



For Immediate Release

To: Assignment Editor/Editor of Local News, Education, Business Sections

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HSUHK Organises Territory's First Decision Analytics Outstanding Award

To Recognise Outstanding Decision Analytics Inventions and Applications

To recognise outstanding decision analytics inventions and applications among industries, the School of Decision Sciences (SDSC) of The Hang Seng University of Hong Kong (HSUHK) organises the territory's first "Decision Analytics Outstanding Award" in Hong Kong.

Innovative technologies, with the recent focus on decision analytics, provide the main source of competitive advantages for the Hong Kong's economic growth. Many companies have strong needs to transform and improve their business by innovative technologies, especially decision analytics which is considered as the next phase of artificial intelligence.

With the collaboration efforts of academia and the government, the Award is established by the Big Data Intelligence Centre of HSUHK this year. It focuses on the impact of decision analytics technologies including artificial intelligence, cloud computing, big data analytics and digital workforce. Those technologies are considered as the major driving forces for the companies to compete in the dynamic business environment nowadays.

Dr Daniel Mo, Associate Dean (Teaching and Learning) of SDSC and project manager of the Award, said, "Technological development is an important part of Hong Kong's development blueprint. By leveraging digital technology, decision analytics have provided guidance for companies to formulate important business strategies, strengthen their competitive advantages and contribute to the Hong Kong economy. We hope to enhance the broad adoption of decision analytics by recognising companies with outstanding performance in the industry, while the cases of the awarding companies can also be used as reference teaching and learning materials in universities. A series of case studies, seminars and talks will be offered to interested companies, and experts will be invited to investigate and evaluate the impact of decision analytics on companies' practices."

The judging criteria of the Award include management strategy of data driven decision, show case of data driven decision impact, robust methodology of decision analytics and alternative data in future plan. Shortlisted enterprises will be invited to present their submissions to a panel of judges comprising scholars and industry experts.



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Awardees will be invited to the award presentation ceremony to share their experience.

The application deadline of the “Decision Analytics Outstanding Award” is 5:00p.m. on 31 January 2023.

Details and application: <https://www.daoo2023.site/us/>

Photo:



Photo 1: HSUHK organises the first “Decision Analytics Outstanding Award” to recognise outstanding decision analytics inventions and applications among industries.

Photos for download: <https://bit.ly/3DY8T6m>

About The Hang Seng University of Hong Kong

The Hang Seng University of Hong Kong (HSUHK) is a non-profit private liberal-arts-oriented university with five Schools (Business, Communication, Decision Sciences, Humanities and Social Science, and Translation and Foreign Languages) and around 6,000 full-time students. Adopting the unique “Liberal + Professional” education model, HSUHK is a residential institution which puts quality teaching and students’ all-round development as its highest priorities.

Aspiring to be a leading private university in the region, HSUHK features a primary focus on undergraduate education, top-quality faculty members, award-winning green campus facilities, innovative degree programmes, unique residential college system combining living and learning, interactive small class teaching, very close student-teacher relationship, RGC-funded impactful research, and excellent student development/support services. Listed among the top 200 worldwide for ‘Quality Education’ and ‘Decent Work and Economic Growth’ in Times Higher Education University Impact Rankings 2021, the University aims to nurture young talents with



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critical thinking, innovative minds, caring attitudes, moral values and social responsibility.

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