs) of companies listed in Hong Kong.

Based on the survey results, the Working Committee for the study suggested that an ESG committee as well as Directors and Officers (D&O) insurance should become mandatory for all issuers under the Stock Exchange's Listing Rules, and recommended that INEDs should not be taking the same degree of legal liability as the executive management of the issuers. The Committee also proposed a re-visit of the Listing Rules regarding INEDs taking up more than six seats on the boards of issuers and the nine-year rule on INEDs' tenure. The press conference was held on 7 November with wide reportings by media sources.

恒大會計學系、香港獨立非執行董事協會聯同普勤管治服務有限公司早前進行全港首個上市公司獨立非執行董事的職能調查。

根據調查結果，項目工作小組建議香港交易所的《上市規則》應強制上市公司設立環境、社會及企業管治委員會，以及強制投保董事及高級職員責任保險。工作小組亦建議，獨立非執行董事不應該跟隨上市公司管理層所承擔的法規及《上市規則》下相同的法律責任。小組又建議監管機構應重新審視《上市規則》中，有關已經擔任六家或以上上市公司獨立非執行董事的任命，以及有關繼續委任已經擔任一家上市公司獨立非執行董事超過九年的法規要求。在 11 月 7 日舉行的調查結果新聞發布會，廣獲傳媒報道。



## President's Academic Visit to Europe 校長赴歐洲學術交流

President Simon S M Ho visited universities in Paris, Warsaw and London during late September to early October for international meetings and academic collaborations.

何順文校長於 2022 年 9 月底至 10 月初到訪巴黎、華沙及倫敦的大學，並出席國際會議，進行學術交流合作。

President Ho (2nd from right) visits the Institute of Intercultural Management and Communication (ISIT) in Paris, and learn the life experience of HSUHK exchange students there. 何順文校長（右二）到訪位於巴黎的跨文化管理與傳播學院，並了解恒大交換生在當地的生活體驗。



▲ President Ho (1st from right) takes a photo with other university presidents after attending the Annual Conference of the Association of Southeast Asian Institutions of Higher Learning (ASAIHL) Conference 2022 at the University of Warsaw, Poland. 何順文校長（右一）於波蘭華沙大學出席 2022 東南亞高等教育聯會年會，並與其他大學校長合照。



▲ President Ho (1st from left) attends the Board Meeting of the ASAIHL. 何順文校長（左一）參與東南亞高等教育聯會之理事會議。



## Being Alone Together? Home-based Arts and Cultural Engagement in Everyday Lives During the Pandemic

### 「共同孤獨」？ 居家抗疫期間的遙距藝術及文化參與

Many of us have become more adaptive to the 'new normal' that we creatively developed in the pandemic to regain momentum and bring joy back in our daily lives. During the quarantine period when we worked or studied remotely from home, it was not difficult to find on social media that everyone was trying to make the best use of their 'me-time' to nurture their hobbies. Some colleagues have become weekend bakers, posting photos on social media of the delicate pastries they prepared for their families. Some of my relatives and friends picked up the musical instruments they had left for years and recorded using messaging apps to share the beautiful songs they played to motivate friends in quarantine. Many HSUHK students have told me that, apart from playing online games with their friends, they actively use mobile apps to learn foreign languages, visit overseas museums, develop new interests through virtual conferencing platforms to learn from foreign illustrators or choreographers, and to appreciate performing arts and online interactive exhibitions. Some have even started their cultural and creative entrepreneurship by kicking off their online businesses.

As a teacher and scholar from the Cultural and Creative Industries Programme, I am particularly interested in and curious about the social phenomenon, especially about the impact of new media on home-based arts and cultural engagement. I developed the idea into a research proposal titled 'Art at home: The impact of new media and online cultural production on home-based arts engagement', and invited Professor Desmond Hui, Head of the Department of Art and Design, and Dr Rochelle Yang, Assistant Professor and a practicing creative media artist, as co-investigators. The proposal was successfully funded by the Faculty Development Scheme (FDS) of the University Grants Committee. 【1】

One of the interesting research findings is how new media serves as a community building platform which transcends geographical distance. During the social distancing period, home-based arts and cultural engagement was a strategic move for participants to adjust to the physical condition of 'being in quarantine alone' by changing it to a mental state of connectivity – 'being in quarantine alone but together'. More importantly, home-based arts and cultural engagement allows individuals to improve their level of happiness (well-being among citizens), arts and cultural organisations to extend their operation (sustainability of the industry) and our society to strengthen its long-term development (resilience of our post-pandemic society).

Since January 2022, our team has been working on a 30-month research project, with data collection using online ethnography, focus groups and surveys. The team has presented, edited, and published (and accepted to publish) relevant papers, books, and discussions. Part of the research output is on online arts marketing, algorithmic culture in digital fandom, games and cultural heritage. 【2】 - 【6】



**Dr Christine Choy**  
蔡曉瑩博士  
Associate Head, Department of Art and Design  
Associate Director, Centre for Public Policy Research  
藝術設計系副系主任  
公共政策研究中心副主任

自疫情開始至今，大家從一開始的不適應，到各自發揮小宇宙，重拾不少日常生活中的節奏和樂趣。在家工作的時候，我除了上網課，閒時也會瀏覽社交媒體，不難留意到在疫情期間，大家都紛紛善用獨處時間，把握機會培養興趣。部分同事搖身一變成為週末烘焙大師，在社交媒體上，刊登為家人準備美味糕點的照片；部分親友重拾多年未彈奏的樂器，透過通訊軟件發送自己彈奏的音樂鼓勵隔離中的親友。不少恒大的同學告訴我，除了約朋友在網上組隊「打機」，他們亦以手機應用程式學習外語、到訪世界各地的博物館，也會透過網上會議向外國插畫家或編舞家拜師學藝、欣賞文藝表演及網上互動展覽，不少更已經在文化及創意產業的領域開展網店創業之路。

作為教授文化及創意產業課程的老師及學者，我對上述的社會現象，特別是新媒體對於家中參與文化及藝術活動的學術議題，產生了濃厚的興趣和好奇心。我將上述的研究議題，發展題為「藝在家中：新媒體及網上文化生產對遙距參與藝術的影響」的研究計劃書，並邀請藝術設計系系主任許灼權教授及助理教授與創意媒體藝術家楊宜瑄博士加入團隊。項目成功獲大學教育資助委員會的教員發展計劃資助。

【1】

當中相當有趣的發現，在於新媒體如何作為跨地域的社區營造平台，在社交距離措施實施期間，策略性地讓看似「孤獨抗疫」的日常，實踐了「同心抗疫」的作用，更重要的是提升個人的幸福感（市民的心理健康）、擴大文藝團體的生存空間（行業的可持續性）、鞏固社會的長遠發展（社會抗疫的韌性）。

團隊自今年1月開展為期30個月的網上田野調查、焦點小組訪問以及問卷調查的研究。成員在國際學術會議及刊物匯報、編輯及發表（及獲接受發表）相關的學術文章、書籍及評論，部分研究成果涵蓋網上藝術市場營銷、數據及網上粉絲文化、遊戲及文化遺產。【2】 -

【6】





◀ Dr Choy speaks at the Greater Bay Area Cultural Heritage and Creative Innovation Conference. 蔡博士於粵港澳大灣區文化遺產與創意創新研討會演講。

The research has shown that online and video games are one of the most important home-based arts and cultural activities among the younger population. Apart from being a leisure activity, games present an important value for connecting community members and improving psychological well-being. Taking it one step further, the team explored the possibility of developing game-based experiential learning practices. Targeting at HSUHK staff members and students as well as the public, the project team adopted an inter-departmental and cross-disciplinary pedagogy and research objective to propose the project 'From retro to the metaverse games: Imagining Asia and creative industries from the past, the present, to the future'. The proposal was funded by the HSUHK Strategic Development Grant 2022/23, with a team composed of Dr Pui-sze Cheung and Dr Joseph Li from the Asian Studies Programme of the Department of Social Science, and Dr Christine Choy and Dr Patrick Mok from the Cultural and Creative Industries Programme of the Department of Art and Design. 【7】

With the RETRO.HK Gaming Expo 2022 successfully held in October 2022, HSUHK staff members and students learnt more about the history, Asian cityscapes and creative economy embedded in the videogames exhibited. The pedagogy-related article inspired by the interdisciplinary project will be published in the upcoming publication of the Department of Art and Design. 【8】

Learning from the pandemic experience not only teaches us to cherish our time together, but also inspires us to reflect on the dual meanings of challenges in life and the importance of changing perspectives for a greater world.

## 相關刊物 Related publications

- 【1】 Choy, C. H. Y., Hui, C. K. D., Yang, Y. H. R. (2022-2024). *Art at home: The impact of new media and online cultural production on home-based arts engagement*. Faculty Development Scheme (FDS), Research Grants Council (RGC). (Principal Investigator, HKD\$755,126) [UGC/FDS14/H09/21]
- 【2】 Hui, C. K. D. and Choy, C. H. Y. (Forthcoming, 2023). *Handbook of digital and online arts marketing*, Walter de Gruyter of Berlin, Germany.
- 【3】 Choy, C. H. Y. and Yip, C. H. P. (2022). Algorithmic culture in digital fandom: Data fan practices and fragmented fan community in the Chinese pop music idol industry. Paper presented at the 72nd Annual ICA Conference, Paris, France. May 26-30, 2022.
- 【4】 Choy, C. H. Y. (2022). Discussant of *Games, competition and absorption: A philosophical and comparative consideration*. Presented at the HSUHK Global Humanities Initiative Colloquium, co-hosted by HSUHK Global Humanities Initiative, The International Council for Philosophy and Human Sciences, Asian New Humanities Network and Tencent Social Research Center, April 28, 2022, Hong Kong.
- 【5】 Choy, C. H. Y. (2021). Discussant of *Shall we play? Cultural reference for the current debate*. Presented at the HSUHK Global Humanities Initiative Colloquium, co-hosted by HSUHK Global Humanities Initiative, The International Council for Philosophy and Human Sciences, Asian New Humanities Network and Tencent Social Research Center, October 28, 2021, Hong Kong.
- 【6】 Choy, C. H. Y. (2021). *At the intersection of play, mobile games and intangible cultural heritage: A study of mahjong mobile games*. Paper presented at the Greater Bay Area Cultural Heritage and Creative Innovation Conference 2021 (Hybrid), Hong Kong, May 31-June 1, 2021.
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- 【8】 Choy, C. H. Y. (Forthcoming 2023). *An interdisciplinary spectacle in video game preservation and education: Retro.HK Gaming Expo 2022 at HSUHK. In Conceptual practice – Research and pedagogy in art, design, and creative Industries (Vol.1):* Pescia, Italy: Nives Edizioni.



## President's Reception for Parents 相聚在恒大 — 校長・家長交流日

To express the warmest welcome to the parents of new students, the President's Reception for Parents was organised by the Student Affairs Office on 22 October, attracting over 150 parents, students and staff members. Parents had the opportunity to interact with senior management and academic staff to learn about students' campus life and the supporting services offered by the University. They also attended a campus tour to visit the award-winning green buildings.

為歡迎新生家長，學生事務處於 10 月 22 日舉辦「相聚在恒大 — 校長・家長交流日」，逾 150 位家長、學生及教職員參與這年度聚會。家長當日與大學管理層及教職員交流，了解學生的校園生活及大學的支援服務。他們亦參觀校園，進一步認識恒大的教學設施與獲獎的綠化建築物。



▲ President Simon Ho delivers a welcoming speech.  
何順文校長致歡迎詞。



▲ Parents interact with staff members and attend a campus tour.  
家長與教職員交流及參觀校園設施。



## 'Live Chat with Youth' Forum Series: Culture, Arts & Creativity

### 「陪我講·陪你闖」講座系列 — 文藝創意新里程

In collaboration with Television Broadcasts Limited (TVB) with sponsorship from Hang Seng Bank, the 'Live Chat with Youth' Forum Series: Culture, Arts & Creativity was held on 22 September, and attended by over 500 students and staff members. Mr Raistlin Lau, Under Secretary for Culture, Sports and Tourism of the HKSAR Government; Mr Paul Tam, Executive Director, Performing Arts of the West Kowloon Cultural District Authority; Mr Victor Wong, cross-media artist, inventor and visual effects director; and Mr Donald Choi, President of the Hong Kong Institute of Architects, were invited to discuss Hong Kong's development in various aspects of art and culture, the application of technologies and Artificial Intelligence therein, and the correlation between the relevant art and cultural trends and Hong Kong's cultural context and identity building.

Mr Lau pointed out that Hong Kong had signed a MOU with 20 countries on the promotion of cultural and creative industries among the community and the business sector. Mr Tam believed that the goal of the West Kowloon Cultural District is to bring the best art from Hong Kong and the world to local residents. Mr Wong emphasised the importance of attracting and transferring new technology and arts talents in Hong Kong, while Mr Choi added that the creative industry is the edge of Hong Kong, which we should be proud of. The event was broadcasted on TVB J2 channel on 19 November.

恒大與電視廣播有限公司（無綫電視）合辦、恒生銀行贊助的「陪我講·陪你闖」講座系列—文藝創意新里程於9月22日舉行，邀得特區政府文化體育及旅遊局副局長劉震先生、西九文化區管理局表演藝術行政總監譚兆民先生、跨媒體藝術家／發明家／電影視覺效果導演黃宏達先生，以及香港建築師學會會長蔡宏興先生，探討香港在不同文化藝術領域的發展、科技與人工智能於文藝創意所扮演的角色，以及有關趨勢與本港文化環境和身分認同的關連，吸引逾500位師生參與。

劉先生表示，香港目前已經和20個國家簽署文化交流合作備忘錄，希望透過政府帶動民間與商界的文化創意產業合作。譚先生認為，西九文化區的目標是將全世界，包括香港最優秀的藝術，帶給香港市民。黃先生指出，香港在高科技及藝術領域人才濟濟，重點是如何將其吸納和轉化。蔡先生則說，創意工業是香港的特色，我們應該為自己的文化感到自豪。講座系列並製作成電視節目，於11月19日在無綫電視J2頻道放映。



▲ (From left) Mr Donald Choi, Mr Victor Wong, Mr Raistlin Lau, Mr Paul Tam, with moderator Professor Desmond Hui. (左起) 蔡宏興先生、黃宏達先生、劉震先生、譚兆民先生與講座主持許焯權教授。



▲ Dr Young shares self-help skills to cope with stress. 楊博士分享遇上壓力時如何減壓。

## The Second College Assembly – Peace of Mind in the Changing World 第二次月會 — 變中求安

At the Second College Assembly on 13 October, Dr Charmian Young, a registered clinical psychologist, was invited to share the correlation between changes and stress, ways to identify sources of stress, and stress-coping self-help skills.

10月13日舉行的第二次月會，邀請到註冊臨床心理學家楊名殷博士與同學分享轉變和壓力的關係、認識壓力的訊號及一些自助減壓方法。



## RETRO.HK Gaming Expo 2022

### 香港復古遊戲展覽 2022

The three-day RETRO.HK Gaming Expo was held in October, co-organised by the Department of Art and Design and the Department of Social Science of HSUHK, and RETRO.HK. The Expo exhibited over 40 sets of classic games and consoles including the classic Street Fighter, Saturn Bomberman and Tetris. HSUHK staff and students, as well as the general public, could learn about the historical, cultural and social significance of gaming developments in Hong Kong from the perspectives of creative industries and Asian studies.

一連三日的「香港復古遊戲展覽 2022」於 10 月舉行，由恒大藝術設計系、社會科學系和 RETRO.HK 聯合舉辦。活動展出約 40 多台經典遊戲及遊戲機，包括街頭霸王、炸彈人與俄羅斯方塊等，讓恒大師生及公眾從創意產業及亞洲研究視角，認識遊戲發展的歷史、文化及社會意義。



▲ President Simon Ho (left) competes with a student in the classic game Street Fighter.  
何順文校長（左）與學生進行經典遊戲「街頭霸王」對戰。

## Chinese Traditional Architecture and Heritage Tour: Haw Par Mansion

### 藝遊築跡：虎豹別墅遊覽

The 'Liberal Arts@HSUHK: Chinese Culture Promotion Programme' organised a cultural tour of the Haw Par Mansion, introducing its art of gardening, architectural design and history to students.

「博雅恒大·中國文化推廣計劃」舉行「藝遊築跡：虎豹別墅參觀」活動，帶領同學遊覽虎豹別墅，欣賞中西合璧的花園及建築藝術美，並認識背後的歷史。



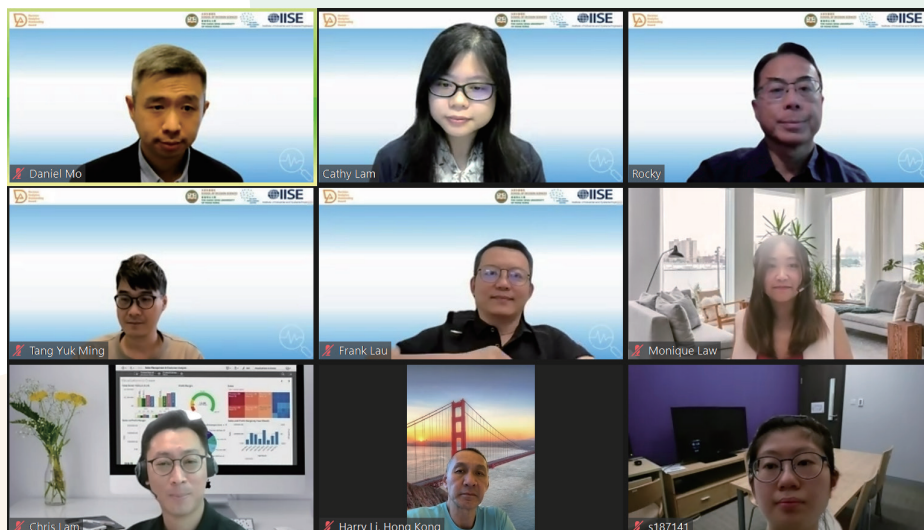


## Seminar on Smart Supply Chain Decision Analytics

### 「智能供應鏈決策分析」研討會

The Seminar on 'Smart Supply Chain Decision Analytics' was held in August 2022 for scholars, practitioners and students to explore the latest smart decision analytics for supply chain management. Over 40 participants attended online, and the Seminar was kicked off by Dr Cathy Lam, Director of the Big Data Intelligence Centre, and Dr Daniel Mo, Associate Dean (Teaching and Learning) of the School of Decision Sciences. Among the guest speakers were Dr Yuk-ming Tang, Deputy Lab-in-charge at The Hong Kong Polytechnic University; Mr Frank Lau, Managing Director of Greater China at Qlik; and Dr Rocky Lam, Business Director at Vantis Consulting Group.

「智能供應鏈決策分析」研討會於2022年8月舉行，讓學者、業界管理人士和學生認識現今最新的智能決策分析供應鏈管理資訊，吸引40多位人士網上參與，並由大數據智能中心主任藍凱欣博士和決策科學學院副院長（教與學）巫耀榮博士揭開序幕。研討會的演講嘉賓包括香港理工大學副實驗室主管鄧育明博士、Qlik大中華區董事總經理劉智宏先生和Vantis Consulting Group業務總監林志明博士。



## Talk on AI Technology and Career Opportunities

### 「人工智能技術與就業機會」講座

To capture the new dynamics of Artificial Intelligence (AI), the Wu Jieh Yee Centre for Innovation and Entrepreneurship co-organised the 'AI Technology and Career Opportunities' talk with the support of HKAI Lab in October 2022. Mr Timothy Leung, Executive Director of HKAI Lab, was invited to share about the development of AI and the related career trends. Dr Chris Choy, Co-founder of Carnot Innovations Limited, discussed the AI application in building and property management. Over 180 participants joined the talk and learnt how they could contribute to the digital technology field with their own professional background.

為掌握最新人工智能發展動態，伍潔宜創新及創業中心於2022年10月與香港人工智能及數據實驗室聯合舉辦「人工智能技術與就業機會」線上講座，由香港人工智能及數據實驗室執行總監梁季笙先生講述最新人工智能發展方向及相關就業機會，以及由Carnot Innovations聯合創辦人蔡子良博士分享在大廈及物業管理上應用嶄新的數碼科技。講座吸引逾180名師生參與，學習運用自己的專業在未來的數碼世界開拓前路。



## HSUHK x HKSTP Co-Ideation Programme 恒大 x 科學園 Co-Ideation 計劃

HSUHK x HKSTP Co-Ideation Programme is a new programme launched by the Wu Jieh Yee Centre for Innovation and Entrepreneurship (WUCIE) in collaboration with the Hong Kong Science and Technology Parks Corporation (HKSTP). It aims at supporting aspiring tech-focused talents to realise their start-up ideas as real businesses in their early stages. Members of the HSUHK community, including students, colleagues and alumni, are welcome to join this one-year Programme and enjoy exclusive opportunities to win up to HK\$100,000 in seed funding as well as training, consultation, mentorship and coaching. Six teams have been selected to join the first cohort of the Programme. They are All in Metaverse, Artick, Epads, PocketCommunity, Spine Savior and Startie X.

恒大 x 科學園 Co-Ideation 計劃是伍潔宜創新及創業中心首次與香港科學園聯合舉辦的創業者支援計劃，旨在培養有抱負的青年創立科技相關的初創企業，吸引了恒大學生、同事與校友參與。獲選隊伍有機會透過為期一年的培育計劃得到高達 10 萬港元種子資金，以及其他培訓、諮詢和導師指導。六支隊伍成功進入第一期的計劃，包括 All in Metaverse、Artick、Epads、PocketCommunity、Spine Savior 和 Startie X。



伍潔宜創新及創業中心  
WU JIEH YEE CENTRE FOR  
INNOVATION AND ENTREPRENEURSHIP  
香港恒生大學  
THE HANG SENG UNIVERSITY  
OF HONG KONG



### HSUHK x HKSTP Co-Ideation Programme



**Financial Support**  
Up to HK\$100K  
Seed Funding



**Networking**  
Regular Meet-ups



**Training**  
Structured Online &  
Face-to-face Training



**Business & Technical Support**  
Dedicated Mentors  
Consultation

**JOIN NOW!**  
**Online Info Session**

**Date: 12 Jul 2022 (Tue)**  
**Time: 2:00 pm - 3:00 pm**  
**Speakers: Representatives of HKSTP and WUCIE**  
**Mode: Zoom**  
1 ECA / iGPS will be granted.



Enquiries: cie@hsu.edu.hk

**Eligibility:**

- HSUHK Students / Colleagues
- HKID Card holders aged 18 or above
- Individuals / Team based\* / Limited Companies (incorporated in HK < 2 years)
- Teams must incorporate as a limited company before the programme starts

**Application Details:**  
<https://wucie.hsu.edu.hk>

**Deadline of Application:**  
At noon, 2 Aug 2022 (Tue)



## WUCIE Welcoming Day WUCIE 迎新日

WUCIE organised a Welcoming Day on 27 September, introducing the upcoming events including the Pre-Incubation Programme, Entrepreneurship Challenge, and the funding opportunities available for HSUHK's aspiring entrepreneurs. For the latest event information of WUCIE, please visit its Facebook page and Instagram.

伍潔宜創新及創業中心於 9 月 27 日舉辦了迎新日，介紹即將舉行的活動，包括創業前期培訓計劃、企業挑戰賽和資助機會等。中心將透過社交媒體發放最新活動資訊。



## Foundation Seal Carving Workshop

### 圖章雕刻工作坊

The 'Liberal Arts@HSUHK: Chinese Culture Promotion Programme' organised a 'Foundation Seal Carving Workshop' on 6 October. Mr Kam-chuen Ng, a celebrated seal carving artist in Hong Kong, was invited as a guest tutor to introduce some basic techniques on seal carving.

「博雅恒大·中國文化推廣計劃」於10月6日舉行「圖章雕刻工作坊」，邀得本港著名篆刻藝術家吳錦泉老師主持，向參加者即席示範磨石、造稿、刻石、鈐印等基礎篆刻技法。



## Voice Care Workshop

### 「用聲有法」－聲線護理工作坊

On 22 September, the Teaching and Learning Enhancement Section at the Centre for Teaching and Learning invited Dr Janet Ng, Senior Clinical Associate of the Speech Therapy Unit of the Department of Chinese and Bilingual Studies of The Hong Kong Polytechnic University, to share with HSUHK staff practical tips on voice care and exercise, and possible causes and symptoms of teachers' voice problems.

教與學發展中心教與學發展部於9月22日，邀得香港理工大學中文及雙語學系言語治療所高級臨床導師伍可怡博士，與恒大教職員分享護聲方法和聲線練習，以及教師聲線出問題的可能原因和症狀。

## Putonghua Tongue Twister Competition

### 普通話繞口令比賽

To cultivate a learning atmosphere for Putonghua, the Putonghua Education and Assessment Centre under the Institute of Chinese Language and Culture conducted the Putonghua Tongue Twister Competition on 13 October. A total of 13 competitors were awarded.

為營造練習普通話的氛圍，中國語言及文化研究所普通話培訓測試中心於10月13日舉辦普通話繞口令比賽，選出13位優勝者。





## Outstanding Students Awarded HSBC Scholarships

### 傑出學生獲頒滙豐獎學金

This year, four HSUHK students become the HSBC Scholars by getting the HSBC scholarships. Sze-wing Ng (Bachelor of Business Administration (Hons) in Finance and Banking, Year 3) received the HSBC Greater Bay Area (Hong Kong) Scholarship; while Fu-wa Chan (Bachelor of Business Administration (Hons) in Supply Chain Management, Year 4), Nelson Chung and Wing-sum Lo (Bachelor of Business Administration (Hons) in Accounting Concentration, Year 4) were awarded the HSBC Hong Kong Scholarship. HSBC Scholars would also be engaged in a wide range of learning activities, including a mentorship programme and learning sessions.

今年共有四位恒大學生獲頒滙豐獎學金，成為「滙豐學人」，其中吳思穎（金融及銀行學工商管理（榮譽）學士三年級）獲得「滙豐粵港澳大灣區（香港）獎學金」，而陳富華（供應鏈管理工商管理（榮譽）學士四年級）、鍾卓邦及羅詠芯（工商管理（榮譽）學士四年級）則獲「滙豐香港獎學金」。「滙豐學人」可參與由滙豐主辦的一系列學習活動，包括師友計劃及工作坊等，增進其學習體驗及擴闊人際網絡。



▲ (From left) Ms Esther Lee, Director of Student Affairs at HSUHK; Mr William Chiu, Global Head of Future Skills, Group Corporate Sustainability, HSBC; and Ms Sze-wing Ng, HSUHK awardee representative, attend the HSBC Scholars Day.

（左起）恒大學生事務總監李德芬女士、滙豐集團企業可持續發展部未來技能環球總監招智輝先生及恒大得獎代表吳思穎同學出席「滙豐智庫日」。

## Serving the Young and Old

### 服務長幼

In collaboration with The Boys' and Girls' Clubs Association of the Hong Kong Community Creativity Learning Centre, the Honours Academy (HA) of HSUHK organised a series of workshops, teaching young children financial management. Hosted by HA students, over 20 primary students were invited to participate in short lectures and social simulation games, to learn proper ways to manage their finances and the significance of building up a saving habit.

In addition, HA students also joined the elderly visit activity 'Acts of Kindness' organised by the Integrated Home Care Service Team of the United Christian Nethersole Community Health Service in Tai Po. By visiting the elderly and their families in person and engaging in chats, the students were able to show their care to the elderly.

恒大榮譽學院與香港小童群益會社區創意學習中心合辦「精叻小掌櫃」— 學生理財工作坊，教導小學生正確理財觀念。工作坊由榮譽學院學員主持，讓小學生透過課堂及模擬遊戲，學習理財方法及儲蓄的重要性。

此外，榮譽學院學員亦參與了基督教聯合那打素社康服務—綜合家居照顧服務隊舉辦的「行善最樂」大埔長者探訪活動。同學們親身走進長者的家中，與他們交談，冀在疫情下為他們送上關懷。





## Interacting with the Community 與社區互動

Hosted by HSUHK basketball team members, the Institute for Youth Sustainability Leadership (IYSL) organised a basketball training session in collaboration with the Emmanuel Community Library Centre, serving around 15 primary school students from the Kwong Yuen neighbourhood. The team members provided coaching on basketball-playing strategy and technique, as well as sharing on their university life experiences with the participants.

Another event hosted by IYSL was the university tour PA x BioBlitz led by the HSUHK student volunteers, which featured a parent-child competition on campus and an ecological study.

青年可持續發展領袖研習所（IYSL）與靈光睦鄰中心—廣源圖書館合辦籃球訓練班，由恒大籃球隊隊員主持，吸引鄰近社區約 15 名小學生學習籃球策略和技術，以及由隊員分享大學生生活點滴。

IYSL 亦舉辦了少青親子大學遊 PA x BioBlitz，由恒大學生帶領，在校園進行親子競技比賽及於社區進行生態調查。







## Orientation and Activities for Fall Semester Inbound Exchange Students 2022/23

### 秋季交換生迎新會及活動 2022/23

In September 2022, HSUHK was pleased to receive a group of 22 exchange students from Belgium, France, Germany, the Netherlands, Spain, Sweden and Switzerland. A series of activities was organised to help them integrate and enjoy a fruitful campus life at HSUHK, including an orientation and the Mid-Autumn Festival celebration. In return, inbound exchange students held a simple language teaching session to introduce global language culture to local students.

恒大大歡迎 22 名來自比利時、法國、德國、荷蘭、西班牙、瑞典及瑞士的交換生，於今年 9 月加入本校。為讓交換生融入和享受多姿多采的校園生活，大學舉辦系列活動，包括迎新會和中秋晚會。一眾交換生其後舉辦了簡單的語言教學活動，向本地學生介紹不同國家的語言文化。





## Student-led Orientation Activities

### 學生組織舉辦迎新活動



To help new students extend their social networks, become familiar with campus life and enhance their sense of belonging to the University, a total of 40 orientation activities were hosted by the Students' Union and its sub-organisations.

學生會及轄下的成員學生組織先後舉辦共 40 個大大小小的迎新活動，透過不同的活動內容，為新生擴闊社交圈子，幫助他們適應大學生活，並建立對恒大的歸屬感。



## Student Ambassadors Programme – Kickoff Meeting

### 學生大使計劃 — 啟動會議

The Kickoff Meeting of the HSUHK Student Ambassadors Programme 2022/23 was held in October 2022. This year, 31 students from 15 Programmes were selected as Student Ambassadors (SAs), including six Senior SAs who will be taking a leading role. They will undergo training on topics such as personality dimensions, business etiquette, public speaking and emcee training. They will also represent the University to attend events and service activities.

恒大大學生大使計劃 2022/23 啟動會議於 10 月順利舉行。今年有 31 位來自 15 個課程的同學獲選為學生大使，當中六位為擔任領袖角色的資深學生大使。同學們將接受各方面的培訓，參與性格透視、商務禮儀、公開演說和司儀培訓的工作坊，並會代表恒大參與不同的活動及服務。



▲ Ms Esther Lee, Director of Student Affairs, and Dr Holly Chung, Advisor of the Student Ambassadors Programme (1st and 2nd from right respectively, front row) encourage the new Student Ambassadors.  
學生事務總監李德芬女士及學生大使顧問鍾可盈博士（前排右一及右二）鼓勵新一任學生大使。



## Honours Academy Welcomes Third Cohort of Students

### 恒大榮譽學院歡迎第三屆學員

The Honours Academy (HA) of HSUHK officially welcomed the third cohort of students, consisting of 22 Year 2 undergraduates from different programmes, at the Inauguration Ceremony on 18 October. They received their HA pins and embarked on their three-year interdisciplinary learning journey. Prior to the inauguration, the students attended a two-day leadership training camp to build their strategic thinking, communication skills and team spirit.

恒大榮譽學院第三屆學員啟動禮於 10 月 18 日舉行，22 名來自不同學系的二年級本科生獲頒授學院徽章，展開三年的跨學科領袖學習之旅。此前，新學員參與了為期兩日的領袖訓練日營，建立策略思維、溝通技巧及團隊精神。



▲ Head of HA Professor Jeanne Fu (6th from left, front row), Associate Heads Ms Esther Lee (5th from left, front row) and Dr Holly Chung (6th from right, front row) welcome the third cohort of HA students.  
榮譽學院院長符可瑩教授（前排左六）、副院長李德芬女士（前排左五）及鍾可盈博士（前排右六）與第三屆學員合照。



▲ HA students demonstrate their qualities through a series of tournaments and challenges.  
學員透過不同比賽和活動，展現榮譽學院的特質。

## HSUHK Professional Mentorship Scheme 2022 – Networking with Mentors and Mentees

### 恒大專業師友計劃 2022 – 導師和學員的交流聚會

The HSUHK Professional Mentorship Scheme (PMS) 2022 organised the 'Networking with Mentors and Mentees' event in September. It was attended by around 50 mentors and mentees, who were excited to meet each other face-to-face since the outbreak of the pandemic. The mentees actively engaged in discussions with their mentors from diverse professional fields for experience sharing and networking.

恒大專業師友計劃於 9 月舉辦導師和學員的交流聚會，是疫情以來首個實體交流活動。當日約有 50 位導師和學員參與，場面熱鬧。一眾學員積極把握機會與來自不同專業領域的導師交流，分享經驗及提升社交技巧。

Please scan the QR code to view the PMS 2022 Annual Review video.

請掃描二維碼觀看「恒大專業師友計劃」2022 年度回顧短片。



▲ Mentors and mentees enjoy the face-to-face networking event.  
導師和學員們十分享受是次面對面的交流活動。



## Visit by Officials from Slovenia and Iran

### 斯洛文尼亞及伊朗官員代表到訪恒大

In October, HSUHK warmly received Ms Alenka Suhadolnik, Ambassador Extraordinary and Plenipotentiary of the Republic of Slovenia to the People's Republic of China, and Mr Alireza Esmaeil Zadeh, the Consul General of the Consulate of Iran in Hong Kong, on campus respectively. They were briefed on HSUHK's latest development by the University's senior management.

斯洛文尼亞共和國駐華大使 Alenka Suhadolnik 女士和伊朗駐香港總領事 Alireza Esmaeil Zadeh 先生於十月分別到訪恒大，由恒大管理層代表接待，了解大學的最新發展。



▲ Ms Alenka Suhadolnik (centre), Mr Bernard Lau, former Honorary Consul of the Consulate of the Republic of Slovenia in Hong Kong (3rd from right), and HSUHK representatives. Alenka Suhadolnik 女士（中）、劉志偉先生（斯洛文尼亞共和國前駐香港榮譽領事，右三）和恒大代表。



▲ Mr Alireza Esmaeil Zadeh (right) and Professor Hon S Chan, Vice President (Learning and Student Experience). Alireza Esmaeil Zadeh 先生（右）與副校長（教學及學生體驗）陳漢宣教授。

## Personnel Updates

### 人事快訊

We would like to extend our warmest welcome to the new senior administrative staff members who joined the HSUHK family during September to November 2022.

衷心歡迎於 2022 年 9 月至 11 月加入恒大的高級行政人員。

School / Department / Office 學院 / 學系 / 部門	Senior Administrative Staff 高級行政人員	Position 職位
Communications and Public Affairs Office 傳訊及公共事務處	Mr Man-sang Fung 馮民生先生	Director of Communications and Public Affairs 傳訊及公共事務總監
Communications and Public Affairs Office 傳訊及公共事務處	Ms Virginea Ng 伍琬妮女士	Communications Manager 傳訊經理
Information Technology Services Centre 資訊科技服務中心	Professor Po-choi Wong 黃寶財教授	Director of Information Technology 資訊科技總監
Information Technology Services Centre 資訊科技服務中心	Mr Bo-lun Chan 陳寶麟先生	Manager (Cyber Security and System) 網絡安全及系統經理
Registry 教務處	Ms Erica Lee 李家慧女士	Manager 教務處經理

## Stronger Support Base for HSUHK

### 誠邀支持捐獻恒大

Recent years have seen HSUHK progress in leaps and bounds on both the teaching and research fronts. To maintain its growth momentum, HSUHK is looking to enlist the support and help of reliable and generous benefactors. In the light of HSUHK's self-financing nature, their generosity is sure to go a long way towards laying a solid foundation for its future development.

Donation can be made by cheque payable to 'The Hang Seng University of Hong Kong – Foundation'. With your kind help, HSUHK will get the solidarity it needs to grow faster, do better and make a difference.

香港恒生大學近年在教學與研究兩方面發展迅速，成績有目共睹。為確保今後持續發展的動力，大學積極聯絡各界有心人支持本校長遠發展，為未來更上層樓打下穩固基礎。

捐款抬頭請書「香港恒生大學 — 基金」。您的支持將有助恒大大加速發展，精益求精。

#### Contact Us 聯絡我們

The Hang Seng University of Hong Kong — Foundation Secretariat

Advancement and Alumni Affairs Office

「香港恒生大學 — 基金」秘書處

發展及校友事務處

Tel 電話：3963 5169 Fax 傳真：3963 5276

Email 電郵：[foundation@hsu.edu.hk](mailto:foundation@hsu.edu.hk) Website 網址：[aaao.hsu.edu.hk](http://aaao.hsu.edu.hk)

## Connect with Alma Mater – Help Strengthen a Close-knit Alumni Community

### 與母校保持聯繫 — 攜手創建緊密校友網絡

To keep the HSUHK (including HSSC and HSMC) alumni community abreast of HSUHK's latest news and developments and to strengthen close-knit relationships within the community, we invite our alumni to support the alumni community by updating your personal information and helping other unregistered alumni get reconnected with their Alma Mater. Don't forget to check out the latest HSUHK and alumni events, as well as a wide array of exclusive alumni benefits and privileges on the website: <https://aaao.hsu.edu.hk/en/alumni-affairs>.

為讓香港恒生大學（包括恒商與恒管）校友社群能夠緊貼母校的最新資訊及發展，以及建構緊密網絡，我們誠邀校友更新您的個人資料，並協助其他未登記的校友重新聯繫母校，支持校友社群。請瀏覽 <https://aaao.hsu.edu.hk/en/alumni-affairs>，以時刻緊貼大學及校友活動資訊，以及校友專屬優惠。



<https://bit.ly/3bL8Sp3>

Please scan the QR code to fill in the online form to update your information, or pass the QR code to any unregistered alumni in your network. A souvenir will be offered as a token of appreciation for those enrolling for the first time or keeping us updated.  
請掃描二維碼填寫網上表格以更新您的資料，或與您認識而未登記的校友分享此二維碼。為答謝各位支持，首次登記或更新資料的校友將獲贈精美紀念品一份。

#### Enquiries 查詢

Tel 電話：3963 5169

Email 電郵：[alumni@hsu.edu.hk](mailto:alumni@hsu.edu.hk)

Information as of 11 Nov 2022. *Erudition (The Hang Seng University of Hong Kong Newsletter)* is published by the Communications and Public Affairs Office every odd month. If you have any materials for publication, please send your submission in both English and Chinese (about 200 words each) and 1-2 photos (>1MB, if any) to [cpao@hsu.edu.hk](mailto:cpao@hsu.edu.hk) via your HSUHK email account.

資料截至 2022 年 11 月 11 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。如欲投稿，請以恒大大電郵帳戶發送至 [cpao@hsu.edu.hk](mailto:cpao@hsu.edu.hk)。稿件中英文內容各約 200 字並附上 1-2 張 1MB 以上的照片（如有）。

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Hang Shin Link, Siu Lek Yuen, Shatin, N.T. Hong Kong 香港新界沙田小瀝源行善里